

For Immediate Release

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### **Local Small, Mid Size Agencies Now Outsourcing New Business**

*RSW Brings Proven Model, Expertise to United States*

**Cincinnati, OH – November 15, 2005** – We're just too busy concentrating on our current clients to think about marketing ourselves and proactively growing new business. We can't afford hiring someone that only focuses on new business. We just can't compete with the large agencies. Business is fine.

Sound familiar?

Throughout the nation, small to medium sized advertising and public relations agencies, design, direct marketing, and research firms struggle with a balancing act: Finding new business while making sure that current business is being serviced – excellently. The last item on the "to do" list seems to be marketing for the agency, yet few appreciate the need until it becomes a necessity. Too late, according to RSW Managing Director Mark Sneider. Just as small to mid sized agencies outsource television and radio production, payroll and accounting, and a myriad of other 'non core competencies,' for the first time in the United States, agencies can now outsource finding their next perfect client - while also receiving expert marketing counsel on how to best position themselves in the marketplace.

Reardon Smith Whittaker (RSW), accessible at [www.rswus.com](http://www.rswus.com), is a fully integrated new business agency that provides a "refreshingly innovative approach" to business development, and has opened a new office in the U.S., headquartered in Cincinnati, OH. The firm has been in business in England for 13 years and is the top business development firm in the U.K. The U.S. firm is lead by advertising and marketing expert Mark Sneider, U.S. Managing Director, a 20 year veteran of the marketing, branding, and advertising/public relations industry.

"RSW is a lead generation and agency branding consultancy that operates like a virtual new business development group to help agencies build pipelines of new business and more effectively position themselves in the marketplace," Sneider explained. "We treat each client agency as if it were a brand to position them in as compelling and differentiating a way possible. When you focus day in and day out on your own clients, it can be very difficult to focus on and find meaningful insights in differentiating yourself to prospects."

Sneider added that the typical cost to engage his firm to assist with new business development is significantly less than hiring someone "in house" and crossing your fingers. In addition, he says that agencies that fail to be proactive regarding their own personal marketing will be left to fend for RFPs and word of mouth alone – a practice that will preclude them from focusing on the right clients for a small to mid sized firm.

More information can be accessed at: [http://www.rswus.com/contact\\_cincinnati.html](http://www.rswus.com/contact_cincinnati.html) or by calling 513.293.6785. Sneider can be contacted at mark@rswus.com.