



How RSW/US Helped a Digital Firm Close a Six Figure Piece of Business



CASE STUDY



Agency Profile

NW US-based strategic digital marketing firm that affects client organizations with transformative global digital solutions.



Prospect Profile

A multi-divisional food ingredient supplier, processor and distributor.

The Challenge

- This agency employed a horizontal positioning across multiple verticals in both the B2B and B2C space with a focus on providing strategic digital solutions.
- Prior to engaging with RSW/US, this agency acquired new business primarily through referrals, with the lead principal tasked with developing non-referral business.
- The agency tried several business development vehicles - both in-house and out - that did not deliver results.

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

Early in the program, RSW/US connected the client with a new CMO with Top 5 CPG experience. The goal was to have the agency and prospect connect in-person and have a strategic discussion to understand immediate needs.

This first meeting was followed by a second, which brought ideas for short and long-term solutions. The RSW/US NBD supported the agency with deep intel and insights on the prospect prior to the first meeting and counsel on developing a compelling proposal.

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

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



Our client closed a six figure piece of business with ongoing discussion.

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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.