

2112
Marketing

HOW TO WIN BIGGER CLIENTS

A guide for B2B &
Professional Services Companies



Most marketing is overcomplicated.

From ChatGPT to the metaverse, it can be exhausting keeping up with the latest in marketing trends.

While it's a good idea to keep one eye on the latest and greatest, for most businesses – in the short term at least – it's pretty irrelevant.

The search for a silver bullet that will cure all your marketing woes will keep going until you change your approach.

In this guide, we're going to cover simple, tried and tested strategies that anyone can execute. Expect no-nonsense, actionable marketing advice.

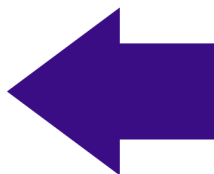
We'll share how we've used these strategies to generate thousands of leads and millions in revenue for a range of B2B and professional services businesses.

Whether you've lost faith in marketing following bad experiences, have absolutely no idea where to start, or simply wish to cross-check what you're currently doing, you're in the right place.

Thanks for reading,

Henry

Founder of Twenty One Twelve



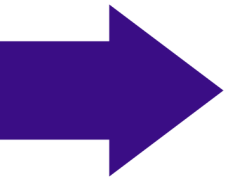


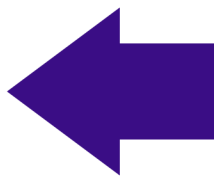
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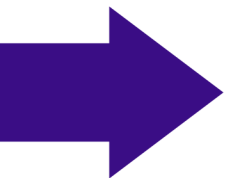
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CHAPTER ONE

QUICK WINS

Don't reinvent the wheel, start with what you've already got.

Too many businesses dive headfirst into marketing, looking for a shortcut to finding new customers.

But acquiring new customers can be hard and expensive –

According to Esteban Kolsky, founder and principal of thinkJar, it's 6-7 times more costly for a company to get a new client than keep an old one.

What's more, getting new clients takes time, and requires you to test multiple tactics concurrently.

So let's take a step back.

It's important to realise that:

The data you already have is the quickest way to bigger clients and higher profit.

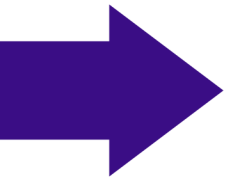
The warmer your data, the higher your chances of a conversion – no matter the platform.

What do you mean by 'data I own'?

By data, I'm referring to everything from:

- Your email subscribers
- Your current clients
- Your prospects
- Your social media followers/connections
- Your website traffic

(If you're only just starting out, you may want to skip this section & visit pg. 10)



Low-hanging fruit:

It's easier to sell to people you've already sold to, that includes former and current clients.

Likewise, it's easier to sell to data that already has some awareness of your brand and product, than it is to sell to people who've never heard of you at all.

If you're not sure what I mean, begin by asking yourself these questions:

Do your current audience refer to you as much as they could?

If not, why not?

Do you consistently communicate with your clients that you are actively looking for more customers?

Do you ask them if they know anyone who could benefit from your service? Have you educated them on how to refer to you? Do you incentivise them to do so?

Does your current audience know every single service/product you offer?

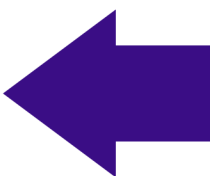
Most clients pigeonhole you based on the service they use.

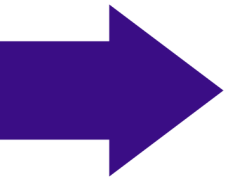
You may need to work harder to educate them on the breadth of your offering.

Do you communicate enough with your prospects, clients, subscribers?

I'm always amazed how many businesses give themselves one shot at a sale, then don't ever communicate with prospects again.

Why not send them a friendly, non-salesy email update once a month?





Do your clients buy as much as they could from you?

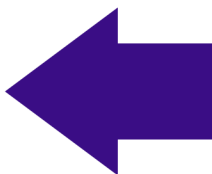
If your whole client-base spent 5% more with you each year, it could be pretty significant.

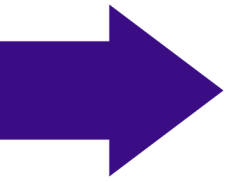
By sending simple email updates, you give them the opportunity to learn more about what you do and how to engage you.

How joined up is your marketing?

If you are using social media to drive action/interaction, you might be pushing for the sale too soon. Instead, switching your focus to a more easily achievable KPI, such as email sign-ups, may be the step you need to improve conversions.

Subscriber > follower





THE TRUTH

"Increasing customer retention rates by 5% increases profits by 25% to 95%."

Bain & Co., Harvard Business School

Ignore your 'warmest' audiences at your peril.

The truth is, a lot of your clients and subscribers won't actually know about every product or service you offer.

It's likely that they never see your social media posts and never visit your website, they probably don't read your impersonal emails either.

