



***“We increased our productivity by 96% with Wideo. We also saw that video posts in LinkedIn converted 4x better than plain text or image posts.”***



**Maria Sundström, Head of Sales & Co-founder at Liid**

**96%**

**More productive**

**4x**

**Higher conversions on social media**

### **Challenge**

Liid faced two main problems: Their employees were spending a lot of time training users how to use their mobile app and they were experiencing low conversion rates in their social media campaigns. Liid would do 5 30-minute training sessions per week. They spent a total of 150 minutes per week doing training.

### **Solution**

Liid not only uses Wideo to create training videos that save time for both their employees and customers, but also to create engaging video content for their social media channels.

### **Results**

With Wideo, it takes only 5 minutes to send a training video to their clients. As a result, Liid increased their productivity by 96%. “When we used the videos in our LinkedIn campaigns, we found that video posts converted 4x better than plain text or image posts,” says Maria Sundström, Head of Sales & Co-founder at Liid.

### **Company**

Liid is a mobile application eliminates the most troublesome part of customer relationship management (CRM): manual data entry. It works by automatically sending information from client calls, emails, and meetings to your CRM.

<http://liid.com/>

### **Category**

Mobile application

### **Headquarters**

Helsinki, Finland

### **Wideos**

[Liid: Main Features for Android](#)

**Liid** Download LIID for CRM and log sales activities to CRM automatically. You can create new leads by scanning business cards. Give it a try, it's FREE: <http://www.liid.cor>



**Liid** Download LIID for CRM and register client calls and emails automatically to Microsoft Dynamics CRM and Salesforce: <https://lnkd.in/ezt7spr>

Delete



### LIID for CRM - Register calls and emails automatically to CRM

youtube.com · LIID is a smartphone app that registers client calls and emails automatically to Salesforce and Microsoft Dynamics CRM. You can create new leads by scanning business cards and add notes by speech-to-text. The app saves time, improves CRM data quality