

Marketing Agency Missing Low Hanging Fruit

Case Study Snapshot: *Digital Agency*

This 15-person agency had grown due to retaining clients and having current clients refer new ones.

Then they got to the point where that wasn't presenting enough growth opportunity so they decided to hire someone to do new business development.

Unfortunately, they invested in someone who wasn't effective in this role (this person actually said that since they had an MBA they weren't going to pick up the phone and do any new business development outreach).

The principal of the agency just did not have the bandwidth to support and manage a salesperson either. The current client portfolio was too large. So when that biz dev person mentioned earlier left, the agency was wary about investing in another salesperson.

The Sales-Onsite (SOS) team discovered that this agency had a tremendous sales opportunity with "low hanging fruit." One of their key clients was a huge corporation with several divisions throughout the US. They never took advantage of this opportunity for two reasons: 1) No one on the agency account management team liked to make biz dev phone calls and 2) They were managing current clients 99% of the time.

SOS recommended targeting the extensive "low hanging fruit" prospects above for the first part of the biz dev campaign. Armed with client successes of the parent company to share, this made the most sense.



As a result

two new clients were acquired – one presenting an immediate six-figure project. Both new clients offer repeat/ongoing opportunities for this agency – and new meetings and opportunities are still in process.

Due to these successes, the SOS biz dev person is now welcome as an integral part of the "moving opportunities through the pipeline" process working closely with the agency's account management team.