



CASE STUDY

BEYOND THE HOTLINE: POSITIONING THE NETWORK AS A THOUGHT LEADER

The Network, Inc. (now part of NAVEX Global) helps organizations promote organizational compliance and mitigate risk by providing governance, risk and compliance (GRC) solutions that help identify, communicate, resolve and mitigate risk issues and incidents. The Network partnered with Arketi Group to develop and execute a PR program that positioned them as a GRC thought leader.

HOW WE DID IT

We started with a planning session to brainstorm ideas and develop a strategic thought leadership plan. Focusing on fraud, ethics/compliance and case management, we then researched and built media lists with more than 1,000 contacts; researched and identified 75+ editorial calendar opportunities; and created media messages. We also tracked relevant media coverage to determine The Network's share of voice and trends in key verticals.

ACTION PLAN We then developed a PR action plan and built a news release pipeline with the goal of drafting and distributing at least one news release per month. We proactively pitched editorial opportunities in relevant vertical markets and reactively pitched media angles based on industry trends, news and events, such as the correlation of fraud to the economic climate.

FRAUD INDEX As part of the thought leadership strategy, we recommended The Network produce a quarterly fraud index, monitoring trends in fraud reporting, based on fraud reporting information that The Network could data mine. For the quarterly reports, the Arketi team wrote media materials and aggressively pitched the findings to business and trade media.



Media impressions
secured



Positioned the company
as a thought leader



Sales leads directly attributable
to media placements

We wrote case studies to showcase some of The Network's prominent customers, including the interactive ethics training they had developed for Yahoo! These were pitched to business and trade media, creating interview and bylined article opportunities.

THE RESULTS WE ACHIEVED

In the first year, the thought leadership platform for The Network well exceeded its objectives, with 71 positive stories delivering a total of 3.3 million media impressions – a cost-per-contact of \$0.015.

Twelve news releases and four social media releases were distributed. Our aggressive pitching efforts secured 33 feature articles – many more than targeted – including in **Forbes.com, Corporate Board Member, Mashable** and **Ethisphere Magazine**.



“Nothing short of amazing. The results our organization has seen speak for themselves – the Financial Times, Fox Business News, Time – all possible because of the Arketi team.”

GABRIEL ROMERO

DIRECTOR OF MARKETING – THE NETWORK

We secured 15 feature articles on the 2010 Corporate Governance and Compliance Hotline Benchmarking Report and the Quarterly Corporate Fraud Index – exceeding the objective by 500% We also shot a video of The Network's CEO discussing the fraud index findings. Placements included **SmartMoney, Investor's Business Daily, International News Services, Atlanta Journal-Constitution, Compliance Week, Risk & Insurance, Insurance Networking News** and **HR Executive**.

Arketi also secured five feature articles on the Yahoo! case study; seven bylined articles on GRC-related topics in publications such as **Corporate Board Member, Fraud Intelligence** and **Corporate Compliance Insights**; two speaking appearances with ACFE and IIA; and four feature articles on the Case Management 2.0 launch.

LEAD GENERATION Proving that PR can lead to direct, measureable ROI, The Network secured 12 qualified leads directly from news stories we placed – resulting in more than \$200,000 in new business.

RECOGNITION This thought leadership campaign for The Network won five Phoenix Awards from the Public Relations Society of America.