

CASE BRIEF | ADVANCED COMPLIANCE SOLUTIONS

400% More Qualified
Leads
Through Knowledge Leadership

“Next time we were at a trade show, everyone knew us! For the first time, we felt like rock stars.”—Scott Proffitt, President, ACS

Diagnosis: marketing narcolepsy

Founded a decade ago by brothers Michael and Scott Proffitt, Atlanta-based product safety firm Advanced Compliance Solutions (ACS), basks in all the earmarks of a knowledge leader:

- Fantastic word-of-mouth referral
- A motivated team of highly qualified engineers and product safety experts
- State-of-the-art product testing equipment—most of it designed in house
- A commitment to constantly reinventing their industry with better people and better technology

Like so many natural knowledge leaders, ACS was so busy building serving their satisfied international clients that they felt they were napping when it came to marketing. They hired Write2Market and integrated marketing firm Bright Tribe to **wake up decision makers that didn't know about them.**

Results

- **400% jump in qualified new leads**
- **300% increase in media attention, including national attention from CNBC and confirmed feature articles in four of the six national trade journals in their industry**
- **Better national sales traction and recognition, including closed sales with new Fortune 500 prospects**
- **Significant new closed sales thanks to integrated campaign**

Prescription: caffeinated case studies combined with media outreach

Problem	Solution
Nobody knows what we've done.	Case studies —send them out regularly and often and use them as the backbone of proactive conversations with editors and journalists. White papers share and promote knowledge leadership in a systematic, portable, reproducible way. Put them online behind a registered download to build your qualified database of prospects.
We have to share our knowledge one conversation at a time.	Backed by case studies and white papers, press releases and active media outreach turned up the volume on messages from ACS.
Nobody publishes our stories—why do our competitors get more press?	

"ACS provides a very technical service, and compliance testing is a tough field," says Scott Proffitt. "We have been amazed at how well Write2Market has been able to pick up details about our industry and get us headlines as well as qualified leads. They go far beyond the surface and dig deep into the real issues that motivate our prospects."