



The Marketing Centre helps cybersecurity expert Foregenix raise its profile – gaining 20 award nominations in 18 months

In 2016, cybersecurity expert Foregenix had a thriving international business and an enviable customer base. Although successful, Foregenix's lack of profile in the market was a barrier to continued growth. The Marketing Centre was brought in to create a strategic approach to PR and marketing to raise the company's profile and increase website traffic and leads.

Challenge

- Foregenix was experiencing rapid growth and had ambitious plans for further expansion. However, the company was relatively unknown and its services were not sufficiently 'on the radar', which was proving a competitive disadvantage when it came to building new business.
- The Board realised that taking things to the next level would require in-depth marketing experience that the company currently lacked.
- Because of the timescales at stake, the founders considered it essential to bring an expert on board quickly – someone familiar with similar market challenges, who could deliver results without delay.

Solution

- Foregenix appointed a proven part-time Marketing Director from The Marketing Centre to create and oversee the execution of a strategic marketing plan.
- The Marketing Director identified the need for a focused PR programme and masterminded an extensive awards campaign, which would serve to build the company's profile and credibility. A small and cost-effective PR agency was appointed and managed.
- The website needed to be redesigned to maximise inbound opportunities, with more marketing activities developed to attract, nurture and convert visitors to the site. A cost-efficient web agency was appointed and managed.
- A focused social media strategy was designed and implemented.

Result

- The company was nominated for 20 national and local awards in just 18 months. Notably, Foregenix was recognised by The Sunday Times as one of the UK's fastest growing exporters in its SME Export Track 100.
- Over 150 press articles were published over a similar period as a result of the PR drive and numerous high-quality backlinks to the site were achieved, boosting the inbound marketing campaign.
- The web site performance has dramatically improved over a 12-month period:
 - 59% increase in sessions year on year
 - 57% increase in organic search traffic
 - 5% decrease in bounce rate
 - 94% increase in blog traffic year on year
- Social media interactions rose by 180% in a year.
- The Chief Commercial Officer's time was freed up allowing him to focus on sales and business development.

“ The Marketing Centre initially stepped in to help us with our marketing strategy. Subsequently, we have kept them engaged as we execute on the plans - the relationship has been very good for us, enabling us to leverage the experience and contacts that the marketing pros at The Marketing Centre have built up over a career dealing with challenges like those we're currently dealing with.

Foregenix co-Founder and CCO Benj Hosack



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About Foregenix

Founded over a decade ago by CTO Andrew Bontoft and CCO Ben Hosack, Foregenix is an independent cyber security company that helps merchants, payment processors and other operators to ensure they are securing their environments effectively whilst complying with industry security standards.

Based in Marlborough, Wiltshire, Foregenix delivers its services globally and has regional offices in Australia, Brazil, Germany, South Africa, Uruguay and the USA. The company works with clients in the Fintech, retail and e-commerce, hospitality, travel and insurance sectors, as well as banks and governments worldwide.

Building company profile

In 2016, the company was experiencing rapid growth and had ambitious plans for further expansion. The founders wanted to build a company profile that matched the size and scale of their business and create much greater awareness of their services amongst key target audiences and influencers.

Realising that their business goals required a more strategic approach to PR and marketing, they appointed a part-time Marketing Director from The Marketing Centre to bring this expertise to in-house function, which consisted of one marketing manager.

Putting PR to work

The Marketing Director set to work, devising a PR campaign that would gain traction with the cyber security press and at the same time, focusing on a series of profile-building initiatives, most notably, an awards programme that would garner business and industry recognition for the company.

The website was also redesigned to showcase Foregenix's credentials and services. It formed the centrepiece of the company's new inbound marketing approach, which used HubSpot marketing automation to help nurture and convert the rising number of visitors site.

Drawing on their part-time Marketing Director's knowledge and experience, the founders identified the need to bring a specialist content marketing resource on board and also appointed a small consultancy specialising in technology PR.

Marketing that exceeds expectations

In just 18 months, the company was nominated for 20 national and local awards and it was listed by the Sunday Times as one of the UK's fastest-growing exporters in its SME Export Track 100 in each of the past two years. Foregenix also gained recognition for Best Tech Security 2018. Likewise, PR coverage has significantly raised awareness of the

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If you're looking to shorten your go-to-market strategy and need an experienced hand to guide you with your marketing, I'd advise giving The Marketing Centre a call.

**Foregenix
CCO Ben Hosack**

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company and its services, with over 150 press articles published over an 18-month period.

The part-time Marketing Director has been responsible for overall marketing strategy and direction, drafting the strategic marketing plan, and specifying and managing the website development, PR and paid search agencies. Both web and social engagement has dramatically increased. This has released the Chief Commercial Officer's time to allow him to focus on sales and business development.

Going forward, Foregenix aims to build on this strong performance, and is working with The Marketing Centre on plans to recruit a full-time Head of Marketing and to expand marketing activities including optimising SEO, running more campaigns and introducing further lead generation tactics, such as Pay Per Click.