



# How RSW/US Helped A Midwestern Agency with B2B/B2C Focus Close Four Pieces of Business



CASE STUDY



## Agency Profile

Midwestern full service B2B/B2C advertising, marketing and PR agency helping local and global clients with strategy, branding and digital solutions.



## Prospect Profile

- World leader of innovative and high performance industrial fabric solutions.
- Industrial pump manufacturer.
- Manufacturer and distributor of new construction and remodeling products.
- An aluminum, fiberglass and wood product design and manufacturer for both consumer and commercial markets.

# The Challenge

- While the agency had a strong portfolio of work and a reputation in the B2B and B2C space, they also had no clear industry focus or direction.
- Prior to engaging with RSW/US, the agency acquired new business organically and through local and regional networking driven by the lead principal.
- Even though their HQ was in the 5th largest city in the state, the agency was unjustly overlooked as "unhip" making it tougher to break through to prospects.

# 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

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

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

The first step in our strategy was to narrow the client's prospecting focus and we settled on manufacturing as the most promising vertical. Our operations group crafted a targeted list with numerous points of contact across marketing, sales and product management units, while also expanding their geographical footprint.

Using a mix of email, phone, direct mail (yes, print!), social media (where it made sense) and supplemental technology platforms, the new business director made initial contact with prospects and continued to nurture leads over time with timely and relevant content. These efforts resulted in numerous proposals and pitch opportunities, and RSW/US provided counsel to help the agency develop persuasive proposals exhibiting how they could solve specific problems facing the prospect.



Our client closed four pieces of business. All began as projects >\$50K and have led to additional work.

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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.***