From Engineering-driven GPS Security Innovation to Global Market Traction, Sales Enablement and Strategic Partnerships

THE CLIENT

infiniDome, Ltd.

GPS security technology company serving drones, critical infrastructure, defense and other high-consequence markets.

THE COMMERCIALIZATION MANDATE

Transform an engineering-led GPS security company with limited market reach into a visible, lead-generating, globally supported commercial organization ready to scale from Seed through Series A.

THE STARTING POINT

Founded in 2016, infiniDome had a strong GPS security solution for drones, but the quality of the technology was not translating into sales. Leads were scarce, the internal database consisted of only a few thousand contacts, and the website was difficult to navigate, weak at presenting products and value propositions, and lacked calls-to-action and SEO.

BUILDING THE COMMERCIAL FOUNDATION

GI developed the annual marketing plan, solidified the infiniDome tagline and branding, and repositioned the company for additional markets including Critical Infrastructure, Defense & Homeland Security, Maritime & Fleets, and Autonomous Vehicles. GI also redesigned and wrote the website content, creating a stronger digital presence and a platform for ongoing lead generation.

The company wanted to penetrate the U.S. market from its headquarters in Caesarea, Israel. By mid-2020, management was raising seed capital and the Chairman of the Board retained Golden Impressions to strengthen the investor story, enhance visibility and branding, and build the commercial foundation required for growth.

The engagement then expanded into LinkedIn prospect and investor lead generation, SEO, database building, public relations, sales collateral, market briefs, slide decks and investor documents — turning the marketing function into a practical commercial support system.

THE GI INSIGHT

The challenge was not simply marketing a better GPS security product. infiniDome needed a commercial system that could create awareness, generate qualified demand, support a worldwide sales organization and build the market relationships necessary for funding and strategic growth.

FROM DEMAND GENERATION TO GLOBAL SALES SUPPORT

GI's LinkedIn outreach campaign was designed to fuel infiniDome's worldwide sales force with prospects and conversations. The program was supported by ongoing email outreach, a growing internal database and content that helped prospects move through the sales funnel.

BUILDING THE COMMERCIAL SYSTEM

From Market Visibility to Global Sales Momentum

GI built a connected commercialization program around infiniDome: strengthen the story, improve the digital front door, generate qualified prospects, equip the worldwide sales force, create market credibility and use partnerships and events to open doors.

01	POSITION THE COMPANY	Solidify the brand, tagline and market positioning for GPS security, Critical Infrastructure, Defense & Homeland Security, Maritime & Fleets and Autonomous Vehicles.
02	BUILD THE DIGITAL FRONT DOOR	Rewrite, redesign and maintain the infiniDome website, improving navigation, value propositions, calls-to-action, SEO and ongoing content.
03	FUEL THE WORLDWIDE SALES FORCE	Orchestrate LinkedIn prospect and investor outreach, lead generation, database building and email programs that continually feed qualified prospects into the sales funnel.
04	EQUIP THE SALES CONVERSATION	Create data sheets, market briefs, slide decks, videos, exhibit demo presentation loops and other sales tools that make the technology easier to understand and sell.
05	CREATE MARKET ACCESS	Select and support tradeshows, acquire exhibit space, coordinate exhibitions, secure speaking opportunities and create webinars that establish thought leadership and generate prospect and partnership leads.
06	OPEN STRATEGIC PARTNERSHIPS	Manage the marketing relationship with Orolia through a highly successful webinar series and build the awareness and market credibility that helped establish a strategic relationship with Raytheon.

SCALING THE MARKET PRESENCE

The original program produced a database exceeding 30,000 contacts, regular email outreach, growing website traffic and qualified leads. GI's PR program also announced company and product news, including an investment from and partnership with Honeywell Aerospace, while conference, tradeshow and webinar activity strengthened infiniDome's thought-leadership position.

