

CASE STUDY

1-MONTH PROGRAMME

Challenge

Fluent Interaction is a user-experience agency, which had not invested in new business activity before. As a small company, the focus had been on nurturing existing client relationships, and while on the agenda, little time had been available to invest in the website and development of engaging marketing collateral. They needed someone who could champion all of these elements. Additionally, they had little understanding of what to expect both in terms of the HR they needed to recruit and the outputs they should expect from this. With a 'thinkers' proposition, Fluent needed to feel a balance would be struck between creating meeting opportunities, improving their brand equity, and ensuring the meeting, pitch and conversion process was executed professionally.

Solution

Finding the perfect person for this role was critical. They needed to be an excellent new business person, with a good grasp and passion for digital marketing. They also must have a great eye for detail and experience of working closely with time-pressured directors to ensure the marketing element could be delivered punctually.

Given the level of the person we were looking for we felt that a 1-month Blossom programme was appropriate. The interview process on Blossom's part was thorough and painstaking as in reality candidates with the required skills are rare. We shortlisted 3 strong contenders for the role. Fluent chose one with all the ingredients, but equally important, an excellent chemistry and culture fit.

From her first day we began with a series of thorough new business planning sessions. From this, we devised a concise but effective 'sales logic' focusing on experience in understanding user's emotional and behavioural online interactions. With the proposition agreed, we created a series of case studies and devised a marketing plan to support consistent new business delivery. Finally we purchased the right CRM system for the client and worked hard to source and supply bespoke target data (from our 60,000 marketing contact database) to arm them with all the tools needed to do the job.

Outcome

By the end of the 1-month training programme, Fluent secured a series of meetings and a brief. With a strong pipeline moving forward, Blossom and Fluent are in constant contact to fine tune for future success. The client has a practical sales platform in place, and the team has a welcome new addition, who is changing the face and future of this great agency.

