



How RSW/US Helped an Architecture/Building Products PR Firm Close Over a Dozen Wins In the Midst of an Economic Crisis



CASE STUDY



Agency Profile

Small public relations firm based in Pittsburgh, PA

Focused on architecture and building products



Prospect Profile

Over a dozen new business wins including H. B. Fuller, Viracon & Ellison Bronze.

The Challenge

- Like many small firms, this client lacked in-house business development expertise.
- Despite one of their principals being a great closer, the firm was dedicated to serving existing client needs and didn't have a methodology to identify and pursue new opportunities.
- At the beginning of the program, a dismal economy presented an additional challenge; building and construction activity had shut down almost entirely.

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 on 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

The key to success lay in two words: laser focus. The RSW/US team had to find out where investment was happening and which supplier segments could benefit. While the residential market was stalled, the commercial sector still had a pulse propelled by longer-range planning and development timetables.

The research resources of the RSW/US Operations Department enabled the New Business Director (NBD) to precisely target prospects with marketing needs and available budgets, even in a tight market. A finely tuned communications strategy honed in on our client's leadership and expertise in public relations for this very specific industry and the NBD delivered this message to decision makers in target companies with precision.

The RSW/US new business development methodology soon bore fruit and the NBD was successful in breaking through to prospects with decision making authority. The seamless integration between the RSW/US team and the client's staff meant they were well-prepared to take advantage of each opportunity. In the client's words, the RSW/US program enabled them to keep their doors open and then thrive when the economy rebounded.

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

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



New PR business with firms like **Ellison Bronze, Viracon, Xypex, H. B. Fuller, American Hydrotech and many more**, contributed to **more than \$1Million** in new business revenue.

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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.

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