



Insight Meridian
GROUP

COMPANY BROCHURE

Insight that guides businesses to growth.

We help businesses build their digital presence, find the right customers and grow their sales — through websites, business data, digital marketing, CRM and technology solutions, delivered by one connected team.

ABOUT US

One connected partner for every stage of growth.

Most growing businesses end up working with a web designer, a marketing agency, a data supplier, a CRM vendor and a developer — none of whom talk to each other. Results suffer, and owners spend their time coordinating instead of growing.

Insight Meridian Group brings websites, business data, digital marketing, CRM and technology together under one roof, so every part of your growth engine is designed to work with the rest.

THE MEANING BEHIND OUR NAME

Insight. Meridian. Group.

Insight

A deep, clear understanding of your market, customers and data — the starting point for every decision.

Meridian

A guiding line for navigation, and the highest point the sun reaches. We give direction and help you reach your peak.

Group

Specialist capabilities working as one — connected, not siloed.

OUR MISSION

To guide businesses from their digital presence to their peak of growth — with honest advice, connected solutions and results we can measure together.

Five capabilities. One growth engine.

01 Websites & Web Development

Fast, mobile-ready websites that turn visitors into enquiries — designed, hosted and maintained for you.

- Business & corporate websites
 - Landing pages
 - Website-as-a-Service plans
 - E-commerce & catalogues
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02 Business Data & Lead Generation

Accurate, targeted B2B data and qualified leads — delivered by InsightLead Partners.

- Targeted prospect lists
 - Data enrichment & verification
 - Lead generation campaigns
 - Appointment setting
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03 Digital Marketing & SEO

Search, social and campaign marketing that brings the right customers to you — measured in results.

- Search engine optimisation
 - Paid advertising
 - Social media & email
 - Analytics & reporting
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04 CRM Solutions

Prime Meridian CRM keeps every lead, conversation and follow-up in one place.

- Contact & pipeline management
 - Email outreach
 - Automation & reminders
 - Setup & onboarding
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05 Technology & Automation

Custom software, integrations and AI-powered automation that remove busywork.

- Custom web applications
- Systems integration
- AI & workflow automation
- Cloud, hosting & support

OUR BRANDS

Specialist brands, one group.

BUSINESS DATA & LEAD GENERATION

InsightLead Partners

Researches, verifies and enriches B2B data and runs outreach programmes that connect companies with the decision-makers they need to reach.

CRM & OUTREACH PLATFORM

Prime Meridian

Brings contacts, email outreach and sales pipelines into one workspace, so teams follow up faster and never lose track of an opportunity.

HOW WE WORK

A simple, proven path to growth.

01

Discover

We learn your business, customers and goals.

02

Plan

Clear scope, timelines and expected outcomes.

03

Build & Launch

Our team delivers to a high standard.

04

Grow

We measure, report and keep improving.

Ready to find your next stage of growth?

Book a free, no-obligation consultation. We work with clients worldwide.

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