



## Corporate Case Studies



## COMPANY PROFILE

Founded in 2009, **Jump On It (JOI)** is a prominent group buying website operating in Australia and New Zealand. The company is now part of US based company; **Living Social** – the fastest growing organisation in the e-commerce space, who promote daily deals across over 240 markets, in over 12 countries. The \$5 million acquisition of Jump On It, in November 2010, has boosted Living Social to become the largest social shopping player in Australia. The original founders are still part of the JOI family, headquartered in Sydney's lower North Shore, with Colin Fabric holding the position of CEO, James Gilbert as the Commercial Director and Adam Rigby operating as the COO.

Jump On It enjoy a membership base of 1.2 million subscribers throughout Australia. Unique deals are promoted to members daily, via email, Facebook and the company's website: Jumponit.com. Members subscribe to Jump On It to access appealing products and services in their local area at a discounted rate. Merchants offer products or services at a substantial discount to JOI members, as a means of leveraging this marketing platform to promote their business and acquire new sales, repeat customers and referrals.

## PROJECT OBJECTIVES

Jump on It approached Sales Pipeline to assist with generating brand awareness within the WA market. JOI reps operating in WA were confident in their sales pitch and despite enjoying a relatively high conversion rate for appointments attended, struggled to match the success of their colleagues on the eastern seaboard – as they lacked a continuous stream of qualified leads. The company also identified the need to diversify the type of deals being promoted in the West, to achieve even exposure for the 4 primary categories: Hair and Beauty, Health and Fitness, Hospitality and Leisure Activities. Sales Pipeline assisted Jump On It to acquire leads/selling opportunities for the local JOI sales reps, via a highly strategic appointment setting and lead qualification process, developed to target relevant merchants operating within WA.

## PROCESS

- **Database Creation**  
As no database of targets existed, Sales Pipeline created a custom-built database of prospective merchants suitable for the JOI marketing platform. Contact details were sourced from the Australian and New Zealand Industrial Classification codes and pulled in accordance with service offerings deemed relevant to the four primary categories featured on the JOI website.
- **Script Development**  
Informed by research and test calls, Sales Pipeline formulated a unique approach to present the JOI platform to potential merchants. A script was crafted to provide operators with a solid framework to support outbound calls.
- **Business Screening**  
An initial analysis of all potential businesses was conducted by Sales Pipeline prior to making preliminary contact. This was necessary to establish that all merchants satisfied JOI standards, before presenting an opportunity to meet with a JOI company representative.
- **Appointment Setting**  
Sales Pipeline made outbound calls to all applicable businesses to locate the key decision maker and introduce Jump On It as a unique marketing platform. Operators generated discussion around the opportunity to be featured on the JOI website as a daily deal and set up an appointment for a JOI representative to visit the premises. All leads were further qualified at the point of call, according to: new business capacity, standard of service and premises, location and the gauged level of interest for the defined purpose and objective of the meeting. Sales Pipeline liaised with JOI representatives daily to inform them of all booked appointments. Each confirmed appointment was diarised, providing JOI reps with full visibility of their daily commitments, including detailed notes pertaining to the initial call, which informed their approach for each appointment. All set appointments were followed up, in order to track the progress and handle any necessary rescheduling requirements.
- **E Communications**  
Sales Pipeline engaged all decision makers that were unable to discuss the platform during business hours via a tailored email that explained the benefits of the platform for their individual business. An inbound line was provided for contacts who wished to further discuss the opportunity.



## RESULTS

Sales Pipeline employs a team of young, energetic, and driven operators that have a sharp business sense, and are able to think on their feet. Since commencing the project several months ago, Sales Pipeline has become the 'go to' team for establishing contact, introducing JOI and setting appointments with merchants anywhere in WA.

All telemarketers have a weekly target of leads to book, and the bar is constantly being raised. Jump On It sales representatives operating in the West, predominantly rely on our team to handle all of their appointment setting, allowing them to focus on face-to-face contact with hot leads. Sales Pipeline have effectively delivered leads that have consistently experienced a lead to sale conversion rate of between 60-71% demonstrating the power of the strategic direct marketing platform put into place for this campaign.

## TESTIMONIAL

*'Sales Pipeline has assisted our organisation with developing our brand awareness within the Western Australian market and generating highly qualified selling opportunities for our sales team based in WA. Their understanding of the local market and their attention to detail when it comes to segmenting the market and identifying businesses that were appropriate and of greatest value to us has proven to be highly beneficial. The conversion percentage from lead to sale has consistently remained exceptionally high which is a demonstration of their commitment to ensuring the delivery of a return on investment that has long term viability.'*

**James Gilbert – Jump On It/Living Social, Co Founder & Director Of Sales**