

CASE STUDY - EMAIL & SOCIAL MEDIA BRAND AWARENESS & FOLLOWER GROWTH



BACKGROUND

IRM Consulting & Advisory specializes in providing vCISO services tailored to assist small businesses in obtaining industry-standard certifications like ISO27001 and SOC2 and adhering to the latest cybersecurity best practices. Doing so enables small businesses to demonstrate their dedication to cybersecurity, attracting more business, mitigating legal and financial risks, and enhancing brand reputation and trust.

CHALLENGES

The primary challenge facing IRM Consulting & Advisory lay in effectively promoting its services and generating leads through social media channels and email marketing while adhering to strict confidentiality obligations. Given the sensitive nature of past projects and client engagements, the company faced limitations in showcasing specific capabilities and achievements.

STRATEGY

To solve the marketing challenges, I implemented the following:

- Integrated email and social media marketing strategy to promote services while maintaining confidentiality and showcasing expertise.
- Implemented a content mix of awareness, educational, and offerings to engage the audience.
- Selected LinkedIn and Twitter as primary platforms due to the B2B audience and existing presence.
- Crafted targeted messaging in Hubspot based on segmentation and past interactions to nurture the audience through their journey.

30 DAY ACHIEVEMENTS

In 30 days, the following results were generated:

- **Email Open Rate:** Achieved an open rate of up to 80% compared to the B2B industry average of 30-40%
- **Engagement Rate:** The engagement rate surpassed industry competitors by an impressive margin of 602.6%, reflecting the effectiveness of the content strategy in resonating with the target audience.
- **Outperforming Competitors:** IRM Consulting & Advisory experienced a notable increase of 69.2% in follower count compared to competitors, signifying a growing interest in the company's offerings and thought leadership.
- **Growth in Followers:** Garnered 57.1% more followers than the preceding month, demonstrating a clear upward trajectory in social media presence and market influence.
- **Surge in Page Views and Unique Visitors:** A substantial uptick of 33.5% in page views and 67.7% in unique visitors underscored the expanding reach and impact of IRM Consulting & Advisory's social media initiatives.

ASSETS (LINKS)

- [Linkedin Infographic](#)
- [Linkedin Video Post](#)
- [Email & Social Media Statistics](#)