FROM POSITIONING TO MARKET DEVELOPMENT

Turning Marketing Activity Into Market Access

For infiniDome, commercialization depended on more than generating leads. The company needed a repeatable way to enter the U.S. market, support a worldwide sales organization, demonstrate expertise, reach new buyers and create strategic relationships with organizations capable of accelerating growth.

COMMERCIALIZATION IN PRACTICE

GLOBAL DEMAND GENERATION

LinkedIn outreach and lead-generation campaigns created a sustained prospect pipeline for the worldwide sales organization.

TRADESHOW STRATEGY

GI supported show selection, space acquisition and exhibition coordination, turning major events into opportunities for prospects, partners and distributors.

SALES ENABLEMENT

Videos, exhibit demo presentation loops, data sheets, market briefs and slide decks gave the sales team practical tools for live and follow-up conversations.

THOUGHT LEADERSHIP

GI secured speaking opportunities, exhibits and webinars on topics including Resilient PNT for Drones and Securing BVLOS Drone Operations.

OROLIA RELATIONSHIP

GI managed the marketing relationship between infiniDome and Orolia and conducted a highly successful webinar series to create awareness and engagement around the companies' combined market opportunity.

RAYTHEON RELATIONSHIP

GI created the awareness and market credibility necessary to help infiniDome establish a strategic relationship with Raytheon.

THE WEBSITE BECAME A COMMERCIAL PLATFORM

GI's role went beyond a one-time website redesign. The team wrote and designed the content, maintained the site and used it as the destination for LinkedIn outreach, email promotions, SEO, PR, webinars, tradeshow activity and ongoing sales campaigns. The original case study reports website traffic growing to thousands of visitors per week and high SEO rankings.

A MARKETING FUNCTION BUILT AROUND THE SALES FUNNEL

The commercialization system connected awareness to action: PR and thought leadership created credibility; the website and content provided education; LinkedIn and email generated prospects; tradeshows and webinars created conversations; collateral and demo loops supported sales; and strategic relationships expanded market access. The result was a marketing function designed to move prospects toward sales rather than simply generate visibility.

THE BUSINESS IMPACT

Commercialization That Helped Scale a Global Business

The strongest evidence of the infiniDome engagement is the progression from an engineering-led company with few leads and limited market reach to a company that successfully raised Seed, Pre-Series A and Series A funding, expanded its market presence and built a substantial prospect and partner ecosystem.

500%+ INCREASE IN INQUIRIES

GI's lead-generation efforts produced more than a 500% increase in inquiries, creating extremely high-quality prospects.

30,000+ PROSPECT DATABASE

The internal database grew beyond 30,000 contacts, supporting ongoing promotions, quarterly NewsFlash communications and regular outreach campaigns.

SEED → PRE-SERIES A → SERIES A

infiniDome successfully raised its Seed, Pre-Series A and Series A rounds while continuing to meet business and revenue targets.

THOUSANDS OF WEEKLY VISITORS

Website traffic grew to thousands of visitors per week, supported by strong SEO performance and ongoing campaigns. □filecite□turn9file1□L70-L72□

GLOBAL SALES & DISTRIBUTOR SUPPORT

Tradeshow, webinar, literature and secure partner-portal support helped infiniDome and its worldwide distributor network generate new business opportunities.

STRATEGIC MARKET RELATIONSHIPS

GI's awareness-building and relationship programs supported high-value market access, including the Honeywell Aerospace investment/partnership documented in the source case study and the Orolia and Raytheon relationships developed through the broader program.

POSITIONING → DEMAND GENERATION → SALES ENABLEMENT → MARKET ACCESS → STRATEGIC PARTNERSHIPS → GLOBAL GROWTH

Golden Impressions | Strategy. Message. Impact.

CLIENT PERSPECTIVE *"Golden Impressions helped ramp our Marketing and Sales supporting our growth from Seed Funding through to our Series A Funding round. The Golden Impressions Team was instrumental in our ability to penetrate the US market and build our market worldwide." — Omer Sharar, CEO*