

GRC Software Solution Provider Launches a New Product into a Crowded Market

212
CASE
STUDY

TruOps Risk Management, an industry-leading technology firm, partnered with 212 Media Studios to make a splash in an already crowded industry and promote its revolutionary GRC management product.

Client 01



TruOps is a global risk management firm specializing in integrated risk management and consulting services. Executives at TruOps' parent company recognized a need for a powerful platform that could integrate siloed GRC functions and deliver a holistic view of organizational risk. Based on their research, they developed TruOps, an all-in-one, comprehensive platform that could integrate and automate mission-critical GRC functions to keep users competitive and compliant—but they needed to promote it.

Problem



Despite TruOps' revolutionary ability to streamline and simplify GRC initiatives, launching and promoting the product was complicated. The industry was already saturated with potential GRC solutions, and TruOps needed to stand out.

With a ready, capable sales team, TruOps Risk Management was poised to make waves in the market. But its team lacked a solid

promotional strategy to launch the new product against competitors who had millions of dollars budgeted for marketing—and decades of industry experience. TruOps wanted to partner with a marketing team that would deliver the right message to the right audience, while still providing unique, personalized direction. Rather than approaching a impersonal, expensive agency based in New York or Chicago, TruOps' CEO called 212 Media Studios and discussed its challenges directly with 212's chief marketing officer.

Solution



The TruOps team was not shuffled from one account executive to another. Instead, they received a direct line to 212's entire marketing team. 212 Media Studios sent four representatives, including the CMO and director of marketing strategy, directly to TruOps' east-coast office for a Story Retreat. Over the course of two days, the teams discussed TruOps' key differentiators, target audiences, and ideal messages—with the goal of creating a comprehensive, multi-pronged marketing strategy for the GRC management platform.



212's strategy enabled TruOps to position itself as an experienced partner rather than a start-up. It communicated value to potential customers and educated them about TruOps' knowledge, history, and industry expertise. By promoting new content using multi-tiered LinkedIn and email campaigns, TruOps' team targeted leads that were already interested in their content—giving sales representatives more productive interactions with prospects. 212 also designed collateral for the client to display at various events throughout the year.

Thanks to 212's dedicated support team, TruOps was able to have weekly meetings with project managers to discuss ongoing strategies.

This allowed the marketing plan to grow and evolve with the product itself. The marketing efforts adapted to the demands of the industry, creating opportunities to close more sales.

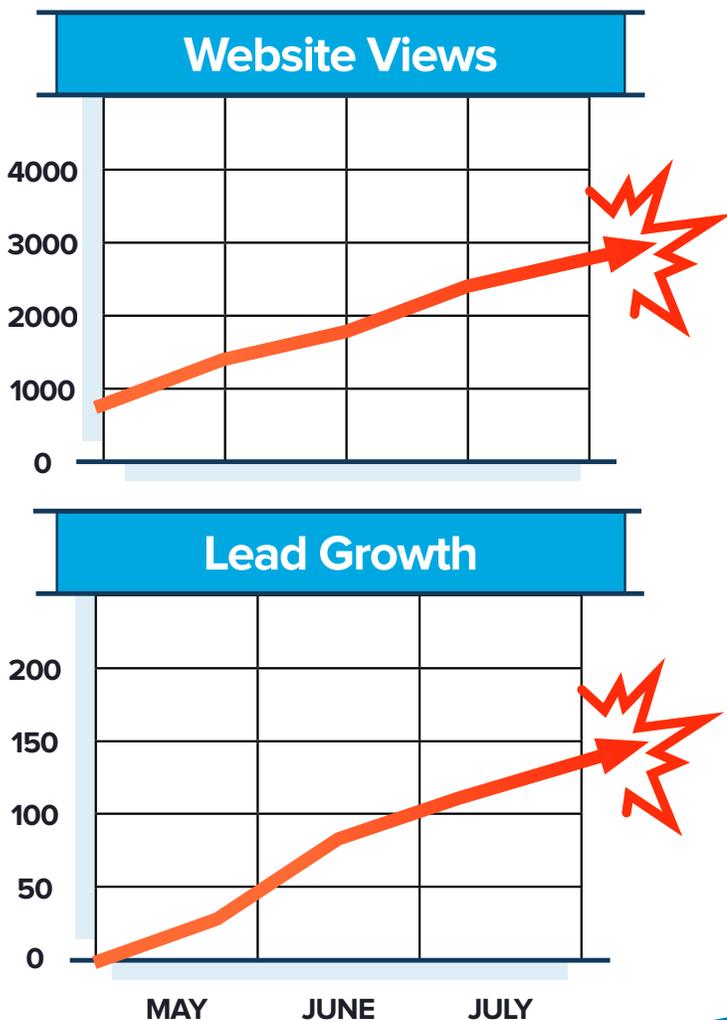
212 developed a 12-month strategy for TruOps, which included →

04 Results



In the plan's initial stages, 212's team focused on developing a new website for the product, redesigning the TruOps logo, and producing short- and long-form expert content for inbound marketing tactics. The goal of the campaign was to promote the TruOps platform as a tool designed by risk management professionals for risk management professionals.

The TruOps team saw unprecedented website traffic thanks to 212's campaigns. With a cohesive strategy that served emails, ads, and LinkedIn content to a database of more than 25,000 prospects worldwide, TruOps started receiving more than 35 demo requests per month—resulting in new leads across the United States and EMEA in just the first six months of partnership.



The sales team attended monthly tradeshows, inviting prospects to participate in live demos for a firsthand look at the industry-leading software. Regular communication with leads through follow-up emails and content offers kept the conversations moving toward a sale.

With the help of 212's strategic efforts, TruOps Risk Management established itself as a trusted vendor in the GRC space, regularly outshining top competitors for global honors and recognition. 212's comprehensive marketing plan ensured that the best message was released across multiple platforms.

If you need help sharing your product with the right people and transforming your company into an industry leader, [contact 212 Media Studios](#). We'll create a living, breathing campaign that expands alongside your product and effectively engages your target audience.



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