

CASE STUDY

How Missouri Creative Built a Qualified Lead Generation Machine

Profile Based Marketing filled and accelerated this brand agency's sales pipeline - winning new business with household name brands.

- Stuart Wood is the founder of this well established London creative agency
- Missouri has a strong pedigree, working with brands like ASICS, Foot Locker and Jameson
- Before working with Pitch121, they had zero visibility beyond the brands they had previously worked with and depended on conventional lead generation techniques
- Over the course of a year, we helped Stuart start hundreds of conversations with multiple, high-level connections at global brands, based around Missouri's expertise using hyper-targeted messaging

MISSOURI

Jim Beam - Project Won & Delivered. Missouri Now On Their Agency Roster

£250k+ Pipeline value of projects from our work



40% Newsletter Open Rate

With a 50% clickthrough rate, thanks to hyper targeting messaging



Decision Makers and Influencers Engaged

At each of Missouri's TOP target businesses



Before



- Conventional lead generation and sales were not delivering enough new conversations
- Engaging repeat business, but finding it very hard to grow beyond existing network
- Had not used LinkedIn or other social selling methods before
- Producing a biannual expert trends paper called "Show Me", but not getting great engagement

Challenges



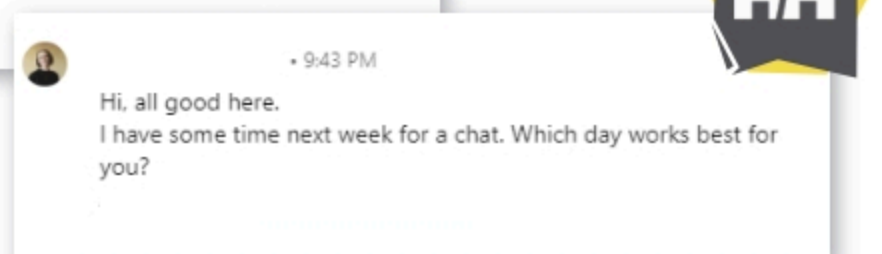
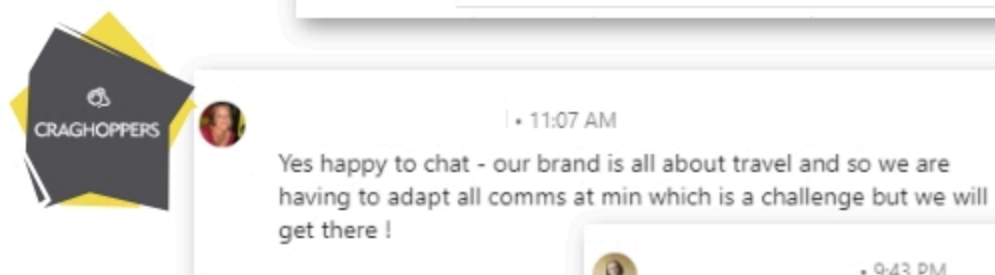
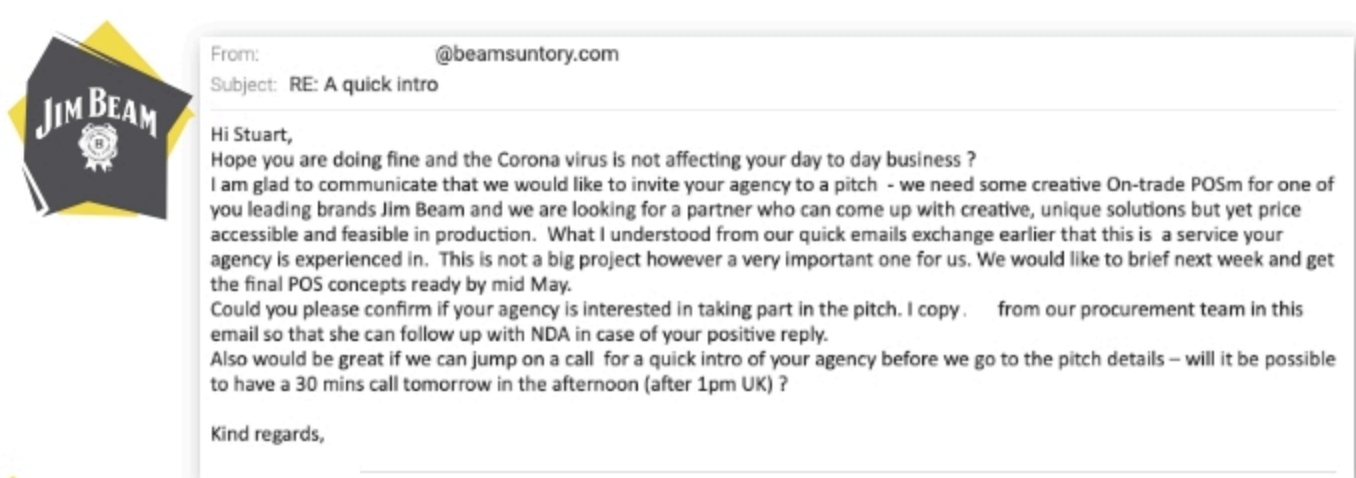
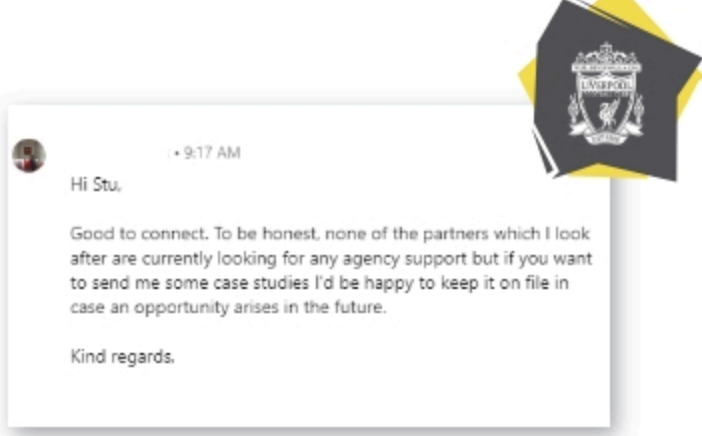
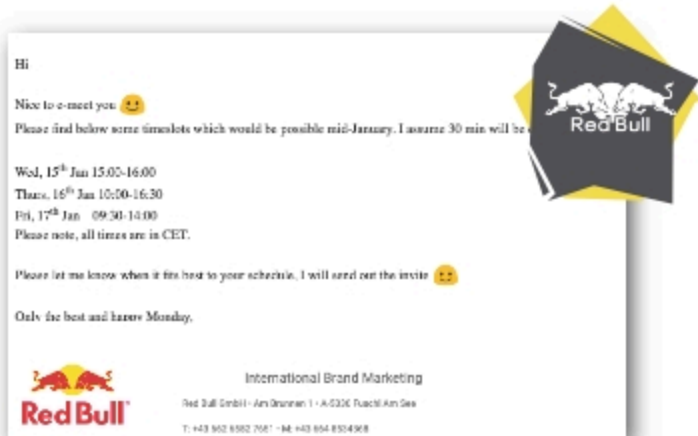
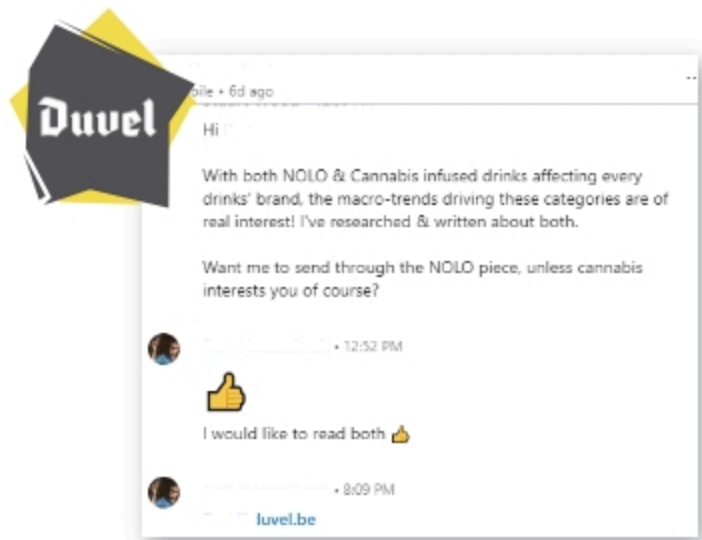
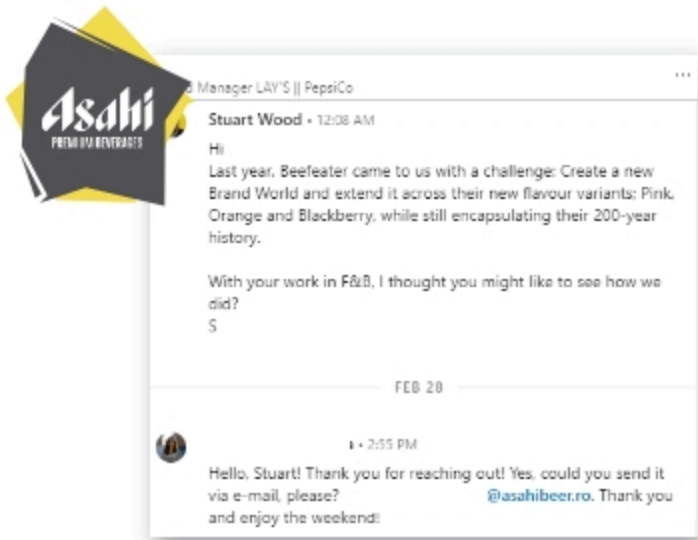
- Stuart's involvement in client work left little time to leverage his social presence
- Aiming to connect with Brand Managers in Europe, but struggling to get meaningful, sustained attention in such a competitive space
- As expert marketers, brand managers are particularly difficult for unknown agencies to make progress with
- Initial efforts resulted in very low connection and conversation rates

