



How RSW/US Helped a Full Service Digital Marketing Agency Close with Multiple Major Broadcast Companies



CASE STUDY



Agency Profile

NYC-based digital-first marketing agency that connects people to amazing entertainment, live events and sports experiences.



Prospect Profile

An American cable & satellite television network owned by NBCUniversal.

Features original programming for upscale and educated audiences.

The Challenge

- This full-service digital marketing agency has an array of clients, which span Live Events, Sports, Film & Television, Theatre, Arts & Cultural Institutions and Travel & Tourism.
- Prior to engaging with RSW/US, the agency acquired new business primarily through referral and was struggling to break through to top-of-the-funnel leads.
- They tried and tested many – and different – business development approaches, none of which worked, as the agency didn't have a formal process in place, and lacked consistent effort and internal bandwidth.

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

Our strategy began by identifying prospect companies looking to promote their brand experience on or off the couch - in other words, to drive fan engagement, develop new messaging and brand strategy, create storytelling platforms, and strengthen social media engagement. At RSW/US, success is a team effort - our List Operations group understood the target and the New Business Director was tasked with conveying the agency's depth of experience and value.

In one example, the RSW/US New Business Director spoke with a contact who was not ready to engage with the agency. The NBD persisted with relevant and thought-leader centric outreach across platforms – ten additional touches to be exact. During a second conversation, the prospect acknowledged receiving and evaluating the client's website and case studies, which "sold him on taking a meeting." In similar fashion, RSW/US continually connected the client with right-fit prospects and helped nurture relationships that developed into six pieces of business with six different companies.

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

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



Over multiple years, RSW/US helped the client close initial projects ranging from **\$60K to \$200K** with Bravo, NBCUniversal, and A&E-History Channel.

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.