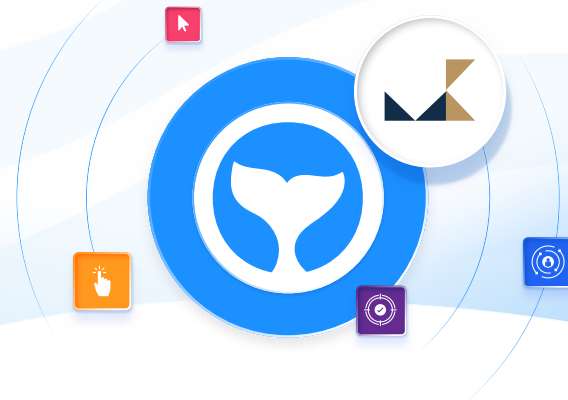


How Morgan King Broke Into New Markets and Drove Six-Figure Wins with SourceWhale



Background

Morgan King is a 25-person recruitment business with a strong presence in technology and construction. While the firm had built a reputation for delivering quality, its lean team often found that manual outreach processes were slowing them down and making it harder to scale. Consultants were spending too much time on admin, and too many messages were landing in spam folders instead of in front of the right candidates and prospects.

Senior Consultant and Strategic Project Advisor Brad Edwards, who had seen SourceWhale drive results at a previous firm, recognized that these outdated workflows were limiting Morgan King's ability to grow. The business needed a modern solution that could handle the heavy lifting of outreach, free consultants to focus on higher-value conversations, and support their ambition to expand internationally.

The Challenge

Operating with a lean team meant Morgan King needed to modernise its approach to business development and candidate outreach. Manual processes were slow, outreach struggled to land in inboxes, and breaking into new international markets felt risky without a scalable system.

The firm's leadership wanted a way to:

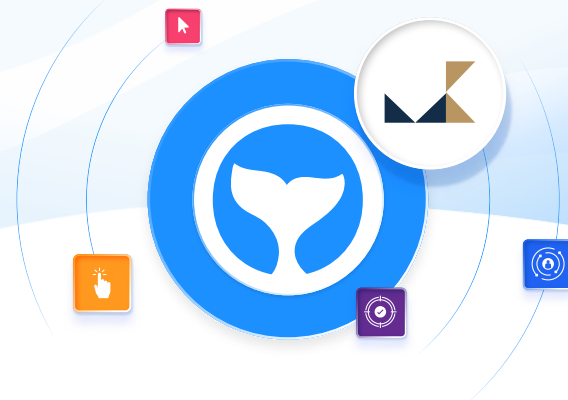
- 1 Streamline workflows without adding unnecessary headcount
- 2 Improve deliverability and quality of messaging
- 3 Confidently expand beyond the UK market

The Solution

SourceWhale is now embedded in Morgan King's day-to-day operations:

- | | |
|--|---|
|  Seamless sourcing-to-campaign flow
Consultants enrich contacts and add them to multi-step campaigns directly from their browser. |  Deliverability & quality controls
Built-in scoring highlights subject-line strength, spam words, and phrase length to maximise inbox placement. |
|  Timezone scheduling
Outreach lands at the right moment across the US and Europe, boosting engagement in new markets. |  Consistency without rigidity
Templates and shared best practices ensure a professional tone while allowing consultants to tailor messages. |
|  JobAdder alignment
SourceWhale activity feeds neatly into the CRM for clean data and visibility across the team. | |

The Results



International expansion

SourceWhale enabled Morgan King to break into the US and new European markets.



High-value work

The firm has shifted towards more retained mandates, supported by higher-quality outreach, including £350,000 so far this year with a new client won through SourceWhale.



Headcount where it matters

Success with SourceWhale led to the hire of a new consultant and the opening of a new office dedicated to international growth.



Six-figure outcomes

The team has delivered significant revenue from accounts uncovered and nurtured through SourceWhale-driven outreach.

SourceWhale creates results. Without it, we'd be shooting in the dark and hoping to hit something. The platform does the work for us in the background so we can focus on the more strategic side. This year alone I've been to three different countries visiting new clients we've won through SourceWhale outreach.



BRAD EDWARDS

Senior Consultant and Strategic Project Advisor
Morgan King

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