That doesn't mean you shouldn't use these tactics, but there's a better place to start.

And that's with a simple email newsletter.

Even if it's only a short, monthly update, it's a powerful way to stay front of mind.

It's also cost-effective, easy to create, and delivers a strong return when done well.

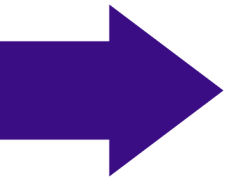
If you need some help, here's some do's and don'ts for constructing great email newsletters...

Email Marketing Made Easy

Email marketing is an art and a science.

If it's not working for you, your emails are probably:

- Not personalised enough to your individual audiences
- Too long or boring
- Too product/service focused
- Too frequent
- Sent to a cold list
- Include too much friction to the call to action



I could go on. Here's what we do differently at Twenty One Twelve, no matter the client:

- We stick to a tone of voice, but write in a conversational manner
- We write in sentences, not chunky paragraphs
- Our subject lines are short and engaging
- We clean the lists
- We personalise the content
- We go easy on design features
- We make it easy for the subscriber to take our ONE desired action

There's a science to it, but it's not rocket science.

Bonus resource:

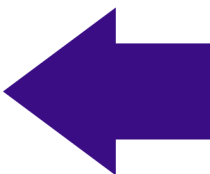
[Click this link to download examples of active clients who are smashing their email marketing with Twenty One Twelve.](#)

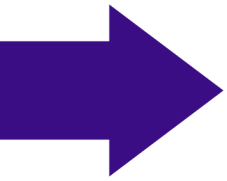
Other Uses For Warm Data

Email marketing is something you can do yourself.

If you don't have time and you want it done to perfection, you can use an agency like Twenty One Twelve.

In this section, I'll give a quick rundown of other uses for warm data.





Some you can do yourself, others you may want to outsource for speed or expertise:

1. Remarket to website visitors

People who have visited your website are more likely to be brand or product aware, so they're reasonably warm. An expert can easily help you start building audiences based on your website visitors, including how long they've spent on your site and what they've looked at – this can then be used to remarket to them.

In other words, you can place ads in front of these individuals on platforms like Google, Tik Tok, YouTube, Facebook, and Instagram. By making your message consistent with what they originally viewed on your site, you can drive impressive results.

2. Lookalike audiences

We use this one a lot in financial services to help refine our ad campaigns.

Platforms like those mentioned above need to be trained on what your ideal audience looks like. The first step in this process is to set up targeting and creative that appeals to that audience. But you can also upload your warm data to the platforms to create a "lookalike audience."

For a Lookalike audience to work, you will need a decent sized list of over 1000 data points. By having this list, you will empower your chosen ad platforms to show ads for your company to individuals and companies who are 'similar' to your clientbase.

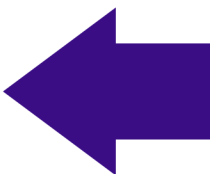
3. Referral scheme / Prompting referrals / Events

This could be used in conjunction with your email marketing.

You can easily incentivise your warm data to refer you to their peers. This might be as simple as an amazon voucher or a donation to charity for every referral they make.

Or you might invite them to an event or hospitality, where they can bring a relevant guest – don't be afraid to say what 'relevant' looks like!

"According to [Temkin Group](#), 77% of customers would recommend a brand to a friend after a single positive experience.."

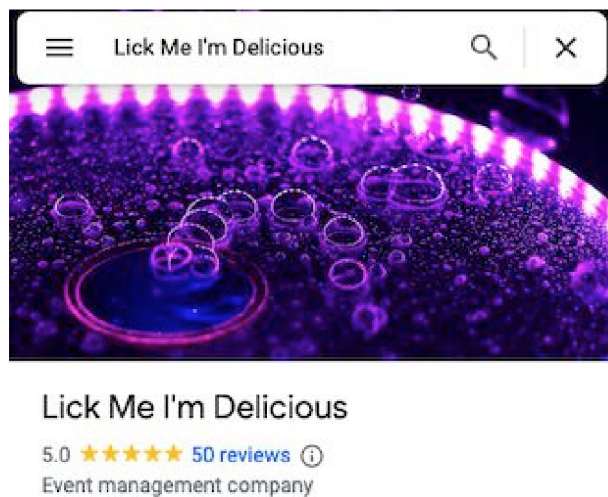




4. Ask For Reviews

Companies are sometimes scared to ask for reviews in case they receive a negative response. If that's you, segment your audience, so that you only ask your biggest fans for a review.

A positive review is brilliant social proof. It's also a great way to increase your visibility on search platforms such as Google.



5. Surveys/Net Promoter Scores

Clients like to know that you care. Surveys remind them that you do.

