



How RSW/US Helped an Oklahoma-Based B2B Marketing Agency Land a Seven Figure Win and AOR Relationship



CASE STUDY



Agency Profile

Mid-size full service branding & advertising agency

Located in Tulsa, OK and staffs 30+ employees

Leverages their brand assessment process to build a singular message for B2B2C companies



Prospect Profile

Manufacturing Brands above \$100M

Executive titles for search CMO, VP Marketing, DOM

The Challenge

- Agency was looking to expand their client base outside the Oklahoma region.
- They came to RSW/US for support in creating a prospect list that met their criteria in regions outside their current geographical focus.
- They were also looking for additional outreach strategies to build awareness and generate new business relationships.

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

The RSW/US Operations list-building team initially targeted companies in OK, KS, AR, TX - and later expanded the prospecting range further to the east and west. We tailored messaging to feature the agency's work in the B2B2C space - including past campaigns, industry-specific content, value-added email campaigns, and branded eBooks. This helped to zero in on specific companies like Grasshopper, which were in the B2B2C space and have a dealer network.

After a few touchpoints, the Director of Marketing agreed to a conversation, which uncovered some key challenges and allowed our agency client to showcase their expertise. Within a month, the agency provided qualitative research to Grasshopper. After presenting additional materials and their brand assessment proposal, the agency was awarded a first assignment for \$124k.

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

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



After a year of providing exceptional work, Grasshopper awarded all marketing initiatives to the agency as full AOR, a **win which totaled \$2.5M.**

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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.