



# How to run an effective high impact campaign

BUSINESS DEVELOPMENT

CLIENT RELATIONSHIP MANAGEMENT

LEADERSHIP

## How to run an effective high impact campaign

Why would a prospective client who is being well served by their existing advisers wish to talk with us? It is mainly because that in every previous interface with our firm they have gained some form of value.

So how can you generate lots of value quickly? The answer is through campaigns, or as they are more accurately called, high focus, high value, and high impact campaigns. We will call them campaigns for short.

The essence of these types of campaigns is as follows.

- These campaigns should be targeted toward specifically identified senior management people within the key prospects you have identified.
- It is not unusual to target two or more people within a prospective client. Often there is no precise information as to who would be the most appropriate recipients of our campaign. On many occasions the campaign may well be of interest to a number of people.
- The campaign should begin with a written communication to the targeted individuals. It should explain clearly what you are trying to do (i.e. convince them that your firm is an organisation that would be of value to them to begin dialogue with) and how you intend to raise their interest.
- The campaign should have at least five elements.
- The prime consideration for any material that is sent to the targeted individuals should be, "Will this potentially be of genuine value to him / her?" Don't include brochures and overtly promotional material.
- Each intervention should follow no longer than two weeks after the previous one.
- Ensure that some relevant communication accompanies every piece of marketing material sent to targeted individuals.
- Ensure that each of these communications is specifically tailored to the person concerned and that each and every accompanying letter is personally hand signed.
- When the final part of the campaign has been executed, write a letter to the individuals concerned. Express that you hope that the information you have sent over the past few weeks has been of interest and of value and has given the recipient some idea of 'where you are coming from'.
- State specifically that you will be calling the recipient on a nominated day (within one week) with a view to seeing if it would be appropriate and timely to arrange a face-to-face meeting.
- Make the call! Don't waste the effort that has gone in up to this point.

### Ideas on what materials to include in a campaign:

- Interesting and relevant case studies
- Invitation to participate in a benchmarking study
- Outputs from previous proprietary research
- Market reports
- Copies of articles written by your people and published in trade journals
- Copies of articles (from external authoritative sources) that would probably be of interest to the targeted individuals
- Books written by your people
- Papers produced by your people

Not every prospect that is campaigned to will want to meet with your firm at that point in time.

At PACE we are delighted with a two in three conversion rate of campaigns to meetings. Also this meeting provides us with just the very first step into the P3 section of The PACE Pipeline – the Projecting phase. There could be along way to go but the campaign has succeeded in getting the people that we want to talk with, to want to talk with us.



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