



FLY GUYS CASE STUDY

High-growth Start-up Outpaces
Growth with Fulcrum

Objectives

Fly Guys, a rapidly growing drone pilot platform experienced rapid growth, but wanted to direct said growth to the land surveying market. Fulcrum was retained to execute research, develop a strategy, and execute upon said strategy in an attempt to outpace inbound lead function.

Solutions

Over the next six months, Fulcrum worked closely with the senior leadership team at FlyGuys to understand their go-to-market strategy and dial in a target audience(s), outreach channel(s), and outreach messaging that produced positive results for proactive growth.

TARGETS

PMs, CXOs, Directors of
Construction and Survey

3000 leads researched

7000 sales activities

73 sales ops

52 demos

28 RFPs

New Customers

Fly Guys converted 6 net
new customers leveraging
Fulcrum's plan