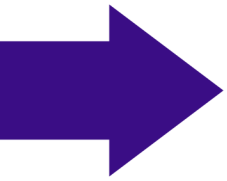
Ask them simple questions, such as:

What do you love about our service?

What could we improve?

Do you feel comfortable referring us to your peers?

If not, why not?



You can use these insights to change your service for the better and communicate to your audience that you've done just that.

We tend to find surveys are a great way to:

- Prompt referrals
- Improve services
- Come up with new ideas
- Gain qualitative data that can be used in content

You can use simple tools like SurveyMonkey and Typeform to create these surveys.

Then simply distribute them via your newsletter.

6. Create a Quiz / pricing aggregator

If you receive a lot of website traffic, how are you enhancing the experience of the user?

People often look for instant answers and expert guidance related to their needs.

But, ironically, they often don't want to go through the pain of booking a call.

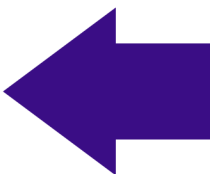
By creating a quiz and embedding it on your website, you can keep visitors engaged, educate them on your service, and encourage them to take your desired action.

For example, if you were an accountancy firm, you might build a pricing aggregator in which people can discover roughly how much it would cost their business to use your services.

Or, if you were a cybersecurity firm, you might create a quiz in which businesses can score themselves on how secure they really are.

If you're really struggling for ideas, I suggest basing the quiz around common FAQs, myths, or the highest volume Google search queries for your industry.

The insights you gain from the quiz can also be used to create original content. Don't be afraid to share these on your blog, newsletter, and across your social media!





7. Ask Clients / Prospects to participate in your content

We often use our clients' clients to create content.

The reason is simple: it adds social proof and shows that they're well connected within their industry –

Competitors talk / follow each other!

Take the time we asked PepsiCo's Learning & Development Director to co-host a webinar alongside their supplier (and our client), ProfitAbility.

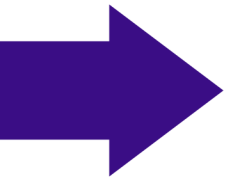
Not only did this add instant kudos to the webinar, but the L&D Director also promoted it to her network, driving new and relevant individuals into ProfitAbility's audience.

We were then able to use the insights gained from the PepsiCo Director, alongside insights gained from participants in the webinar, in ProfitAbility's content.

Content which subsequently gained them warm introductions to other major corporations.

A joined up approach, proceeding from email -> webinar -> survey -> whitepaper -> LinkedIn, delivered the goods, but it all started by leveraging what they already had.

[Read the case study now.](#)



CHAPTER TWO

CREATING A PREDICTABLE MARKETING MACHINE

"Marketing is supposed to begin, metaphorically speaking, inside the factory and extend all the way to the final satisfied or dissatisfied customer."

Jeremy Bullmore

The data you own will only get you so far.

At some point, you'll need to venture out into the world to start creating new contacts and a predictable stream of leads.

So how do we take people from having no knowledge of your brand or product into being warm, Sales Qualified Leads?

It's simple: AIDA

The AIDA framework has been around since the 1920s, and for good reason!

AIDA is an acronym for Awareness, Interest, Desire and Action.

To demonstrate the importance of retention in sales, some people whack Satisfaction on the end, too.

From a marketing perspective, AIDA allows us to create a strategy in which each individual tactic works in harmony with the next.

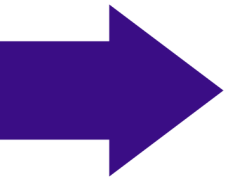
Unsupported, even the best tactic won't be up to much. But, together, they are mighty.

To achieve the desired results, our clients nearly always need multiple tactics within their marketing mix.

Anyone can run ads, anyone can run a competition.

But few can combine these siloed tactics into a cohesive strategy, and fewer still have a consistent and creative campaign to fuel the success of that strategy.

That's why, to frame our thinking, I like to use AIDA to guide how we set out our clients' strategies.

