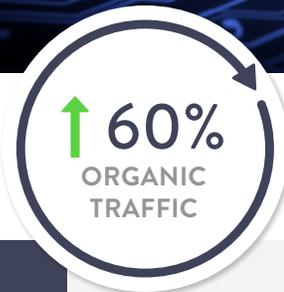


INDUSTRY

Operational Risk Management

TIME FRAME

3 Years



CLIENT

Our client is a global leader in risk management services. Founded in the 1800's, they are a pioneer of early risk management and security.

TARGET AUDIENCE

Corporations, celebrities, relevant public figures, and institutions that require comprehensive protection from a variety of security risks.

CHALLENGES

A diverse suite of service offerings that appealed to unique target markets, combined with a newly launched website, had left our client with a multitude of challenges prior to working with Dragon360. In addition to technical issues presented from the new website launch, service-specific marketing strategies were required to grow the overall brand.



SOLUTIONS

Holistic and Integrated Digital Strategy

Dragon360 developed a holistic digital marketing strategy with the intent to strengthen brand visibility and growth - both in the short and long-term.

Digital Audit

As a precursor to ongoing growth strategies, a comprehensive digital audit was completed covering SEO, Content, Community, Social Media, and Competitive analysis. Shortcomings and opportunities uncovered in this audit resulted in strategies and action plans focused on short-term fixes and long-term growth.



SOLUTIONS

Audience Research and Development

Dragon360's in-depth audience research, including demographics and personas, generated a diverse marketing mix of social media, creative content, and influencer outreach strategies spanning decision makers and decision influencers within prospect organizations.

Content Strategy and Marketing

A vibrant and resourceful blog was created, with Dragon360 providing content strategy and copywriting services. This included choosing topics, researching them, and interviewing our client's international subject matter experts. The content reflected top search items for pertinent topics - which drove substantial traffic and leads to the website.

SEO Schema Markup

The creation and implementation of deep level schema markup was completed for brand assets, employee pages, global locations, and other high-traffic website pages. This level of optimization sent definitive signals to search engines, resulting in the indexing of branded creative content and blog posts, thus driving more traffic to the website.

Digital PR

Dragon360's digital PR efforts drove referral traffic, improved brand awareness, and enhanced signals for search engines. Successful community outreach included expert quotes for custom pieces of content, article placements, podcasts, citations, and features in printed articles.

International Domain Strategies

Prior to the new website's launch, our client's online presence had been distributed between international office sites and their parent company's domain, effectively splitting the brand's digital footprint. A migration strategy was implemented focusing on consolidation of digital brands and domains, resulting in a stronger digital presence and foundation.

Social Media Marketing

Dragon360 established our client on Twitter, LinkedIn, Google+, and Facebook. In addition to our social efforts growing the brand's social following by 10% per month, Dragon360 developed and executed a social strategy focused on engaging industry influencers, thought leaders, and employees through an employee advocacy program.