



WHO IS **Republic** ?

Republic is an engine for growth that brings Marketing Agencies, Thought Leaders, Freelancers and Clients together, to help bring entrepreneurial dreams to life. In order to empower their clients properly, they needed to find the right agencies to bring into the fold.



A Citizen of Republic.

THE PROBLEM **WE SOLVED**

Thomas spent a great deal of time learning from one of the world's leaders in mergers & acquisitions. His training showed him that acquisition is how the most successful companies create exponential growth.

While his training gave him insight into creating win-win propositions, securing funding and getting deals to close, to make Republicx what he knew it could be, we needed to bolt on a process to find the acquisition targets.

HOW **WE DID IT**

In general, when someone is looking to purchase a company, they go where everyone else goes, sources like top 50 lists. By using our proprietary data collection and curation processes, we were able to discover companies that were 'off the beaten path.' The core advantage: in almost every case we were the first person to reach out to the company with this offer, rather than the 10th, allowing us to be more selective in the companies we approached.

Even so, we needed to refine our lead generation strategies to fit this very personal, very sensitive topic.

We knew that we had a powerful value proposition, and that it would resonate well with our audience. We also knew we needed to speak to a very select group - **all it took was getting our message in front of the right people.**

THE CHALLENGES **WE FACED:**

Our core lead generation strategy leverages LinkedIn heavily for targeting, outreach and content distribution. While we are usually fairly selective in our target searches, this time it was even more important for us to screen prospective candidates.

In this case, it wasn't a matter of potentially sending someone a pitch that wouldn't apply to them. In line with our core value of Putting People First...if we had any doubt at all that this company was the wrong fit to come under our banner, or that we might turn them down for any reason after meeting with them, it wouldn't be right for us to get their hopes up.

PIVOTS WE MADE

We heavily altered our screening process to add more filters and refine who we would approach, including:

One of the critical components was employee headcount and revenue. We cross-referenced multiple sources of data and found that one of our list-building systems slightly overestimated company size, and another underestimated it.

Having our team **manually enrich the data** by gathering information from their company websites and other digital properties.

Then, we further refined our targets by reviewing the list to assess which ones had service offerings that fit our needs, those whose **core values seemed to be in line with ours**, and those who had growth potential.

We then adjusted our outreach process:

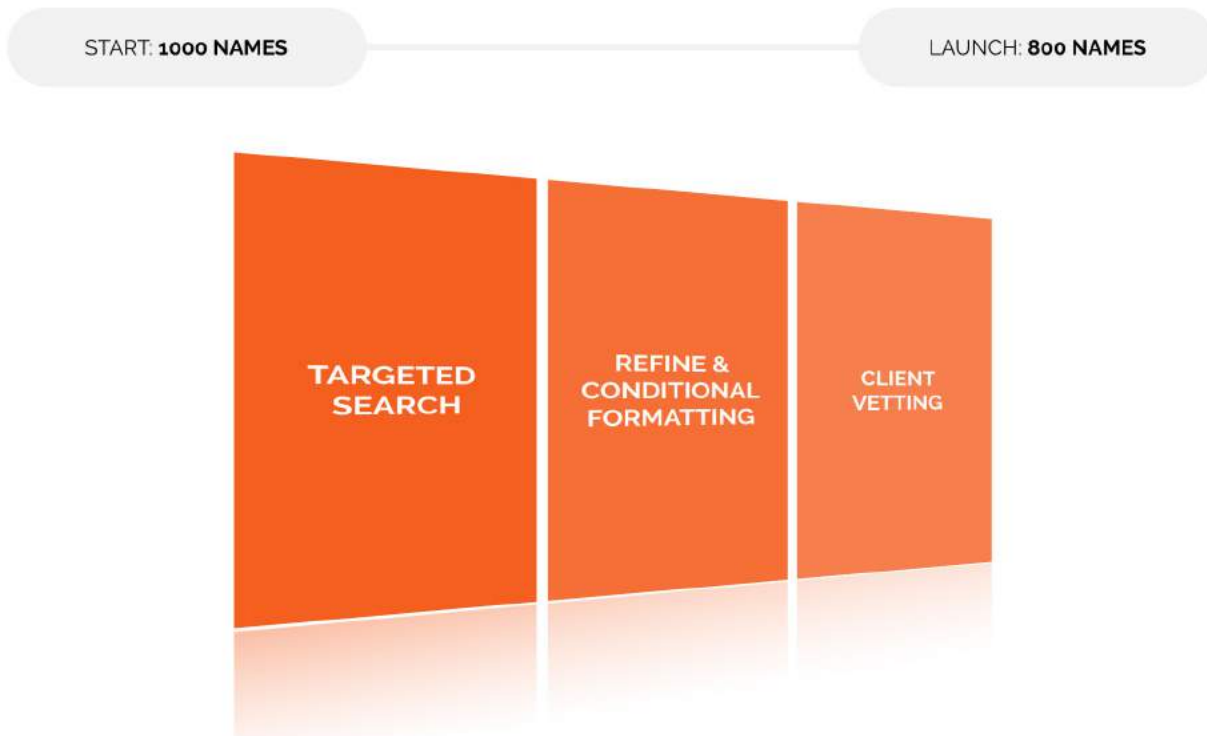
Our typical “social selling” strategy shifted. Rather than sharing content to educate, nurture and convert slowly, our core focus was getting our pitch in front of the right people.