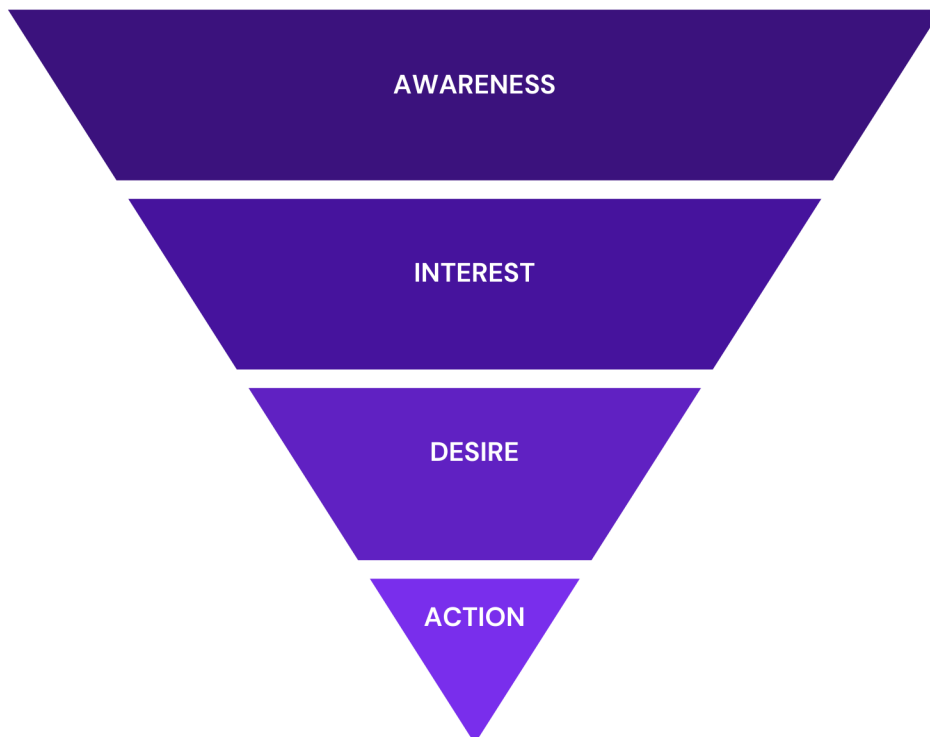


AIDA helps us understand the buyer's journey, from being completely brand and/or product unaware to being a warm Sales Qualified Lead.

It should look a little like an upside down pyramid, with the most of the work going into building awareness.

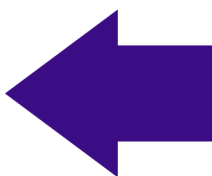
So what does a robust strategy look like?

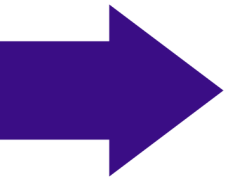
Well in B2B, a simple strategy might look a little like the below:



Awareness – Connecting to relevant, target market individuals on LinkedIn with a personalised message.

Interest – Sharing content that's highly relevant to these individuals on your newsfeed and engaging with their content.





- Desire –** Offering them something of value that is highly relevant to them, be it for their company or for their specific position. This could be an invitation to an event, a webinar, a whitepaper, or a thought-leadership article.
- Action –** Follow up with the prospects who take you up on this value offer, to gauge their thoughts and ask whether they would like a meeting/call or coffee.

The idea here is to provide value to the prospect.

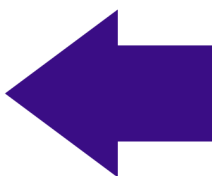
We don't want to drive directly for the sale, but instead to slowly build up their knowledge, like, and trust in you and your brand, making them a much more receptive audience for a pitch.

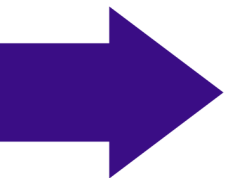
Supposedly, 85% of your target market are not ready to buy (Bomborra, 2023).

That's why it's so important to consistently reach out and engage them, to ensure you are the first business they think of when they become ready to buy.

In our experience, the best ways to achieve this for B2B and professional services businesses is via robust content marketing strategy, which includes everything from social media to email and the creation of educational, original content.

Keep reading to discover how we execute this strategy.





CREATING YOUR STRATEGY

You should choose a strategy that takes into account:

- What will truly appeal to your target audience
- The resources you have at your disposal

The fact is, most of the businesses we speak to get too caught up on the vehicle, rather than what fuels it.

If the idea behind your campaign is crap, the tactics and the platforms are irrelevant.

So, before we dive into the creation of a campaign, let's start with the foundations and refine your approach.

Be Specific

The best campaigns in the professional services/B2B space are specific to a certain target market.

They speak directly to this audience, helping resolve an issue they're facing.

At Twenty One Twelve, some of our best campaigns have been incredibly niche.

We've filled breakfast seminars, CPDs, webinars, and sizable events. Each time, we found success by keeping a laser-focus on a specific audience.

The more focused you are, the better your results will be.

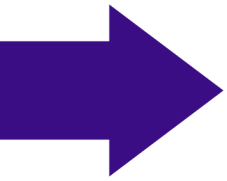
"If I had eight hours to chop down a tree, I'd spend the first six of them sharpening my axe."

Before you start, research your target audience in depth. Don't build the campaign you like, build one for them.

An easy way to do this is to survey your audience, as we suggested in the quick wins section above.

Surveys can be used as market research and lead gen – it's always nice to start with a quick win.

Use the insights that you gain to create a campaign which truly speaks to your audience and their pain points.



Join the dots

While most businesses need multiple sources of leads, too many fall into the trap of isolating individual tactics.

