

\$50M Targeted Marketing Firm

Objective:

This agency wanted to venture into new territory, primarily targeting top-tier packaged good companies and consumer brands in Rx companies. They had attempted this path before, using internal staff, but met with little-to-no success. Part of the challenge involved identifying the right target within a company. In some cases it was likely that the prospect might look at this program as being appropriately funded out of a media budget...in other cases out of the marketing budget.

RSW Impact:

Following the initial half day kick-off/immersion meeting, RSW and the client determined that the best approach would be to go directly to the marketing teams in these large organizations and then work our way to the appropriate parties responsible from there. Key was insuring that the messaging and benefits of the program were spelled out in crystal clear terms from the get-go. With only five seconds, to two minutes to capture the attention of a prospect, keeping things focused was a huge key to success.

With four separate targeted marketing programs offered by this agency (each targeting different demographic audiences), it was very important to not only create different selling pieces for each program, but also to insure that the prospects we were talking to were appropriate for each program.

RSW built four distinct lists, one for each of the programs. RSW identified key marketing personnel in each organization, then proceeded to clean each list prior to its use to insure that the most accurate data was supporting the program.

RSW persistently called into each of these organizations – preceded by mailings and email communication. In nearly half of the situations, the new business manager had to work their way around through the organization to find the person responsible (and most interested) in this agency's programs.

RSW helped secure close to sixteen meetings for this firm in only twelve month's time.

Agency Success:

As a result of RSW's efforts, this agency closed a \$500k opportunity with the consumer side of one of the largest Rx companies in the country. In addition, this agency closed a second large, six-figure deal with one of the largest yogurt marketers in the country.