We added additional channels to our process, adding direct mail and an adjusted email strategy to our calling and LinkedIn outreach, while removing others we often use.

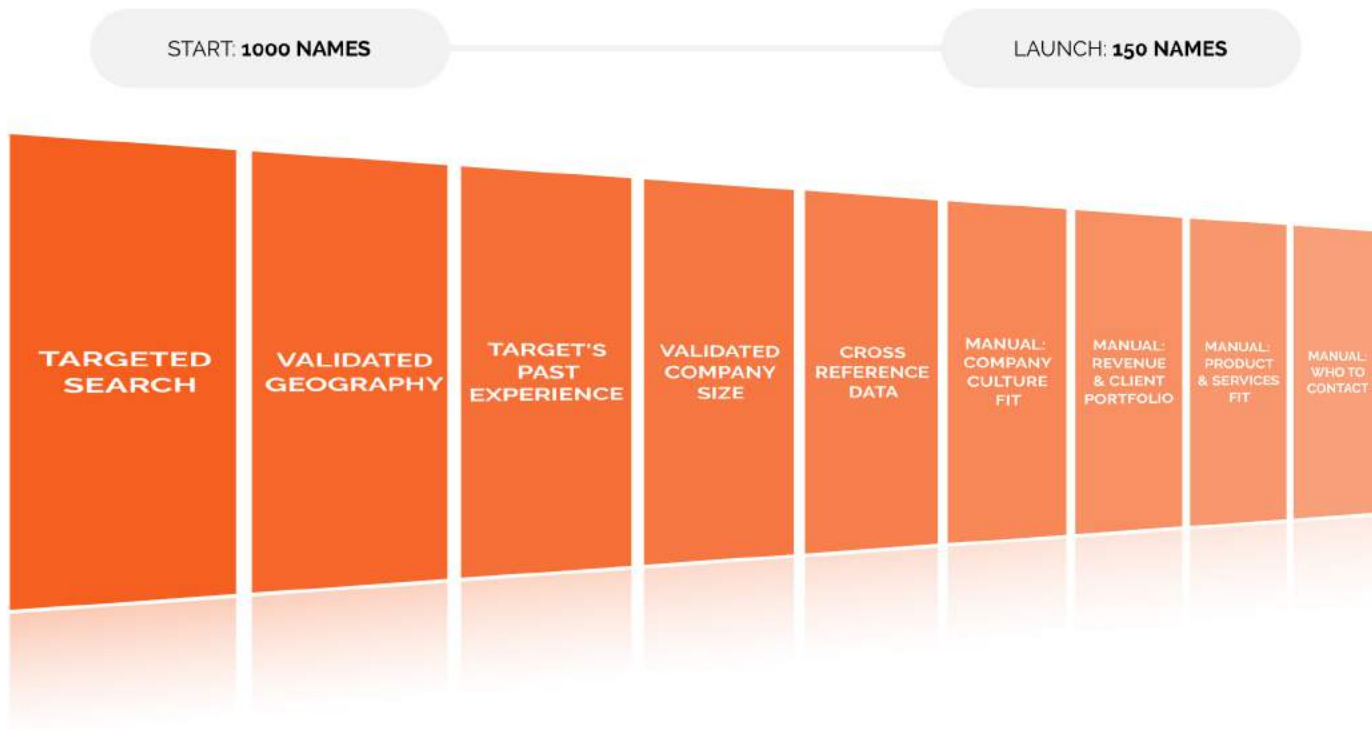
It was **essential to add additional layers of tracking** and take a more “graduated” approach. For example, we didn’t want to reach out to more than one contact in a company at a time, because we expected a founder might want to meet with us before bringing the opportunity to their partners.

This graphic outlines the difference between our typical filters, compared to our acquisition funnel's filtering process:

OUR STANDARD FILTERING PROCESS



REFINED ACQUISITION FILTERING PROCESS



THE OUTCOME:

We generated over 50 meetings in Thomas' calendar within a week. Even though our connection rate was lower than some of our client campaigns, we had a 51% response rate, which is more than twice our average.

Thomas secured a total of 8 acquisitions within a 6 month period, several of which were a direct result of the appointments we generated.



WANT TO SEE HOW WE CAN HELP?

BOOK YOUR GROWTH ADVISORY CALL!



I Want To Grow!



A Citizen of Republic.