



Sunday Paper

Success Story

About Sunday Paper

Sunday Paper is a young and fast growing full service marketing agency that works with premium brands who aspire to be category leaders and disruptive challengers.

- Employees: 7
- Industry: Marketing
- Headquarters: Madison, WI

Challenge

Sunday Paper was a start-up spin-off from a larger agency and the three founding partners did not identify as revenue generators - they needed help building the foundation for growth in all areas.

Solution

Brainheart Growth came in as a Fractional CRO. This involved implementing a CRM, sales training, and strategic account targeting. We also bolstered their messaging and execution while conducting weekly and 1:1 training sessions. Lastly, Brainheart Growth coached Sunday Paper on deal review and negotiation.

In the client's words...

"Cliff and his team helped us scale our business faster and better than we could have imagined"

Jake Miller
Co-Owner / Founder

Results

1. Went from pre-revenue to over \$1MM in ARR faster than aggressive projections.
2. Landed two global brands as clients in the first 6 months, both of which have proven to have lifetime value of high six figures.
3. Partners today all are effective revenue generators and high growth continues for Sunday Paper.