



How RSW/US Helped a SoCal Tech-focused Full-service Agency Secure an AOR Relationship with a Thriving Startup



CASE STUDY



Agency Profile

40-person technology-focused full-service agency

Based in Southern California



Prospect Profile

California tech companies

Multiple new business wins include Avaak and Hanger

Their most recent win is Druva as the AOR!

The Challenge

- Because new tech companies form every day and industry experts change roles quickly, identifying prospects in this industry can be painstaking and time-sensitive.
- As an agency deeply entrenched in the tech industry the partners knew in-house strengths were best applied on account work. Growth objectives would be most efficiently fulfilled by outsourcing new business acquisition.
- Business development expertise and the efficiency of a proven methodology were key needs that RSW/US brought to the table.

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

For this agency, the pool of desirable new business prospects is tightly defined by both geography and industry - limiting the size of the list the RSW/US Operations team could build. The New Business Director working with the client dedicated herself to additional industry research to enable her to reach prospects as they took on new responsibilities and to be in position as early as possible in the development pipeline with new products and services.

While doing research, the NBD saw news about Druva, a company providing data protection. Founded in 2008 with Angel financing and with seven employees, it has grown to become a firm of 300 employees that serves over 3,000 customers in less than six years. In October, 2013, Druva announced completion of \$25 Million in Series C funding to support its inSync platform. Within a month, our NBD had a meeting set with Druva for our client.

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

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



Client wins include Avaak and Hanger, as well as **DriveCam, which has generated approximately \$400K to date.**

The most recent win is with Druva for whom they assumed **Agency of Record** responsibilities for all creative.

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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.