



How RSW/US Helped a Full-Service Agency Serving B2C End Consumer Brands Close a Six Figure Piece of Business



CASE STUDY



Agency Profile

Midwest full service agency serving B2C end-consumer Retail, Healthcare and DIY brands.



Prospect Profile

An independent, state based non-profit healthcare plan.

The Challenge

- Focused on the end consumer in the B2C space, this agency traditionally acquired new business through consultants or referrals.
- Having no dedicated business development personnel or process, the lead principal was the primary point of contact.
- In the midst of a rebrand, they needed help understanding what capabilities would best resonate with prospects, which industries to target, and where to position the agency in the marketplace.

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

To start, RSW identified prospect companies that fit the agency's refocus on three primary sectors. Our strategy called for leveraging the agency's regional reputation and connecting with mid management influencers and decision makers.

Early into the program, RSW/US connected the client with a prospect that was open to an introduction but had no immediate need. Over the next two years, the RSW New Business Director nurtured the relationship by sharing relevant work that continued to illustrate the agency's experience and expertise.

Due to this relationship, the prospect eventually contacted the NBD to invite our agency client to pitch. The RSW/US team further provided counsel to help the agency develop a compelling pitch deck, exhibiting how their capabilities could solve specific problems facing the prospect. This was key in helping them win an initial assignment.



Two years later, the agency has billed over **\$500K** cumulatively with additional work on the horizon.

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

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

Contact:

Lee McKnight
VP Sales
513.559.3111
lee@rswus.com

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.