



FULL-SERVICE GROWTH

Fulcrum Sales and Marketing Provides Full-Service Growth to Automated Production in Louisiana



AT A GLANCE

Challenges

- Automated Productions is a small local business with limited business development and marketing resources

Benefits

- Over 150% ROI
- Short-term and long-term results
- Wide range of solutions deployed

OBJECTIVES

- Develop a more professional web presence
- Develop an inbound marketing approach for local buyers
- Proactively reach out and educate potential customers
- Generate qualified leads for sales team
- Diversify revenue growth in net new markets

SOLUTIONS

- Fulcrum developed and launched a reformatted website that can be seen at www.automatedproduction.biz
- Fulcrum optimized and developed Automated Production's Google My Business Profile and the company began receiving a tangible influx of incoming orders
- Fulcrum co-created and executed a series of diversification outreach campaigns and identified two potential markets that are continually explored
- Fulcrum's efforts have yielded over \$200,000 in revenue generated which provides more than 150% of ROI.

BENEFITS

Robust Onboarding

Fulcrum took the time to learn from and level set with the Automated Productions team to begin on best footing

Wholistic Solution

Automated Production only approached Fulcrum for lead generation, but was encouraged to invest in web-presence to compliment the outreach.

Results Focused

Fulcrum focused on reaching and educating the new market and encouraged decision makers to learn more from the Automated Production team. This fostered relationships and transactions.



"Fulcrum provided what our team could have never done for a fraction of the cost of hiring outside resources. We are very grateful and will continue to lean on Fulcrum in the future."

Lane Ortego

Head of Business Development, Automated Productions

