

8 ANIMAL TRAITS YOU NEED TO FUTURE-PROOF YOUR AGENCY



content creator
WHATEVER FORM YOUR NEW BUSINESS CONTENT TAKES, DEVELOP A STRONG POSITION AS A THOUGHT LEADER. ACTIVELY SUPPORT AND PROMOTE THIS.



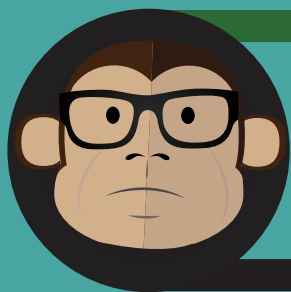
agile and nimble
AGILITY IS NOT A FUNCTION OF SIZE. STAY TRUE TO YOUR CORE WHILE STAYING AHEAD OF INDUSTRY PACE OF CHANGE.



partner not player
MARKETERS ARE SEEKING MORE OF A STRATEGIC BUSINESS PARTNER THAN AN AGENCY "FILLING ORDERS" OR A "CREATIVE POWERHOUSE"



real timer
WITH PROGRAMMATIC AND MOBILE MARKETING GROWING EXPONENTIALLY, THE NEED TO ANALYZE, MEASURE, RESPOND, AND ACT QUICKLY WILL BECOME MORE AND MORE IMPORTANT



student of technology
IT'S CRITICAL TO UNDERSTAND THE TECHNOLOGY AND METRICS THAT MATTER TO CURRENT AND PROSPECTIVE CLIENTS AND EDUCATE YOUR TEAM



curator / contractor
MARKETERS ARE WILLING TO WORK WITH AGENCIES WHO CAN ADAPT BY PURSUING STRONG STRATEGIC PARTNERSHIPS.



selectively specialized
INDUSTRY EXPERTISE IS IMPORTANT TO MARKETERS, BUT EXCLUSIVITY IS NOT A REQUIREMENT



savvier competitor
WITH MARKETERS INCREASINGLY CONSOLIDATING AGENCY SERVICES, MORE AGENCIES ARE VYING FOR FEWER OPPORTUNITIES. SO NEW BUSINESS STRATEGY, STRONG POSITIONING, AND CONSISTENT PROCESS ARE ESSENTIAL

RSW/US

RSW/US IS A FULL SERVICE, OUTSOURCED BUSINESS DEVELOPMENT GROUP THAT HELPS MARKETING SERVICE FIRMS FIND MEANINGFUL NEW BUSINESS OPPORTUNITIES AND GETS YOU CLOSER TO CLOSE.

FOR MORE INFORMATION VISIT OUR WEBSITE: WWW.RSWUS.COM
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RSW/US

LEVERAGING YOUR AGENCY OF THE FUTURE & THE IMPORTANCE OF A STRATEGIC AGENCY NEW BUSINESS PLAN

OUR 2015 REPORT ON THE OUTLOOK FOR THE ADVERTISING AND MARKETING INDUSTRY, REPORTED THE FOLLOWING:

MARKETERS ARE CONSOLIDATING THEIR AGENCY PARTNERS

62%

of marketers are consolidating the number of agencies on their roster

THIS MAKES FOR A MORE COMPETITIVE MARKET...

79%

of agencies say the market has gotten more competitive over the past 3-4 years

WHICH MEANS AGENCIES HAVE TO GET MORE STRATEGIC IN HOW THEY PURSUE NEW BUSINESS

88%

of agencies plan to get more aggressive in their new business programs

**IT'S AN OPPORTUNE TIME TO POSITION YOUR AGENCY FOR THE FUTURE
AND INTENSIFY YOUR NEW BUSINESS PROGRAM.**

Why consider RSW/US as your Business Development Partner?

RSW/US has one goal in mind: getting you closer to close. We use our strategic marketing and selling expertise in conjunction with a full team of professionals to get you qualified, high-interest prospect meetings, better position your agency "brand" in the marketplace, create a more consistent stream of new business opportunities, and help you move closer to close.

Our service areas include:

Pre-Prospecting Preparation

- Communications Strategy Development
- Prospecting Plan Development
- List Development
- Content Development

Post Meeting Support

- Post-Meeting Strategy Discussion
- Post-Meeting Follow Up Support
- Post-Meeting Lead Tracking
- RFP/Proposal Review
- Ongoing Tracking of Post-Meeting Progress

Prospecting Support

- Ongoing Value-Added Email Development
- Lead Tracking and Scoring
- Company/Prospect Snapshots
- Coaching/Strategy Planning Pre-Meeting

Other Services

- Website Recommendations
- Survey Development/Management
- Pre/Post Tradeshow Prospecting

RSW/US

Agency-Client Relationship Experts



Visit our website www.rswus.com for more information and for case studies detailing client successes.

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