

The GoTo logo features the word "GoTo" in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the letters "o" and "t".The GIRACT logo consists of the word "GIRACT" in a bold, blue, sans-serif font. Below it, the text "Geneva, Switzerland" is written in a smaller, black, sans-serif font.

Success Story:

GIRACT

Founded in 1970 and based in Geneva, Switzerland, GIRACT is the leading transnational consultancy in food ingredient strategy, market and business development. Its unique and profound insights into the dynamics of the entire agro-food chain, from raw material supply to food-industry needs, are essential to any strategic thinking process including those of many of the world's leading players.



Challenge

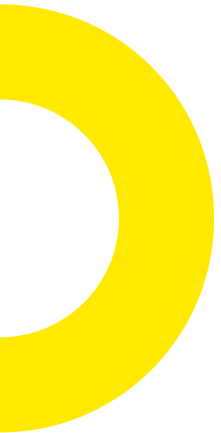
GIRACT's clients — executives, managers, research scientists, food technologists, and others from the food and beverage industry — turn to the company for industry and food ingredient expertise. But when the small company wanted to grow its customer base, it realised that reaching out to potential clients with phone calls was a time-consuming yet ultimately unsuccessful strategy, especially during the pandemic. GIRACT realised it needed a different way to help it connect with its hard-to-reach target audience.



Solution

Janhavi Ram, Assistant Marketing Manager, Global at GIRACT, researched the best ways to build the company's brand, allowing it to reach a bigger audience and generate qualified leads. Ultimately, Ram chose to partner with GoTo Webinar. "We determined that webinars are a great way to build brand awareness and generate leads, and they can also increase sales and help attract new clients. GoTo Webinar is an excellent tool for introducing a company's products or services to a new audience or even reintroducing oneself after some time away from the industry," she said.

Ram and her team started using GoTo Webinar and quickly realised its value. "GoTo has been useful for us in numerous ways — everything from using GoTo Meeting to conduct one-on-one client meetings to using GoTo Webinar to host large webinars and panel discussions. GoTo Webinar has played a big role in our ability to network and make our company more globally visible," said Ram.



Results

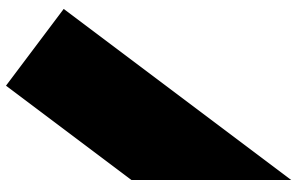
Since implementing GoTo Webinar, GIRACT has been pleased with the results. “The qualitative analysis GoTo provides in its post-session reports are a great takeaway — they’re well written and do a stellar job of consolidating the data, capturing everything that happens between the start and end of a session,” said Ram.

Ram and her team were also excited about participating in GoTo Stage, GoTo’s library of more than 100,000 recordings presented by thought leaders and subject matter experts. “GoTo Stage is great for sharing our webinar recordings, but it’s also a helpful tool for making announcements about upcoming webinars and helping potential clients discover some of our most engaging content. We’re able to promote our offerings to audiences all over the world!” she said.

“GoTo Webinar is a convenient, excellent platform for webinars,” Ram concluded.

“GoTo Webinar has played a big role in our ability to network and make our company more globally visible.”

Janhavi Ram
Assistant Marketing Manager,
Global at GIRACT



Looking to build your brand, reach a bigger audience, and grow your leads? GoTo can help. Visit goto.com to learn more.

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