



CASE STUDY / specialmoves

Specialmoves is a user experience led digital production company. They use R&D to gain unique user insights and experiment with digital interactions.

The new business message that Blossom helped Specialmoves develop, was born out of recognition that design studios create wonderful front-ends, engineers create solid server side tech and mobile specialists focus on handsets.

Very few can do all three to 100%, and while Specialmoves has the heritage to prove they do all three extremely well, they had never had a staff member in place that could communicate this to the market effectively and consistently.

CHALLENGE /

As an established agency with experience working with other agencies as well as clients direct. The focus was to future-proof the business to make sure their message is clear to both these markets. A traditional pro-active prospecting approach wasn't appropriate in this case as the agency, while growing, was already extremely busy. They needed to find a senior new business person who could manage in-bound work, help deploy forward marketing initiatives and importantly, switch to classic proactive new business technique during quieter times. Therefore the role had to be flexible. But critically, as a highly experienced team, they needed someone who would fit culturally.

SOLUTION & RESULT /

We searched the market for the right business development manager and found Daniel. He came to Specialmoves with a wealth of marketing services and digital experience. Equally adept at managing pitches and dealing with clients face-to-face as he is on the phone, we knew we had the right man. But Specialmoves also needed to make sure he had all the tools he would need. Following detailed planning sessions we arrived at a long-term new business and marketing strategy - with special focus on 'tone of voice'. Vital in this was to balance time internally to make sure work going through the studio is managed to the exacting standards Specialmoves have built their reputation on. And Planning was key. We carefully constructed a list of targets. We made sure this data was installed into their existing 'High Rise' software creating a rich prospect database.

We trained Daniel how to track and log effectively in this system. We developed a compelling 'sales logic' for Specialmoves to take to market and dovetailed this into their marketing strategy across case studies, white papers and events. Daniel spent a month with the team at Blossom being refreshed in all areas of best practice new business. This included prospecting through to copywriting techniques - specifically with the Specialmoves message in mind. It also included putting in proper weekly and monthly reporting structures. During the programme Specialmoves received a number of high level briefs and this took priority. These new wins naturally took priority but importantly they have the processes, message and tools in place to ensure future growth. And of course the right person to drive it - long-term.