MISSOURI FANs

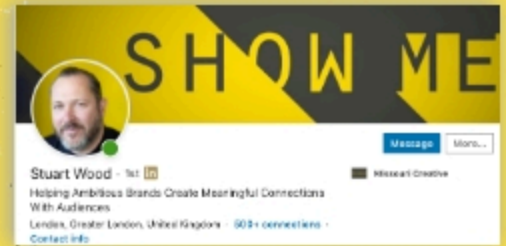
We Have Created Conversations With



and many more...



What We Did



- 37% of ALL conversations were interested in discussing Missouri's offerings
- Stuart's posts have been viewed more than 50,000 times putting Missouri front of mind with their audience

- Optimised Stuart's LinkedIn profile and experimented with new messaging
- Identified target business Brand Managers globally, developed rapport with them and sought introductions and referrals to UK procurement leaders
- Expanded Stuart's network by more than 1,200 key decision makers and influencers at brands in categories where Missouri's work excels
- Promoted the "Show Me" newsletter, as well as other insights pieces and case studies one-on-one to establish it as a real source of value to recipients

It was the incremental improvements, along with their determination and belief that LinkedIn and email prospecting would work for us, kept us believing too. I'm pleased we gave the campaign time to mature.

I now have an asset - a network of exciting potential clients; full of decision-makers from huge global brands that have seen our work, and they know our skills. We are being invited to pitch for large international projects.

Pitch121 is now an integral part of our agency's new business strategy.

Stuart Wood, Co-Founder, Missouri Creative





Pitch121 donate 3% of revenue to worthy causes through the Work For Good platform

Supported Charities:

Buttle UK
Human Values Foundation
Cavell Nurses' Trust
SOS Children Villages
Intermediaries for Justice
Tiny Tickers
Wateraid
Healthy Poverty Action
Make-A- Wish
Donate 4 refugees
Children of the Dumo Manila

Marie Curie
Groundwork Yorkshire
Plan International UK
Disasters Emergency Committee
Kidsout
Autistica
Basic Children's Air Ambulance
Battersea Dogs & Cats Home
Refugee Support Europe
RSPCA Northamptonshire Branch
Beyond Food Foundation Street Child