Instead, focus on how each tactic in your marketing strategy feeds into the next, thereby driving more results with fewer resources.

For example, if you run webinars, have you considered surveying attendees post-webinar or even running polls during the webinar?

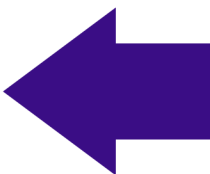
Not only will this make for a more interactive experience, it also empowers you to continually improve your content, as you can attain original insights by surveying your audience.

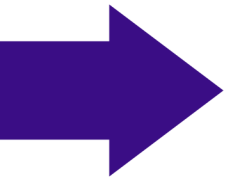
Once you've got the original insight, you can turn it into cutting-edge, thought-leadership content – the type that ChatGPT could only dream of.

Here are just of the benefits we gained from using post-webinar surveys for our client, ProfitAbility:

- We gained insight into what people liked and disliked about the content
- We understood what the audience wanted next
- We turned some attendees into warm sales qualified leads
- We attained qualitative data that we used in an original, 30-page whitepaper

That whitepaper was then used to generate enterprise-level leads from multinational companies, including Microsoft, JustEat, Danone, Coca Cola, and IBM.





Go against the grain

"There is only one thing in the world worse than being talked about, and that is not being talked about."

Oscar Wilde

Ensure what you create isn't vanilla.

No matter the subject or who you're selling to, whether CEOs or Founders, UHNW individuals or the Great British Public, they're human too – with whatever you decide to create, try to elicit an emotional response.

You might have heard the term "blue ocean" i.e. doing something completely different to your competitors.

With marketing, you're best off going against the grain.

Think of the great campaigns you've seen over the years: they're often polemic, annoying, funny – whatever they are, they elicit an emotion.

Love or loathe them, a great example of this was Brewdog's anti-sponsorship of the World Cup in Qatar.

You don't need to spend millions, however.

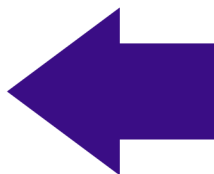
Great campaigns don't need to cost much, the value is in the idea.

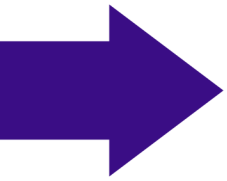
Take Twenty One Twelve client FOMO as an example.

In 2022, as the UK economy became increasingly turbulent and the public faced a cost of living crisis, FOMO wanted to position itself as the people's champion.

With the backdrop of ITV's *This Morning* getting slammed for an "insensitive" competition which offered to pay people's energy bills, we had a similar idea, but with a very different execution.

The idea was simple: give away useful but boring products that people genuinely wanted every two weeks – like AirFryers, which were also trending at the time.





We called it *The Internet's Most Boring Competition*, and made it clear that only a mortgage broker would be capable of running something so dull.

We spent around £800 in total on the competition and gained over 3000 entrants and more than 25 qualified mortgage leads in two weeks alone.

It was so successful, we ran it for another six weeks after that. Accumulating thousands more entries and plenty of leads.

It also captured people's imagination, with many commenting and even emailing to say the competition had made them laugh.

By spending more time on the campaign idea, we were able to smash our acquisition targets without breaking the bank.

But competition data is rubbish, you say?

[Read the case study here](#) to discover how we put those subscribers to good use.

Build it once, leverage it over and over again

Your focus shouldn't be on mass content production, it should be on quality.

Once you've built an amazing piece of content it can fuel you for months. It can be repurposed and reused over and over again.

For example, we broke down ProfitAbility's whitepaper into smaller pieces of content which we used across the company's website, in their newsletters, and in content for LinkedIn and Google My Business.

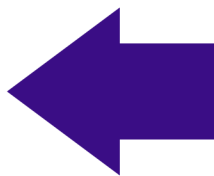
We could easily revisit it this year – to add to it, improve it and republish it.

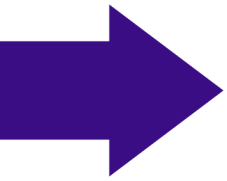
Use partners

When we wrote the whitepaper, we included the insights of our webinar attendees.

Many of these individuals are renowned in their industry and have substantial followings amongst their peers on social media.

Their inclusion not only added credibility and originality to the content, it also meant that they were willing to share the content afterwards – greatly expanding our reach within relevant audiences.





When we launch a new campaign, one of the first things we look at is the best way to utilise partners.

For example, when we run a physical event or a webinar, we'll often recruit a guest speaker, or partner with other non-competitive companies who are trusted by our client's target audience.

From there, we'll ask them to share ownership of the event and post about it on social media, helping us reach new, relevant audiences and making it easier to fill the room.

Using partners can work well for any of your marketing campaigns, from content to competitions, webinars to physical events.

