

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





















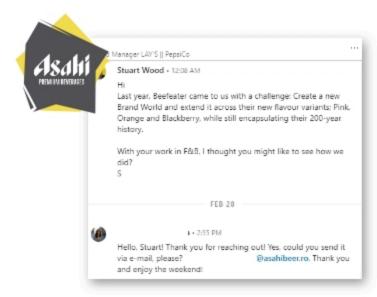


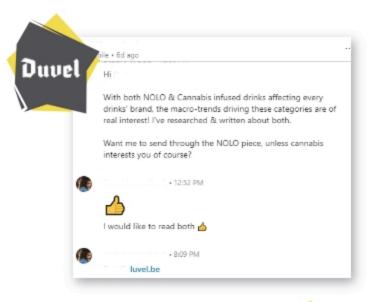




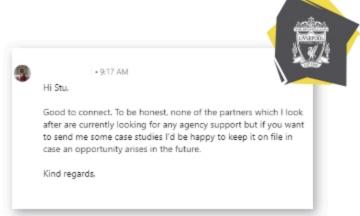


Beam SUNTORY











From: @beamsuntory.com

Subject: RE: A quick intro

Hi Stuart,

Hope you are doing fine and the Corona virus is not affecting your day to day business?

I am glad to communicate that we would like to invite your agency to a pitch - we need some creative On-trade POSm for one of you leading brands Jim Beam and we are looking for a partner who can come up with creative, unique solutions but yet price accessible and feasible in production. What I understood from our quick emails exchange earlier that this is a service your agency is experienced in. This is not a big project however a very important one for us. We would like to brief next week and get the final POS concepts ready by mid May.

Could you please confirm if your agency is interested in taking part in the pitch. I copy from our procurement team in this email so that she can follow up with NDA in case of your positive reply.

Also would be great if we can jump on a call for a quick intro of your agency before we go to the pitch details – will it be possible to have a 30 mins call tomorrow in the afternoon (after 1pm UK) ?

Kind regards,



• 11:07 AM

Yes happy to chat - our brand is all about travel and so we are having to adapt all comms at min which is a challenge but we will get there!





· 9:43 PM

Hi, all good here.

I have some time next week for a chat. Which day works best for you?

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