

CASE STUDY

Create Demand for a New Service in a New Market



Company Profile

- Payment Institution, headquartered in Iceland, with market share in the Nordics, UK & Ireland
- Ambitious growth plans for the UK market and Western Europe
- Offering acquiring services across card present & card not present channels for partners who have merchants as clients
- Needed strategic partnerships to generate high-value relationships
- Freemium model for individual lite use
- Very little brand awareness among mid-large UK and European partners

VALITOR

+65

Pipeline of new meetings



Front of Mind

+1000

Views Per Post

Their Story

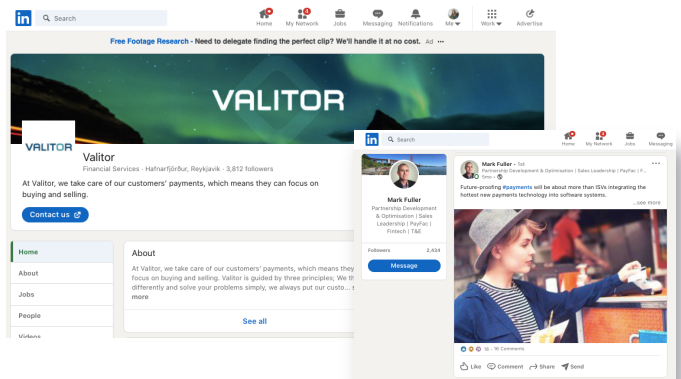


- Having already provided support for the direct sales team in both the UK and the Nordics, Pitch121 were approached to support Valitor's partnership strategy.
- They needed to approach partners that were building retail experiences on the eComm & POS platforms that are already integrated with Valitor's payment services. We were also asked to start the relationship with agencies using platforms that would be integrated in the coming months, potentially having them support that integration.
- The partnerships team was a new department in the UK, and although there are some well-established partnerships in the Nordics, the UK representative, Mark Fuller, needed to both create awareness and close partners that would recommend Valitor's payment services to their client base.

Challenges



- New geography (UK – existing network was primarily in the Nordics)
- A re-brand had left the company with little to no brand awareness among their target audience in the UK
- Their marketing team were focused on producing content to hook in direct retailers – so it was difficult to gain interest through content as we had been doing with the direct sales team
- The partnership team consisted of one person who would be attending industry and partner events to network and present Valitor's payment services



Valitor with under 6 months of service

550+ New Connections

Marks profile had active two-way conversations with 275 FANS at target partner companies

We secured 65 FANS interested in meeting at every one of their target partner platforms

128 new members to the retail experience group on LinkedIn

Increased post engagement: views rose from 700 to 3500 views on average

FAN Profile

- Agencies, system integrators, eCommerce & POS platforms, ISO's and Payment Facilitators with merchants in high and low risk sectors
- Directors and C-Level mainly, also influencers such as Account Directors, Biz Dev Directors, other department heads for multiple stakeholder engagement
- Likely to have other payment partners but would consider a new partner either in addition or instead of their current partner

The Pitch121 team have been very adaptable to our needs across different types of partners, and have put in the groundwork to ensure the companies we contact are correct for us, also timing our approach to them alongside a calendar of related industry events.

They produce reports fortnightly with a call for feedback and updates on the many promising meetings that have been set up so far. Their soft selling LinkedIn approach is ideal for building partner relationships. As well as reaching out to new types of partners going forward, they are also helping me to stay front of mind with the connections we've made so far.



Mark Fuller,
Head of Partnership at Valitor

Our Solutions

- We re-wrote Mark's personal profile to demonstrate how Valitor solutions can help partners' provide a good solution for their clients
- We went onto the integrated platform's website and found a list of partners' that would make good partners for Valitor
- We prioritised the partners that were due to run their annual event in the coming quarter.
- We found each of these companies on LinkedIn, and the people working there.
- We saved them into Sales Navigator and started with soft touchpoints, liking, following, viewing profiles
- We connected with Directors and C-level at these companies
- We invited them to our LinkedIn group which contained over 500 retail decision-makers (This gave them something of value before suggesting a meeting)
- We asked them if they would be attending the event and we set up coffee meetings for the breaks of the event
- For those not attending the event, we were able to set up meetings at other times
- We began occasionally creating posts for Mark's LinkedIn profile to keep him front of mind with the connected stakeholders at partner companies