
CASE STUDY #1

How I helped a design agency win a \$20k+ project

There is a company that I regularly support called Outbound Creative that helps agencies win more business. Outbound Creative contracted me to support with the research and implementation on one of their clients outreach campaigns.

The Situation:

The client was a UX Design Agency that was wanting to win more business. Their founder had an impressive track record of past employment and projects with large well known companies.

The Approach:

I identified companies and decision makers who looked like an ideal fit, and then applied to the company as the CEO of the firm. In the application we noted that we were not looking for a full time hire, but instead wanted to help them on a contract basis.

The approach had a 3 step process.

Step 1) Identifying companies

I was hired by Outbound Creative to research companies who met certain criteria.

These criteria were:

- They were hiring for a UX Designer
- They were a company of less than 60 employees
- They were in relevant industries to the firms past experience (Financial, Ecommerce, Home Goods, Automotive)

With these criteria in hand, I went out and identified companies by first searching for job postings, and then researching into company size to ensure they were a proper fit. I used information from the company website and from LinkedIn to evaluate company size.

Step 2) Research the companies

Once I had found a company that looked like a good fit, I then researched into the company on LinkedIn, Google News, and on their website and social media channels. For each company I looked for some way to personalize the cover letter and the approach.

I also researched via LinkedIn to find out who the most likely decision maker was at the company.

Step 3) Apply as the CEO

I then submitted applications to each of these companies as the CEO of the firm. Each cover letter and application was customized specifically to the company we were applying to based on what I found in my research.

We were explicit in each application that we were looking to help with contract work and not a full time position.

The Results:

Over the course of 2 months we submitted 30 applications on behalf of the design firm.

This resulted in 5 phone calls for the firm.

Out of those phone calls, one closed immediately and turned into an initial \$10,000+ project that should lead to repeat work over the coming year.

Based on the initial successful results, we will be continuing this project in an ongoing capacity in 2017.

To Summarize:

I researched ideal companies who were hiring for UX Designers and then submitted 30 job applications on behalf of the CEO. This led to the firm having 5 phone calls with prospects and closing one deal worth over \$20,000.