



David Folwell

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Increasing Your Sales with Drip Marketing and Retargeting

Learn how the leading companies leverage the newest digital marketing tools to get more leads and close more sales. In this session, you will see real-world case studies from companies just like yours that use marketing automation to grow their businesses faster.

Here's what you'll learn:

1. How to automate repetitive sales processes
2. How to score leads so your sales team can focus on highly qualified leads
3. How to drive more traffic and capture more leads from your website
4. How your sales team can follow high-value clients' digital body language
5. How you can use content to close more sales

David realized years ago that marketing has changed, and few internal departments or marketing agencies have caught on. After working with some of the best agencies and teams at GE Lighting and multiple startups, he founded The Growth Co. to take a new approach to delivering sales-first marketing.

David has developed and executed digital strategies for GE, PROCESS EXPO, Nilfisk, HotelEngine, TextUs, The iPad Receptionist, Allied Valve, and Unitherm. He believes that with the right strategy and the right team every company can grow faster.

Since launching his first eCommerce platform in 2004, David has led global website projects for GE Lighting as well as early-stage startups with a focus on increasing website traffic, leads, and sales.

The Growth Co. team has driven record sales in 2016 for multiple clients and has generated up to 700% year over year revenue growth for marketing partners.

David received an MBA in marketing from the University of Maryland and a BBA in Finance and Management with a minor in Psychology from the University of Iowa. He holds certifications in inbound marketing from HubSpot and exhibition management (CEM) from IAEE. He is an ultra-marathon runner, ping pong fanatic, and a back-country skier.