

How RSW/US Helped a New Orleans Full-Service Agency Complete Their New Business Strategy to Win Six New Clients



CASE STUDY

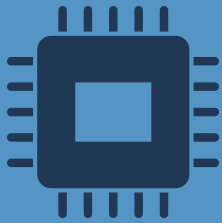


Agency Profile

Full-service firm
founded in 1967

Based in New Orleans

200 employees



Prospect Profile

This client's first win was a strategic digital assignment from Peavey Electronics.

Subsequent wins brought on a total of six new clients within two years!

The Challenge

- Though a large agency, the client did not have the resources in-house to manage a successful new business program.
- Prior to engaging RSW/US, their Marketing Coordinator had responsibility to send capabilities presentations to prospects, but the methodology, strategy and consistency needed to generate results were absent.
- While this client felt comfortable preparing for and conducting successful introductory meetings, they needed to build their pipeline.

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

From the start, an internal team including the agency's President and Vice President committed themselves to strategizing with their RSW/US New Business Director on all facets of the program. This included thoughtful preparation and practice for the first introductory meeting as well as planning strategic follow-up steps after the meeting.

One source of opportunity was the client's earlier business development efforts which left them with a list of cold, but potentially viable contacts. Due to the inconsistency of their internal efforts, this list was being underutilized and RSW/US set out to pursue these leads. A parallel effort involved the client's desire to build new relationships in CPG food, travel and tourism and consumer sporting goods. For new prospects in these markets, RSW/US List Operations Department identified target companies within the client's parameters and quickly uncovered key decision makers.

With this two-pronged approach, our New Business Director was able to make a fast start, building connections with marketers our client wanted to meet.

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

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



A first win with **Peavey Electronics** began with a **\$100,000** strategy assignment and opened up a new market for the client. Project wins with **Popeye's, Direct Energy, McKee Foods, Flowers Foods** and **Ritter Communications** followed.

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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.