



How RSW/US Helped a St. Louis- Based Digital Marketing Agency Secure Three New Clients in Less Than a Year



CASE STUDY



Agency Profile

A digital creative agency based in St. Louis with a staff of twelve

Experienced in creating digital experiences for big brands and destinations



Prospect Profile

Multiple prospects across a variety of industries including destination, travel, pet healthcare, and CPG

The Challenge

- This agency was facing the all-too-familiar-challenge for small to mid-size agencies: struggling to grow the client base.
- The owner knew they had to pursue new business but internal resources were focused on existing clients whose brands included category leaders such as Purina and Tidy Cat, as well as the St. Louis Science Center.
- They needed the right new business expertise, including a methodology that would produce 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 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

RSW/US staff is comprised of veterans from a broad range of industries. The New Business Director (NBD) assigned to this agency is a media industry professional with more than 25 years' experience and knowledge of marketing and advertising from both the client and agency side.

The RSW/US NBD became fully immersed in the internal workings of the agency through a deep dive into their business. She met the staff and learned their culture, capabilities and processes. We called in resources from our Operations and Marketing Communications departments to develop targeted prospect lists and messaging strategies, optimized to reach decision makers.

The NBD then applied the RSW/US methodology, which includes multiple touch-points through collateral mailings, email and social media. In addition to outreach being targeted, it was also relevant and personal for each prospect. It delivered value and illuminated possible solutions for marketing challenges. Perseverance in prospecting and an effective methodology was highly productive in generating new business growth for this digital agency.

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

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



Three new clients in less than a year, totaling more than **\$500K: The National Civil Rights Museum, Aratana Therapeutics, and Enjoy Life Foods.** These wins positioned it as an attractive acquisition opportunity for a leading interactive firm.

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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.