



How RSW/US Helped a
Midwestern Brand Design Firm
Solidify a New Business Process
and Direction to Win Over
\$1 Million In New Revenue



CASE STUDY



Agency Profile

A small, well-established brand design firm

Based in Central Illinois

Founded in 1970 as a creative and graphic design firm



Prospect Profile

Multiple industries in the B2B and B2C space.

Over the course of its relationship with RSW/US, this agency acquired new business with multiple prospects in the desired industries.

The Challenge

- Prior to engaging RSW/US, the agency's new business development was the responsibility of the General Manager, whose day-to-day client demands took priority.
- An outdated prospect database meant that too often the client wasted time on new business calls that rarely resulted in quality leads.
- After years delivering solely creative and graphic work, the firm was repositioning itself as a brand design firm with a focus on merchandising, packaging, and digital branding.
- Refining the messaging of this new direction was proving to be a challenge considering the scarcity of prior 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

Before applying our new business methodology, RSW/US knew this client's challenges called for strategic consultation on positioning and revising their marketing communications efforts.

During an intensive onboarding period, the New Business Director and RSW/US senior management consulted with the client to refine messaging in support of their new positioning, which guided further recommendations regarding their web presence, the design of an effective brochure and the development of informative case studies.

Once the new strategy was set and selling materials finalized, the RSW/US new business process took over. As opportunities emerged, the New Business Director coached the General Manager on the optimal approach to first meetings - such as how to effectively talk about the prospect's needs and how to serve up the capabilities/experience his firm could offer.

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

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



RSW/US enabled this client to close significant new business, including **Elkay, Aquascape, and WINIX Filters** totaling **more than \$1 million** in new revenue to date.

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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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