



# How RSW/US Helped a Mid-size Kentucky Digital Firm Acquire Multiple Clients and Grow into a 70+ Person Agency with Offices in 3 States



CASE STUDY



## Agency Profile

Mid-size digital agency,  
founded in 1999

Offices in Louisville, KY;  
Indianapolis, IN and  
Cincinnati, OH

Desire to expand  
geographic reach



## Prospect Profile

Multiple prospects in a  
variety of markets including  
Restaurants, Banking, DIY,  
CPG-Food Manufacturing,  
Retail and Healthcare

# The Challenge

- Prior to enlisting RSW/US services, this agency had assigned new business responsibilities to a three-person team that was comfortable nurturing leads locally through networking.
- However, budgets for new business from within the market were getting increasingly small.
- The in-house new business team wasn't comfortable building relationships outside the immediate market and their own client account demands were diverting attention from new business activity.

# 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

In addition to building the agency's client base, a key objective was to deliver solid profit margins on new business. To start, RSW/US refined and narrowed target industries for a stronger return. We also recommended expanding the geography to access larger prospects. Finally, we helped refine the client's new business materials and the website messaging to support the new prospecting strategy.

The agency provided a wealth of assets, including a monthly newsletter and a quarterly magazine, plus frequent, relevant blog and social media posts. Such commitment establishes the agency as a thought leader. Because the RSW/US new business process is robust with outreach through phone, mail, email and social media, it was able to leverage this material to its fullest. These channels provided multiple touch points with prospects and the means for disciplined follow-up that added value at each step.

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

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



Over 6+ years, RSW/US helped this client grow into 70+ person agency with expansion into 3 states and delivered millions of dollars through new clients.

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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.***

**RSW/US**  
New Business Solutions for Marketing Agencies

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