



CLIENT PERSPECTIVE

infiniDome, Ltd.

Omer Sharar, CEO

“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.

GI’s PR has been an extremely important channel for us to build our awareness and branding in our new target market.

GI’s prospect and investor lead generation efforts have been invaluable to achieving our business growth objectives.

Additionally, now that we have a robust email list we are able to conduct regular promotions to our prospects and investors.”

The Challenge

Founded in 2016, infiniDome was initially an engineering driven company with a great GPS security solution for drones. However, having the best product wasn’t translating to sales. The company was receiving few leads and had an internal database of only a few thousand friends and family.

The infiniDome website was difficult to navigate, fell short of presenting their products or value propositions well, and was very basic functionally. Lacking Call to Actions and SEO, the site’s performance was not meeting infiniDome’s business needs. They wanted to penetrate the US market from their headquarters in Caesarea, Israel and knew they needed to step up their game.

By mid-2020 infiniDome’s management was raising seed capital and the Chairman of the Board retained Golden Impressions to strengthen their investor story and enhance visibility and branding.

Our solution

Golden Impressions develops the infiniDome Annual Marketing Plan to support business objectives.

We solidified infiniDome tag line, branding, and positioned the company to target additional markets including Critical Infrastructure, Defense & Homeland Security, Maritime & Fleets, and Autonomous Vehicles.

In parallel, Golden Impressions launched a LinkedIn prospect and investor lead generation program, SEO, and database building effort generating a list over 30,000 deep and growing. Regular emailing to that internal list continues to generate website traffic



and qualified leads. infiniDome leverages this resource to establish a relationship with the prospects as they move through the sales funnel.

Golden Impressions redesigned and wrote the website content while creating new data sheets, market briefs, slide decks, and investor documents. We launched an aggressive PR campaign announcing company and product news including an investment from and partnership with Honeywell Aerospace.

To establish infiniDome's thought leadership position in the GPS security market Golden Impressions secured conference and tradeshow speaking opportunities, exhibits, and conducted webinars on topics such as Resilient PNT for Drones and Securing BVLOS Drone Operations.

The results

Today infiniDome has successfully raised its Seed, Pre-series A and Series A rounds of funding and just continues to grow meeting its business and revenue targets. Golden Impressions' lead generation efforts have produced more than a 500% increase in inquiries creating extremely high-quality prospects. Website traffic continues to grow to thousands of visitors per week and SEO rankings are high. The internal database now exceeds 30,000 and promotions continue with the new quarterly NewsFlash newsletter and regular outreach campaigns. Prospect and partnership leads from the Xponential tradeshow in Atlanta generate new business opportunities for infiniDome and its worldwide network of distributors that we also support with tradeshows, webinars, literature and secure partners web portal.