

# THE BRAND EXPERIENCE

Comprehensive Content  
Marketing Support Services  
Transform a Start-Up Risk  
Management Company

C A S E S T U D Y

## The Client

The client is a start-up company hosting its own Governance, Risk & Compliance (GRC) software applicable to various industries especially banks, insurance companies, and investment firms, hospitals, manufacturing firms, Islamic financial institutions and government agencies.

The UK-based company has reputable clients like – Bank of Jordan, Cairo Amman Bank, Tawuniya, and Bank Al-Jazira. Apart from the risk-management software solution, the client has other risk-management services like consultancy, outsourcing, internal-audit support, training courses covering operational risk management & internal audit, specialized courses tailored to business needs as well as full support & training of the GRC software.

## Objective

Span Global Services was approached by the client with the objective of:

- » *Creating a strong digital visibility for brand recognition in the UK market*
- » *Increase conversions rates alongside maximizing brand visibility*



## Challenges

### Our Expert Report



**1. In the past, Risk Management itself was a comparatively less-known field, even in developed economies like US and UK.**

Our team was to firstly create awareness for the service first, and then introduce the brand. This had a distinct advantage. The potential for Risk Management services was huge. Hence, the right kind of content would actually propel the start-up company to greater heights.

**2. The client had very little digital presence to project.**

Being a start-up for a niche sector, this was more or less expected, hence the need. Comprehensive Digital marketing services were required to create brand awareness in UK as well as the other global markets.

**3. Client was interested in cost effective digital solutions**

The client didn't want to go for expensive digital branding services. They tried traditional direct marketing tools like print ads, hoardings and used radio for advertising their brand to a larger audience base instead, with little results.

## Final Analysis:

Digital medium has larger coverage and has the advantage of delivering to all types of niche audience.

Though initial costs are high, digital marketing maintenance costs goes down dramatically after implementation.

Since the brand (and the field) was comparatively new, the basics needed to be covered. Good informative content could cover a huge ground for the company's digital presence.



## Solutions

### Keyword Analysis & Planning:

An in-depth research was initiated to identify the pattern of keywords search practiced by the audience. The keywords were categorized and SEO-friendly content was developed by incorporating the recommended keywords without losing the essence and objective of the content.

### Campaign:

**Our expert team laid out a 12-month content marketing plan:**

- » End-to-end SEO for optimizing the client website
- » Web development and latest design updates
- » Regular content updates and campaign content plan on a month-to-month basis



Content Plan	Objective Covered
Business blogs for the client's official websites	Showcasing the knowledge reservoir of the firm & enhancing site traffic
Guest blogs for third-party Websites	Expanding the brand name across relevant & reputational blogs sites
SEO blogs	Optimizing search engine presence with SEO-rich content
Keyword-specific landing pages	Boosting the chance of conversions

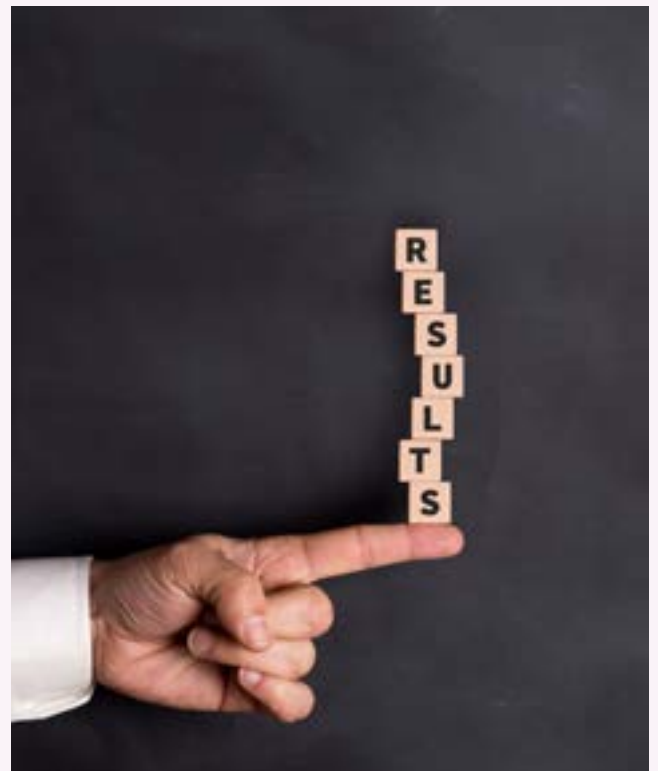
Reports were generated every month to analyze the progress of the marketing tactics towards achieving the objectives.

## Content Marketing Plan:

Our Content specialists delivered a set of business blogs, guest blogs, SEO blogs and landing pages relevant to the subject and domain. Content was created considering the interest of the specific audience.

### Content team carried out the following tasks:

- » Identified a list of topics and sub-topics to go on the blog
- » Explored popularly researched topics related to Risk Management & Risk Management in specifically in UK
- » Carried out extensive research on the topics & keyword-targeted landing pages
- » Prepared a detailed calendar for the content to be delivered



## Results

There was instant progress in the client's digital visibility and brand awareness. The developments made in twelve months were remarkable and the objectives set by the client were met by the end of the contract tenure. There was an astounding growth of lead generation through digital channels by 172%!

## The Success Statistics

Development Facet	After 6 months	After 12 months
<b>Increase in website visits:</b>	40%	89%
<b>Increase in social media engagement:</b>	124% (there was no social media presence in the beginning)	151%
<b>Increase in lead generation through all digital channels:</b>	67%	172%
<b>Cost Effectiveness:</b>	25% increase in overall marketing cost (separate segment for digital brand awareness was allocated in company budget)	Same 25%. Marketing costs for existing channels reduced over time.  New marketing channels were added with the residue earmarked budget.

**“We had no experience in this digital marketing business to start with. But showcasing our brand online increased our target reach not in percentages, but in multiples. Thanks to you, the transition was smooth and our budgets got well utilized. Would like to extend our contract with you.”**

