



How RSW/US Helped a Healthcare Focused Marketing Agency Go National and Win Three Multi-Million Dollar Clients



CASE STUDY



Agency Profile

Full-service firm with healthcare focus

Based in Birmingham, AL



Prospect Profile

The most recent win was a \$3+ Million project awarded by Security Health Plan.

Prior large wins include major branding initiatives for St. Bernard's Medical Center (Jonesboro, AR) and for UAB Medicine (University of Alabama).

The Challenge

- This mid-size client had experience in multiple verticals and their internal business development team was pursuing new business with a variety of regional prospects.
- However, with a look to long-range growth strategy, the agency sought to drive growth where they saw the most potential – in healthcare.
- The firm's successful campaign for a major hospital system in Wisconsin set the stage for them to open doors across the country, but they knew they needed an organized, strategic new business effort to leverage this success.

The Process

Every RSW/US Program Contains:



Value-Driven Prospecting

Each client has a tenured New Business Director (NBD) with 15-20 years' experience in sales and marketing. Ongoing, value-based, and consistent exposure to prospects is part of every program



Database Development

We are firm believers in combining human intelligence with technology to build lists – one company at a time and one prospect at a time. We meticulously and strategically develop each list.



Tech Stack

Our tech stack is an integral part of every client program, from database creation to ongoing prospecting efforts. We pride ourselves in ongoing reviews of current technologies/platforms.



Ongoing Content

Our MarCom team audits client content assets prior to program start, and make recommendations for additional content ideas they would like to see developed, working with your team to implement those ideas.



Multi-platform Prospecting

We know successful programs must include multiple mediums used in concert with each other, including phone, email, social media, direct mail and technology in order to break through effectively.

The Path To Success

This program was laser-focused. Our List Department provided the New Business Director with prospect information that accurately identified current key decision makers in hospital marketing.

Hospital marketing executives receive hundreds of calls, mail and email from agencies, much of which can look and sound very much alike. RSW/US provided strategic recommendations on positioning and communications that helped the agency rise above the noise. Highly compelling case studies were developed to present to prospects and the RSW/US communications team also provided support with "value-added" email communications that reinforced the agency's expertise and thought leadership in hospital marketing specifically.

While the RSW/US program delivered early large wins, the Security Health Plan contract resulted over a more extended period of time by steadily developing a relationship with the prospect. The New Business Director stayed current on developments within the prospect's organization, and made contact at regular intervals. Our agency client was top-of-mind when the prospect's need arose.

On average, a new business director at an agency lasts 18 months.

RSW new business directors have an average tenure of 8 years.



Three **multi-million dollar wins: Security Health Plan, St. Bernard's Healthcare and UAB Medicine.** Also, several smaller wins include **PharmaPoint** and **Northwest Community Hospital.**

Contact:

Lee McKnight
VP Sales
513.559.3111
lee@rswus.com

RSW/US is an outsourced agency lead generation and new business development firm that works exclusively with marketing service companies to find and win new business.

We help agencies by better positioning them in the market, finding qualified leads, setting meetings and helping move them closer to close.

RSW/US
New Business Solutions for Marketing Agencies

6725 Miami Avenue, 2nd Floor
Cincinnati, OH 45243