

Melissa LaCasse
Tanbark
LD 210

With the support of the grant, we have made strategic investments to strengthen our sales and marketing efforts at Tanbark. One of the most significant steps was hiring a key senior leadership role in sales, allocating a portion of the grant to salary. This allowed us to bring in the high-caliber talent necessary to drive growth and expand our market reach.

Additionally, we undertook a complete website makeover and launch, ensuring our digital presence effectively supports both marketing and sales initiatives. This enhanced platform allows us to better engage potential customers, showcase our offerings, and improve lead conversion.

To further optimize our sales processes, we brought in a consulting firm specializing in CRM optimization. Their expertise will enable us to enhance lead generation, nurture prospects more effectively, and create a scalable system for long-term growth.

Finally, we have leveraged the grant to attend key trade shows, providing invaluable opportunities to expand our sales pipeline with more domestic leads. These events have positioned us in front of the right audience, strengthening industry relationships and opening doors for new business.

Each of these initiatives has been instrumental in advancing our sales strategy, setting the foundation for sustained growth and success at Tanbark.