

CASE STUDY

Content-Centric Program



CLIENT: Fidelis Cybersecurity
INDUSTRY: Advanced Cyber Threat Defense
TENURE: Jan 2015 - Present

Fidelis Cybersecurity provides organizations with a robust, comprehensive portfolio of products, services, and expertise to combat today's sophisticated advanced threats and prevent data breaches.

CHALLENGE

Although Fidelis was getting a good amount of business from recommendations and word-of-mouth, they wanted to increase their web presence to attract more clients online.

Also, since their industry requires a good deal of trust from prospective clients, they needed to ensure that they were viewed as an industry authority in security.

STRATEGY

We recommended our Platinum Content Centric program, which would address three problems for Fidelis at once.

By developing e-books, infographics, videos, and long-form articles on cyber security, we would be able to solidify the client's authority within their industry while creating a robust content marketing plan that would generate traffic and links from various sources and platforms. A constant stream of fresh, relevant content would also impact search results in a huge way

RESULTS

Overall traffic
DOUBLED
in just 5 months

After developing and creating high-quality content pillars based on the client's industry, we moved on to content promotion. Once we spread this new content online, traffic to the Fidelis website saw exponential growth over the next several months.

As we continue to develop more professional-grade content for Fidelis, they will continue to see exponential growth in traffic from prospective clients that are enticed by the ebooks, articles, blogs, and videos that we produce.

