

GRIP AMPLIFIED THEIR CONTENT REACH WITH WAVES CONNECTS





We create content, so you don't have to.



In a world where change is the only constant, there's a force that remains ever so consistent and powerful - waves.

Like the rhythm of the ocean, Waves Connects creates ripples of content for events and exhibition companies.

With over 20 years of experience in the industry, Waves Connects supports businesses in building stronger relationships and achieving greater growth through engaging content.

If you want to make waves with your content, get in touch
hello@wavesconnects.com

CASE STUDY: GRIP

Hew Leith VP of Marketing

Grip

Matt Coyne, of Waves Connects, caught up with Hew Leith, VP of Marketing at Grip, to reflect on a triumphant year of collaboration.

The past 12 months have been a testament to enduring success and growth that can be achieved when powerful experienced content creation, meets innovative technology products, strategy and delivery.



MC: As we gear up for another exciting year of content creation together, what were the decisive factors that inspired you to ride the wave with Waves Connects for another year?

HL: The sign of a good product or service is when you want to keep using it. This is definitely the case with Wave Connects. Matt brings a creative enthusiasm and deep industry knowledge which is extremely rare.



MC: Reflecting on our initial collaboration, what were your key goals and how has our content service propelled you towards achieving them over the past year?

HL: While Grip has lots of subject matter experts who work in the company, we always want more. Matt is the perfect addition to our internal team, helping us get even closer to our ideal customer profile. Leveraging his network and deep industry knowledge allows us to put out content that really resonates with our prospects and customers.

CASE STUDY: GRIP

Grip

Grip is an award-winning AI-powered event platform, built for meetings and matchmaking. Featuring a class-leading mobile app, Grip helps event organizers increase attendee engagement, lead generation and revenue. grip.events



MC: Could you spotlight any specific content or posts we've created that notably boosted your business or resonated exceptionally well with your audience?

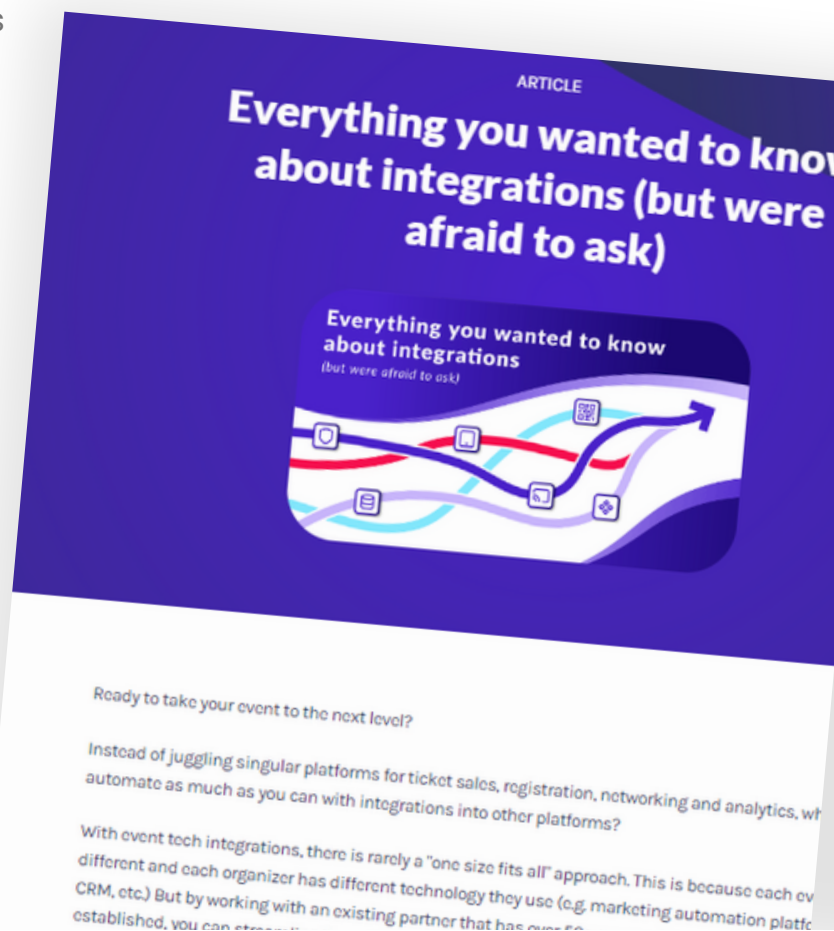
HL: We've had fantastic engagement stats for our content. I believe that is a result of having Matt who has over two decades of experience in the events industry.

His understanding of our customer pains and gains means he can write content that delivers unique insights to our ideal customer profile. This is not something you can do with an intern and some internet searches.

Our customers are smart and would see straight through an author who isn't a domain expert.

MC: In the wake of our collaborative content creation, have you noticed a distinct growth in website traffic, engagement, or conversions linked to the content we've crafted together?

HL: **Our web traffic is at a record high, 30% up year-on-year.** A lot of this can be attributed to our blog which gets lots of engagement with the right prospects.



Are you looking for a content partner that understands the events and exhibition industry inside and out?

Wave Connects has more than two decades of experience in creating powerful content, helping many businesses make meaningful connections with their audiences and experience greater growth.

From engaging blogs and interesting articles to compelling website copy and social media content, you can count on us to craft stories that will make waves with your audience.

Contact us today on hello@wavesconnects.com



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