



## OVERVIEW

**Virtual Partner Advantage** is an industry leader providing valuable solutions to technology companies nationwide. In layman's terms, they offer backend support (accounts payable, accounts receivable, human resources, process & financial consulting, etc.) to IT companies nationwide. They work virtually with them to truly be a partner in all aspects of their business.



## PROJECT BACKGROUND

VPA (then known as Virtual Sourcing) began working with Ugly Mug Marketing back in Q1 of 2017. Through the years we've worked with them on a wide variety of projects and marketing efforts. Such as: total rebrand, new website, culture video, hiring, etc.



## PROBLEM

At the end of 2020 VPA had a very clear vision for 2021: add new clients. Since they're a business-to-business company, we were very laser focused on what needed to happen. Though they knew in general what these new clients should look like, VPA leaned on us to figure out how to find and connect with them.

# HERE'S THE MARKETING JOURNEY WE UTILIZED:

## STEP 1

We requested super specific information in regards to their ideal client. Information such as:

- ✓ Industry [Referred to as a SIC code, "Standard Industrial Classification"]
- ✓ Geography
- ✓ Company size/number of employees
- ✓ Company revenue
- ✓ Point of contact (their role in the company)

With this specific information, we were then able purchase a list of 107 ideal clients from dataaxleusa.com [a database provider].



## STEP 2

Next we plugged that list of 107 ideal clients into Facebook and targeted ads toward them to start brand awareness.

## STEP 3

LinkedIn is the perfect place for business-to-business connections so we started sending connection requests to each of the 107 ideal clients.



## STEP 4

We began taking advantage of leadfeeder.com to track users that visited VPA's website. This helps us know if any of those 107 ideal clients are researching VPA. If so, we'd give them special attention.

## STEP 5

Then we created a fake newspaper:

- ✓ we folded it in
- ✓ put a handwritten sticky note on it
- ✓ put it in a non-traditional envelope
- ✓ mailed it to the clients list

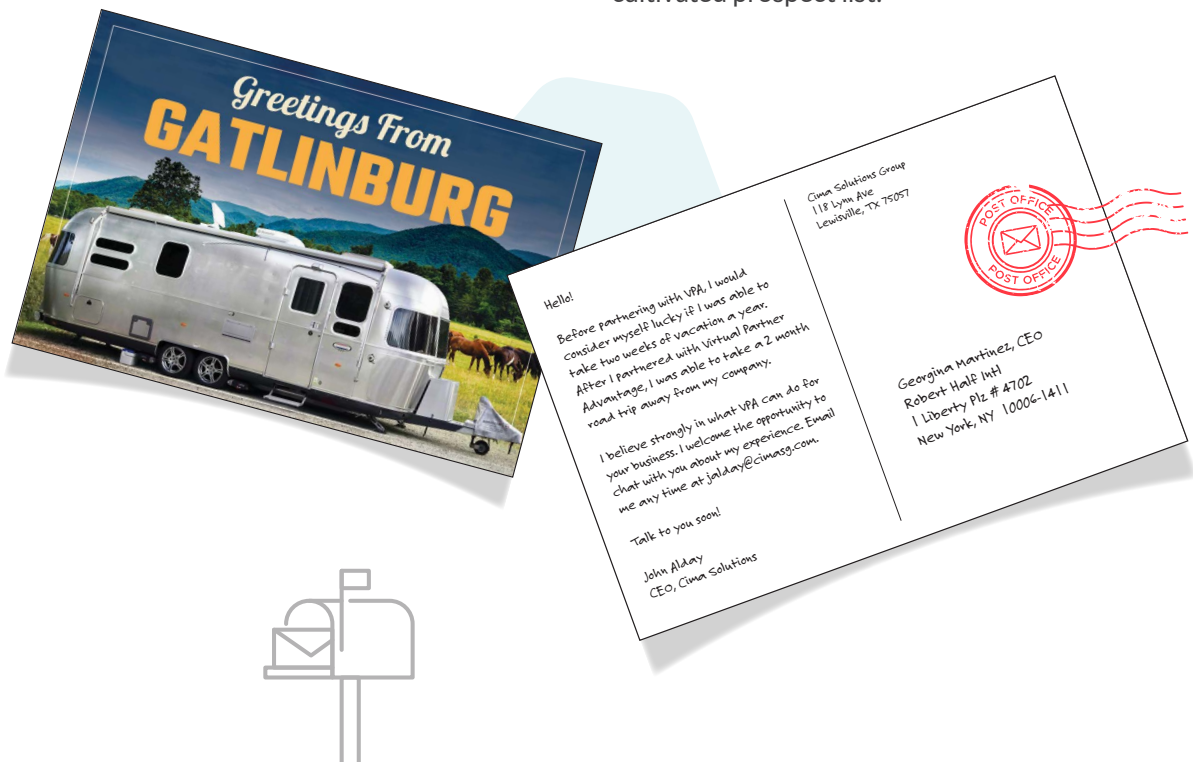
## CONCLUSION

In marketing your goal is to reach a “stranger” at least 3 times for them to begin to remember your brand. By reaching out to these prospects by various means, we’re confident that VPA is no longer a stranger to them. As you can see, we’re on our way to making these “strangers” clients for VPA!



## STEP 6

One of VPA’s loyal clients agreed to let us use his story to create a postcard to send to this cultivated prospect list.





**As a company we partnered with a marketing team for two main purposes (1) attract new clients and (2) to attract new employees. Over the past 4 years Ugly Mug Marketing has truly become a partner and has not only met these two goals but also helped us with many other aspects within our business.**

- Charlotte Wasmer  
Virtual Partner Advantage President



[uglymugmarketing.com](http://uglymugmarketing.com)