

# How Lake B2B helped build a strong CEO presence which enhanced the brand value and trust of customers for a technology company?



## CLIENT

Founded in 2005, the client is a technology company based out of New York. They provide financial tools and enterprise applications to global businesses.

## CHALLENGES

- Building brand value and gaining exposure for the company
- Utilizing the public image of the CEO to promote the business directly
- Platform to address consumer concerns before they incite backlash and cost the company millions of dollars in product missteps or ineffective marketing strategies
- Nurturing the company culture and creating a medium for two-way communication
- Creating an emotional relationship and trust with customers

## RESULTS

- 72% increase in Twitter followers from 2019
- Added 300,000+ followers on Facebook
- More than 2.1 million followers on Instagram from just 20,000 followers in 2019

**Do you have a plan in place to leverage your CEO's online presence and increase your brand value?**

**Let's get the conversation started!**

## SOLUTION

- Lake B2B's digital marketing team created a social plan for the CEO after a social media audit to determine which channels could be best leveraged to give the maximum brand awareness to the company
- To stay visible and keep audiences engaged, Lake B2B's content team made sure that along with posts by the CEO, equal emphasis was given to interacting with the community which in turn leads to networking and connecting with a larger audience
- Rather than sharing just corporate news and product releases, industry news and breakthroughs were shared along with comments by the CEO. Instead of re-tweeting, original content was posted to showcase the CEO as knowledgeable with expertise in the industry which provides value to followers



"Lake B2B's content marketing offering – 'Optimize CEO Online presence' provides a holistic approach for brands and their leaders to optimize content to engage an audience with desired, measurable impact on business outcomes. This marketing solution from Lake B2B establishes a custom content production and distribution strategy which allows companies to be masters of their brand and leadership stories.

Rick Gordon, CMO.

**Contact us Today**



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