

## **\$25M Public Relations Firm**

**Objective:**

This Public Relations firm had long lived off of referrals and networking to build its business, but that pipeline had slowed. They were looking to create a more constant stream of new opportunities – ideally among a larger and better pool of prospects.

**RSW Impact:**

RSW not only developed a very strategically sound and well-differentiated positioning for this firm, they also helped create approximately ten case studies for the business. These case studies were instrumental in helping the new business manager “bridge” issues faced by prospects back to the experiences of this agency – and the solutions they brought to the table for their clients.

**Client Success:**

RSW opened up six doors in the first six months for this firm, all among top prospects in their respective industries.