



CASE STUDY

RISKCONNECT'S THOUGHT LEADERSHIP CAMPAIGN FORGES INDUSTRY CATEGORY

In business, risk is everywhere – employee health and safety, compliance, taxes, vendor management – and the list continues to grow. Riskconnect helps company leadership understand and manage risk across the enterprise, and has become a trusted resource for many of the Fortune 500. But with numerous competitors and new risks flooding the market, Riskconnect realized it needed to position itself as more than a point solution – to become the face of integrated risk management.

Riskconnect selected Arketi Group to boost its industry presence and educate the market about the importance of taking an integrated approach to risk management. Arketi developed an integrated marketing strategy, including a comprehensive public relations plan, along with tactics to augment Riskconnect's organic and paid search performance and boost the company's social presence.

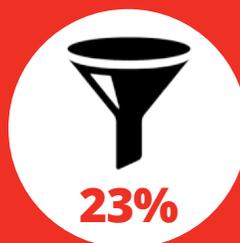
The plan centered on building a thought leadership platform that would establish Riskconnect as expert in integrated risk management. To this end, Arketi developed content and secured earned media placements that positioned Riskconnect as the authority on emerging risks, risk trends, best practices and even customer success.

HOW WE DID IT

Before engaging Arketi, Riskconnect viewed public relations as a tactical exercise, often pushing it aside for other initiatives the company deemed to be more directly responsible for generating revenue. In essence, Riskconnect didn't have a public relations plan in place. Arketi established PR as a key strategy, and managed all PR efforts, starting with aggressive outreach to media in Riskconnect's target verticals



ranked page one
Google keywords



Increase in site traffic



New users to the site

– retail, healthcare and manufacturing – to secure interviews and byline opportunities. These efforts ensured regular contributions to Riskconnect’s key publications.

On the search front, Arketi developed an SEO and PPC strategy that optimized Riskconnect’s website for more relevant keywords, and properly optimized page tags. This delivered almost immediate improvements. In the longer term, Arketi’s search team cultivated backlinks to the Riskconnect site, which enhanced its domain authority and visibility in search engine results pages.

Lastly, Arketi brought a regular posting cadence to Riskconnect’s social presence, providing an established media channel to share PR successes and news on industry trends.

THE RESULTS WE ACHIEVED

Within a few months, Riskconnect saw the benefits of having a dedicated marketing and PR partner, and those results have grown from strength to strength.



“Since engaging with Arketi, we have seen the positive results that having a legitimate PR strategy and knowledgeable team can bring. Our media exposure has increased dramatically since partnering together. We have also always been pleased with how easy they are to work with and their level of professionalism.”

WENDI FREEMAN

SENIOR DIRECTOR OF MARKETING – RISKCONNECT

The Arketi PR team secured Riskconnect media placements in – and established relationships with – key industry publications, including Compliance Today, Security Magazine and Risk Management, along with many vertical opportunities such as Retail TouchPoints and Manufacturing Business Today. We also established Riskconnect as a regularly contributed column in industry-leading Risk & Insurance.

These PR efforts have been complemented by significant growth in website traffic, a direct result of Arketi’s work to improve SEO and PPC performance.

Since engaging with Arketi, the Riskconnect website has experienced a 23 percent increase in organic site traffic, coupled with a 34 percent increase in new user site traffic. Additionally, Riskconnect has seen its search rankings jump, with 38 keywords ranked in page 1 of Google (up from 13) and a total of 1,419 ranked keywords overall (up from 891).

Arketi and Riskconnect are working together to continue to raise the bar and increase measurable marketing KPIs. After all, there’s always more work to be done in ensuring Riskconnect becomes synonymous with “Integrated Risk Management.”