



How RSW/US Helped a Corporate Responsibility and Purpose-Driven Agency Connect with C-Suite Executives and Close Business



CASE STUDY



Agency Profile

Mid-size brand strategy and creative agency focused on purpose-driven marketing.

Headquartered in WA.

Horizontal positioning across multiple verticals in both B2B and B2C space.



Prospect Profile

West Coast-based IT, Technology & Industry solutions provider.

Multinational Professional Services firm.

The Challenge

- Prior to engaging with RSW/US, our client acquired new business organically and through referrals with the lead principal driving the majority of new opportunities.
- While this produced new business, they needed a more strategic and proactive approach for continuous, sustainable growth.
- Their focus on corporate responsibility and purpose-driven marketing often originated in the C-suite.

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

Most critical in the beginning was identifying prospect companies that 1) believed in creating purpose-driven stories to give their brands a more meaningful place in customer's lives, and 2) engaging with visionary C-Suite decision-makers at those companies. Success was a team effort at RSW/US - our List Operations group fully understood the target and the New Business Director conveyed the agency's experience and value to open doors of opportunity.

In the first few months of prospecting, we connected the Client with prospects that generated numerous proposal and RFP opportunities. The RSW/US team supported the agency's prospect nurturing with timely and relevant content that continued to illustrate the agency's experience and expertise, as well as the principal's purpose-driven speaking engagements. The RSW/US team also provided counsel that helped the agency develop compelling proposals exhibiting how their capabilities could solve specific problems facing the prospect. With this, wins started adding up.

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

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

Our client closed two pieces of business with:



- A global leader of IT, technology and industry solutions.
- A multinational professional services 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.