



CASE STUDY

AWARENESS ENGAGEMENT, LEADS

INDUSTRY

Cybersecurity for financial services

CHALLENGE

Solidify DefenseStorm's position as the leading cloud-based cybersecurity and cybercompliance provider for financial institutions

SOLUTION

An integrated communications strategy to increase brand awareness, attract prospects and demonstrate DefenseStorm's cybersecurity expertise and leadership

EXPERTISE

Digital marketing | Public relations
Content marketing | Website



Every day, financial institutions are subjected to more than 70 million cyberevents. So, if there is one thing financial service executives have on their mind, it's cybersecurity. Given what's at stake, it can feel like a natural decision to "go with what you know" when selecting a cybersecurity partner.

However, not all cybersecurity firms are created equal. With financial institutions facing more threats and attacks than ever, financial institutions need a partner who understands their business and what's at stake.

That's why built-for-banking DefenseStorm challenged Arketi to develop an integrated communications campaign demonstrating its deep expertise and leadership helping banks and credit unions protect themselves — and their customers.

After all, when everyone is shouting about their products and services, the answer cannot be to shout louder. You have to shout smarter.

MEASURING WHAT MATTERS



39
media hits,
double the target



60%
increase in
website visitors



172%
increase in
social engagement

OUR STRATEGY AND GAMEPLAN

We kicked off with a half-day “Unearth” workshop to fully explore audience personas, industry perspectives and trends, immediate or near-term opportunities, available resources, spokespeople and everything in between.

Our research continued into identifying keystone conferences, awards, industry and national media, editorial calendars and social trends. We reviewed DefenseStorm’s competitors and audited its website to better understand the user experience, existing content and analytics.

DefenseStorm had ambitious goals for the campaign, and we set six 12-month KPIs:

- Generate 20 earned media placements in key industry publications
- Earn 8 local or industry awards
- Secure 6 speaking engagements
- Develop and publish one post per week on each of the company’s social channels
- Increase website traffic by 25%
- Develop 6 pieces of give-to-get content, gated assets to help build an opt-in database

TRANSLATING VISION TO REALITY

Arketi identified three arenas where DefenseStorm could offer insight and guidance for cybersecurity and banking professionals — tackling challenges financial institutions face every day.

The Cybersecurity Skills Gap

Re-imagining traditional talent channels by hiring and recruiting a more diverse, inclusive cybersecurity workforce.

Redefining Cyber Risk

Financial institutions often silo cybersecurity to one department whereas DefenseStorm champions a cross-functional approach to risk management.

Proactive Threat Detection & Deterrence

DefenseStorm’s new CyberFraud offering enables financial institutions to receive real-time threats and alerts.

First to bite on our pitch was *Security Magazine*, giving us the validation needed to fine-tune our pitches, incorporate feedback from media and the client and execute a thorough campaign.

The result? A total of 39 media placements with national and industry publications, double our original target.

We then secured 20-plus awards and speaking opportunities for DefenseStorm using our unique story angles. Seven more than forecast and 50% above target, DefenseStorm was named one of Inc. 5000’s Fastest Growing Companies and invited to speak at two national credit union conferences, FinTech South and the Georgia Technology Summit.

“Arketi continues to exceed expectations, putting us at the forefront of our industry and positioning us as innovators in fintech and real-time cybersafety and soundness. This has dramatically increased our exposure and led to a number of exciting new opportunities for our company.”

ROBIN MACE

Vice President, Sales & Marketing Operations
DefenseStorm

With an average of more than two LinkedIn, Twitter and Facebook posts per day, we generated in a triple-digit increase in engagement across all channels.

All this activity was designed to drive visitors to DefenseStorm’s website, so it needed to deliver an exceptional experience. Based on our audit of the site, we gave the site a complete overhaul, updating its messaging, highlighting the company as a great place to work and providing unique downloadable content. This led to a 60% increase in traffic, with visitors who bounced less and stayed longer.

This bold integrated communications campaign netted DefenseStorm broader industry awareness, ideas for how to advance future campaigns— and most importantly, a strong pipeline of new prospects.

The campaign also home the top honor at PRSA Georgia’s Annual Phoenix Awards as the “Best of Phoenix.”