

Worship.



The Client

Worship is an ecommerce website agency which specialises in conversion rate optimisation and building high-converting ecommerce websites. Formed in 2009, Worship works solely with ecommerce businesses helping to turn web traffic into sales.

The Brief

Blueprint worked with Worship to trial a new method of proactive business development for the agency. Blueprint was tasked with researching decision-makers within ecommerce businesses and scheduling demos to highlight where they could improve sales conversions through their website.

The target: 20 demos across two months.

The Delivery

Across the two months, Blueprint hand-picked 450 ecommerce businesses to approach and delivered 30 demos for Worship. Of those 30, Worship won two new clients with total revenue of £66K.

They said...

"The team at Blueprint were able to secure 30 demos for us over 2 months which resulted in 2 new clients. They understood the market so briefing them was easy and they were able to get up to speed on the project quickly. We would definitely recommend Blueprint's services to anyone in the creative sector looking to master the dark art of new business for digital agencies!" **Nina Mack, Managing Director, Worship Digital**

Outlay: £6,000. Return £66,000.