Twenty One Twelve used this to good effect when we launched FOMO Mortgages last year.

By partnering the brand with lastminute.com and utilising their sizable database, we were able to gain our fledgling brand over 10,000 subscribers a month after its launch.

Find consistency

For marketing to work, you'll need to be consistent.

Before you decide whether your tactics are working or not, give them enough time to gather significant data.

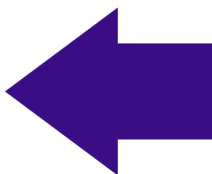
Too often, people pull the plug too early or simply don't put the work in – make sure it's a fair test.

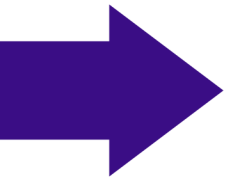
Consistency is also about gaining traction, on social media and in general.

The first time your target audience sees your brand, they might think nothing of it. But, as they see it again and again, it gradually accrues significance and becomes more familiar.

Then, when they come to search for a product or a service that you provide, your brand will spring to mind.

It's all about remaining top-of-mind for your target audience.





FIND YOUR POINT OF DIFFERENCE

Many of our clients are in the professional services industry.

A lot of these companies – such as accountants, lawyers, wealth managers, mortgage brokers etc. – struggle to truly differentiate themselves.

One of our clients said this is because all the good, independent firms will offer similar advice about the same products at reasonably similar price points.

If you can't distinguish yourself by your product or service, you need to find other points of difference.

Some simple but effective ideas include:

- **Focus on personality over product, stories over facts**

A lot of professional services firms fall into the trap of creating generic, product-led content.

Which is fair enough. However, every business is unique due to the people within it. By focusing on personal content which tells the story of your business and its people, you will become more relatable and encourage people to engage with you.

You can share anything and everything: from your reasons for starting in your sector to your reasons for supporting a specific charity, from your opinions on industry news through to company wins, challenges, and ideas.

Truly authentic discourse with your audience will get a strong response.

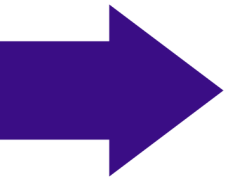
- **Own the relationship or innovate**

In his book *Oversubscribed*, Daniel Priestley recommends that a business should focus on owning one of four categories. You either need to be the cheapest, the most convenient, the most innovative, or own the relationship with an audience.

I've never recommended being the cheapest, and I believe that convenience in B2B is often determined by location as much as anything else.

But the relationship and innovation? That's where you can make a difference.

The easiest of the two is the relationship, yet many companies are terrible at it.



Just put in a little work! You can send your client's a small gift on their birthday, take them for lunch, invite them to an event, or simply send them an email when you discover something which might help them – be it an introduction or an insightful article. The list goes on.

Focus on your client's experience and you will win loyalty, drive referrals, find upsell opportunities, and ensure that prospective clients choose you over another, similar service.

- **Go purpose led**

At this point, the ESG agenda and greenwashing are too well known to fool an informed audience. But, if you can be more authentic in your approach to your company's purpose, a focus on ESG goals can still be a powerful tool.

Of course, the success of this tactic depends on your audience, too – consumers between the ages of 17 – 38 are almost twice as likely to consider ESG issues when making purchasing decisions than consumers over 38 years old.

If you do go down this route, stick to it rigidly and be prepared – this point of difference will cost you money.

"A true brand purpose doesn't boost profit, it sacrifices it."

Mark Ritson

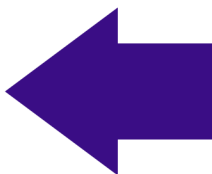
- **Regularly create offers**

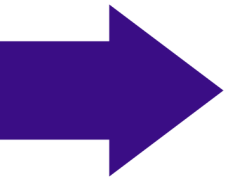
You can also get creative with offers for your target audience.

Recently, we ran a highly successful offer for FOMO's life insurance arm where we offered a free basic Will with every life insurance review.

This was an easy way to encourage prospects to use FOMO over a competitor.

This also made it easier for FOMO to expand their reach: every free Will brought a few witnesses, who could be made aware of FOMO's financial services and offered a consultation themselves.





- Go niche

In highly saturated industries, like marketing or financial services, it's often much more powerful to be a specialist than a generalist.

Clients often ask me: 'who else have you worked for in my industry?'

By prospecting for companies with similar attributes, whether it's the fact they are:

- In similar industries
- Targeting a market we have experience in

It's much easier for us to:

- Generate leads (our marketing is laser focused)
- Close the deal
- Get them a strong ROI
- Generate referrals as a result

In terms of our niche, it's simply professional services and B2B businesses.

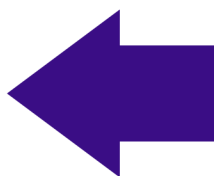
This makes our marketing much more focused. It also makes clients easier to convert and it helps us be seen as experts in given fields.

