



Lead Generation, Sales, & Customer Journey

Industry: Government

Headcount: 164

Customer Type: Armed Forces

JumpCrew Services: Sales

Development Representatives,

Customer Support



The Challenge

MyBaseGuide is a large media brand servicing over 75% of all domestic U.S. military installations. They publish print and digital base guides, telephone directories, and maps that provide community information and important contact numbers for military personnel relocating to new posts. They needed a partner that could:

- Digitally transform their existing outside sales force
- Enable MyBaseGuide's new inside sales team to move leads through the funnel from contact to close.

The Solution

JumpCrew initially focused on building a full-funnel client acquisition engine. Their digital strategists developed and launched a robust social media and email campaign to generate awareness and demand. They followed up with landing pages, paid search campaigns, drip series, retargeting campaigns, and social ads to generate new leads and move

them through the funnel. Carefully crafted email campaigns nurtured these leads and helped prime them for the close. These new campaigns began generating results on day one, and now account for nearly all of the brand's new customer growth.

JumpCrew deployed a dedicated inside sales team to capitalize on this funnel by contacting leads and moving them through the funnel from contact to close. This team is now delivering millions in additional untapped revenue per year.

Recent Results

- \$12 million closed won revenue
- 146,472 phone calls, emails, social messages
- 1,818 advertising deals sold



JUMPCREW

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