

Expert Business Development Case Study

Atlantic Capital Bank



Bank Profile

Atlantic Capital Bank is a \$1.2 Billion (as of 9/30/2015) commercial bank headquartered in Atlanta, Georgia. Their 13 corporate bankers, each with 15 to 20 years of experience, target companies with annual revenues between \$10 Million and \$25 Million.

Marketing Goals & Challenges

“As an established company with a proven track record, our challenge isn’t impressing the business owner. Our challenge is getting in the door. Unfortunately, having a banker with 15 to 20 years of experience making cold calls is a colossal waste of time.”

John Coffin
Executive Vice President

Atlantic Capital’s objective of growing their banking clientele through traditional media, including radio ads and newspaper coverage, had created brand consciousness in their immediate market, but did not produce measurable results for new client acquisition or return on investment using these methods. Their community outreach efforts at local functions, though successful, were limited by the size and frequency of events. Their own internal efforts at cold calling were unsuccessful and very time consuming.

EBD Solution

EBD expanded on the bank's existing prospect list with additional leads in their market region that met their ideal criteria. Using that list, EBD agents executed a calling campaign and identified the decision makers within those organizations to set face-to-face appointments with the companies' executives. Moreover, and equally important for long-term success, our agents distributed marketing materials and scheduled follow-up calls with prospects that were not quite ready to meet.

"The pilot program is a great way to get measurable results for a modest investment."

John Coffin

Results

Over the course of our campaign, our agents set 380 appointments within a prospect list of just over 3700 companies. In addition to converting 10% of Atlantic Capital's prospects into warm appointments, EBD agents reached 1588 unique decision makers and gathered intelligence on these companies while promoting the bank's brand awareness. Our agents' detailed notes for every call gave the bank verified information for over 40% of their prospect pool to be used in targeted follow-ups and 'long-term' marketing efforts. The overall success of our campaign for Atlantic Capital produced an ongoing relationship where we handle all of their calling efforts and continue to expand their banking clientele.

"When I brought this to my executive team, they were skeptical. Nine months later, they think it's the greatest thing ever. The appointments are fantastic. The 'drill down' database yields great, usable information on a name-by-name, company-by-company basis."

John Coffin