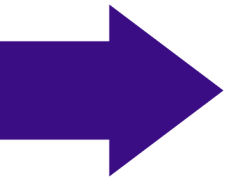
Our market is still huge, but our slight niche helps us when we come up against generalist competitors.

- Quantify your goals

Be SMART – Specific, Measurable, Attainable, Relevant and Time-bound.

'More leads' is not a helpful goal.





It will help if you understand the following things:

- Your current best sources of leads
- Your current cost to acquire a lead
- Your conversion rate from each source
- Your profit margin
- Your average customer value/lifetime value

From here, work out clear marketing goals which are closely aligned to your overall business goals.

This information gives you a strong foundation from which you can evaluate the effectiveness of any future marketing strategy.

- **Decide what metrics you're going to track**

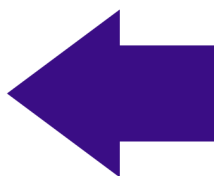
First, you need to understand how you will track the output of each of your marketing efforts.

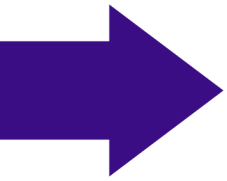
Often, it's wise to track metrics which lead to your ultimate goal.

For example, each month you might measure all of the below:

- Number of new LinkedIn connections
- Level of engagement for each LinkedIn post
- Number of newsletter subscribers
- Newsletter open rate/click through rate and number of replies
- Google Ads cost per click/cost per lead for each individual keyword
- Number of leads
- Where these leads originated from
- Conversion rate from each source

Give each tactic time to work, but be brutal when you reach statistical significance.





TACTICS

I'm not going to dive too deep into all the tactics you could use – you probably know them all by now.

You also now know that your tactics are relatively immaterial in comparison with your ideas and the content you create.

You might choose to run a cold email campaign, a LinkedIn campaign, start small with newsletters or create a webinar series leading into a whitepaper.

Whatever you choose, it's important to make sure that you join the dots and create a compelling and relevant campaign which speaks directly to your target audience.

Here are some tactics I suggest you consider:

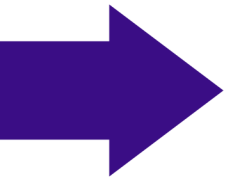
- Newsletters
- LinkedIn content
- Webinars & surveys
- Guides/whitepapers
- Quizzes/ price aggregators/ digital products
- Events
- Competitions
- Exclusive offer
- Trade Shows
- Search engine optimisation
- Cold email outreach
- LinkedIn outreach / LinkedIn advertising
- High-intent advertising i.e. Google Ads

Get started

The simplest way to get started is to commit to an attainable strategy which revolves around a piece of content.

For example, set a date for a webinar then:

- Get a guest speaker who is trusted by your target audience, can easily reach them and is willing to market the webinar
- Decide a title and a loose content outline



- Create an Eventbrite landing page
- Create 3x automated reminder emails through Eventbrite
- Create a LinkedIn content plan providing insight into the webinar and inviting sign ups
- Create a series of newsletters promoting the webinar
- Reach out to target market individuals directly with an invitation
- Give attendees three offers in the webinar, including the option of a meeting or a coffee
- Outreach post with a survey, [here is a good example](#)

It's not rocket science, but you've just created a strategy you can rinse and repeat over time.

Once you've run a few, you can start adding thought-leadership content into the mix based on the survey insights.

Frictionless calls to action

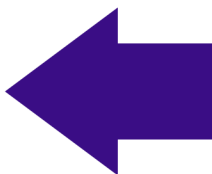
Now you're ready to start executing, here's one piece of advice:

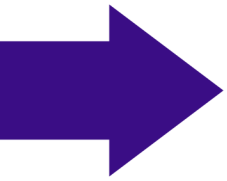
Use clear, frictionless calls to action.

This means that you should make it as easy and quick as possible for customers to get in touch with you.

Here are a few ideas:

- Ask prospects to reply directly to your newsletters
This is the most frictionless way to generate replies. Sending them to your website takes longer and increases the risk of them leaving.
- Add three simple offers to your webinars
It might be a free strategy call, a downloadable worksheet, or a discount on an event / seminar / workshop.
- Add live chat to your website
A lot of the younger generation are allergic to phone calls, given the option, they'll certainly choose to bypass them. Live chat also makes it easier for website visitors to contact you.
- Be consistent
Use the same language and the same offers across all your channels. Repetition helps to drive action.





WHEN THE END-CLIENT IS NOTORIOUSLY HARD TO REACH

Indirect routes to market

For many businesses, it's difficult to reach the end client.

Take wealth management companies, or businesses targeting HNW and UHNW individuals, as an example.

