

Having one huge client was making them nervous

Case Study Snapshot:

Marketing Communications Agency

This successful agency had grown dramatically in 15 years with one major

international corporation as their main client. They were nervous about having all their eggs in one basket so they focused on increased sales activity to diversify their client portfolio.

However, their sales and marketing approach was dated and ineffective: branding themselves as being able to be all things to all people. Basically, they were virtually knocking on doors asking, "Do you need marketing help?"

They also had been limiting their geographic scope to companies within drive time of their agency.

The Sales-Onsite team (SOS) recommended they brand themselves by leading with their strength in an industry vertical, "productizing" the marketing support options they offered and expanding their target market to the entire US.

- SOS identified the right companies in these sectors and researched the appropriate contacts for import into their CRM.
- The most relevant case study snapshots were chosen.
- They had the agency productize their three key offerings to make the biz dev campaign more targeted and effective.
- Recommendations for enhancement of existing content (sell sheets, presentation decks, sales support docs, current website) were provided throughout the program.
- A part-time, highly experienced business development person was provided (working remotely) to execute the business development program for them.



As a result

One of the new productized marketing support offerings got considerable traction leading to two new clients with ongoing repeat business: A company with 3000+ locations in the US and over 50 countries internationally; and a company launching a new concept to complement their current base of over 350 locations in the US and internationally.