FULCRUM
SALES & MARKETING

FULCRUM + LOGOJET

Fulcrum Drives Over $1,000,000 in Lifetime Revenue for Niche Manufacturer

www.fulcrumsales.marketing

OBJECTIVES

LogoJet, a company that has historically grown organically, sought to establish a structured and profitable Proactive Sales Program. The primary goals were to:

- Develop a sustainable outbound sales strategy from scratch.
- Generate high-quality Sales Qualified Leads (SQLs) efficiently.
- Drive revenue growth while optimizing Customer Acquisition Cost (CAC) and maximizing Lifetime Value (LTV).
- Provide strategic insights and market intelligence to refine LogoJet's overall sales and marketing approach.

SOLUTION

Fulcrum Sales and Marketing built a comprehensive Proactive Sales Program tailored to LogoJet's needs, focusing on:

- Targeted outbound prospecting through email, phone, and LinkedIn outreach.
- Market intelligence gathering and iterative refinements of pricing models and SQL definitions.
- Sales consulting to optimize lead conversion strategies.
- Integration of SEO-optimized campaigns to enhance inbound lead flow.
- Data-driven analysis of customer acquisition costs, lead qualification, and sales pipeline management.

RESULTS

Revenue and Profit Growth

Over $70,000 in profit was generated, while over $1,000,000 in LTV was captured and $4,000,000 in qualified sales pipeline developed.

Optimized Cost Efficiency

10x ROI was achieved for less costs than comparable personnel and overhead.

Strategic Market Insights Unlocked

Fulcrum's data-driven approach and relentless iteration unlocked an entirely new sales channel and customer market while informing LogoJet's overall business strategy.

AT A GLANCE

Objective: Build a scalable, profitable Sales Outreach Program for LogoJet.

Solution: Fulcrum developed an outbound sales strategy with targeted prospecting, data-driven insights, and integrated marketing efforts.

Results: $1M+ LTV generated, $70K in hard profit, $4M in qualified sales pipeline, and a refined lead qualification and acquisition strategy.

Impact: Established a sustainable and data-backed approach to customer acquisition, optimizing LogoJet's sales growth and marketing efficiency.

SUSAN COX
CEO, LogoJet

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