These audiences are highly unlikely to attend a webinar. They are also surrounded by gatekeepers who solicit services on their behalf.

When the end-client is notoriously hard to reach, it's time to look for other means of access.

In our experience, the best way to do this is by approaching non-competitive companies or individuals who already have the trust of your ideal target market.

We call them strategic partners, but others call them introducers or professional connections.

Finding ideal strategic partners

If you've ever been to a formal networking event, there are obvious synergies in the room:

The mortgage broker can pass leads to the wealth management firm.

The estate agent can pass leads to the mortgage broker.

The wealth manager to the solicitor.

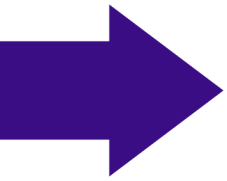
The marketing consultant to the photographer.

The business coach to the marketing consultant.

And so on and so forth.

Some businesses are complementary but not competitive.

And you need to know who that is for your business.



Lower barrier to entry

Reaching out to these businesses is much easier to do, especially if you position it as a mutually beneficial relationship.

To achieve this, we either pay for introductions i.e. a percentage of the gross project revenue.

Or we provide shed-loads of value in the form of continuous professional development sessions.

Or we offer a reciprocal referral arrangement.

It's worth noting, the latter only works if you can actually pass leads to these individuals.

For example, I'm constantly approached by photographers and videographers, but I've never received a lead from one of these businesses.

The results

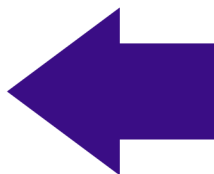
Over the space of 12 months, we signed 9 new introducer agreements for one of our mortgage broker clients.

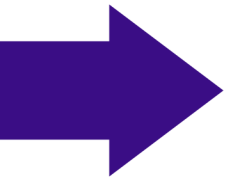
The top two introducers pass the mortgage broker an average of 35 leads each per month, which often equates to over £17,000 in written business.

This approach has proven more effective (but less scalable) than paid ads. Also, as a commission-based arrangement, it's totally risk-free.

Here's how we did it

We simply created an audience of all the independent estate agents in the UK and used email and LinkedIn to outreach to them.





Here's how we did it

The message we sent them was simple, direct and to the point. It followed this formula:

Hi {first name},

I'm {name}, I run a mortgage broker in {location}.

We're actually in the process of partnering with a number of independent estate agents like yourself, helping them generate new and profitable revenue streams.

How these partnerships work:

- We give their clients access to superb mortgage advice.
- In return, we pay the estate agents a 35% introducer fee for any business passed.

For example, since June last year, we've helped one estate agent based in Buckinghamshire generate £15,460 in additional revenue.

Our aim is to save you guys time by taking care of the entire mortgage process from start to finish (even the nitty-gritty stuff like assessing client applications) – whilst helping you generate some additional revenue.

If this sounds of interest then it would be great to jump on a quick call.

It's always nice to get to know my LinkedIn connections on a more personal level too.

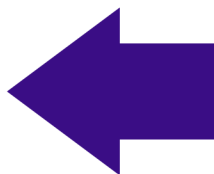
Best wishes,

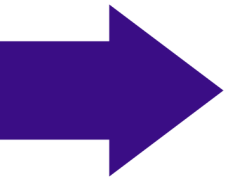
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By helping our client structure a market leading introducer agreement, we were able to generate a lot of interest from estate agents.

35% Commission may seem a lot, but that's only on the first piece of business.

But we knew that our client's advisors and the communications we create for them are good enough to upsell and drive referrals from these new clients.





How to do it, without paying commission...

There's got to be a value exchange of some sort.

But it doesn't have to be monetary.

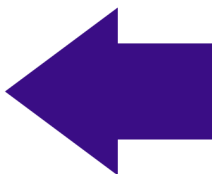
For example, many of our clients find offering something of real value – such as a Continuous Professional Development session – can get them in front of both potential customers and partners.

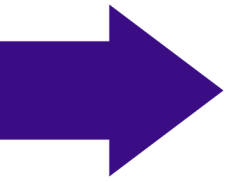
By educating possible partners on your area of expertise, you will position yourself as an expert and encourage them to refer to you.

Of course, when they do pass on a referral, it's worth thanking them with a small gift to reinforce the behaviour!

To get started, simply reach out to potential partners and offer them a CPD session.

When you start to get some take up, only then do you design the session.





THANKS FOR READING & A SPECIAL BONUS

I've gotta practise what I preach...

Thanks for reading this whistle stop tour on winning bigger clients.

I hope that it's given you some inspiration and motivation to take your marketing to the next level.

As a thank you for reading this far, we're giving 5 eligible businesses a free strategy call to discuss their marketing. Simply [complete this form to see if you qualify.](#)

Want more content like this?

Simply email info@2112.marketing and let us know what you'd like to see next.