

Content Marketing Generates Awareness and Doubles Engagement

Investing in thought leadership content enables PEF Services to strengthen the brand, broaden the market, and showcase its expertise.



INDUSTRY

Financial Services

SOLUTION

Content Creation >

HIGHLIGHTS

DemandLab's content creation services enabled PEF to:



Compete
with bigger firms



Reframe
the conversation



Double
brand engagement

PEF Services is nationally recognized as one of the top boutique fund administrators and back-office specialists for Funds, General Partners and Limited Partners in the alternative asset space.

Challenge

When Hank Boggio joined PEF Services as Chief Revenue Officer to lead its sales and marketing efforts and to drive growth, he knew he was taking on a big challenge.

First, PEF had set ambitious growth goals that involved moving upstream and attracting attention in a crowded market. While PEF Services had a stellar word-of-mouth reputation, the firm needed to scale its outreach significantly to grow market share.

Second, PEF specialized in delivering a high-touch, premium service, but the majority of firms saw fund administration as a commodity offering in which price was a key factor.

“We compete in a narrow and focused market, and we needed to differentiate ourselves while leveling the playing field,” said Boggio. “It was clear to me that establishing thought leadership would be the basis of our strategy. We knew that producing thought-leadership content would ensure that our market evaluated us based on what we had to say, and on the merits of our experience.”

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Approach

PEF's Chief Revenue Officer, Hank Boggio, brought in Laura Hills, a senior marketing executive with a track record for driving growth through brand management, digital marketing and corporate communications, to lead marketing and PR efforts. They partnered with DemandLab to produce a series of thought-leadership white papers. Both had worked with DemandLab previously to produce content for other companies.

"We needed a content partner that offered exceptional writing skills—one that could become the voice of our company," said Hills.

Together, DemandLab and PEF identified topics that would appeal to the firm's most important market segments. Then DemandLab developed these themes by interviewing PEF's subject-matter experts, conducting additional research, and using the material to craft a series of relevant, insightful, actionable papers.

Result

Over the course of a year, PEF built up a collection of high-quality white papers to engage and educate its market.

"Awareness of outsourced fund administration and recognition for the value it delivers are both trending up," Boggio said. "Our content has shifted the conversation."

That shift has produced a tangible, measurable impact on the firm's sales and marketing effectiveness.

"When we look at the results our thought leadership has generated, it's shaped like a hockey stick," said Hills. "In one year, these white papers have doubled the number of people who are engaging with our brand. Our sales teams tell us that they have walked into meetings to find prospects holding copies and saying, 'This is great stuff!' It's educating our target market while making an impact throughout the funnel and has helped us grow."

"DemandLab's understanding of our business has enabled them to write consistently exceptional content in the voice of PEF Services. They're so closely aligned in terms of the business objectives that they write as if they are one with us. I don't know how to pay a higher compliment."

PEF'S WHITE-PAPER COLLECTION COVERS TRENDS AND BEST PRACTICES FOR UNIQUE AUDIENCE SEGMENTS SUCH AS EMERGING MANAGERS, SBICS, AND LIMITED PARTNERS.



▼ DEMANDLAB ALSO DEVELOPED CASE STUDIES AND VIDEOS TO COMPLEMENT PEF'S FLAGSHIP WHITE-PAPER CONTENT.



Building on Success

As the firm continues to grow its library of thought-leadership content, PEF Services will see continued returns on their investment. While the topics are timely, they are also largely evergreen and will require only minor updating to stay fresh and relevant to their target markets.

Meanwhile, Boggio and Hills are already working with DemandLab to plan next year's content.

“DemandLab has become an essential part of our planning process,” said Boggio. “We’re a specialized firm, and we’re very selective about who we use from an outside perspective, but DemandLab has become an extension of our marketing team. They’re completely aligned with our business objectives and our best interests. While we work with other agencies, we think of DemandLab differently; they are a true partner.”

PROJECT INSIGHTS

- **Focus on value.** PEF’s white papers are focused on delivering valuable ideas and best practices rather than promoting the firm’s services. “We need to reach a busy, executive-level financial audience that doesn’t have the time to sift through the gloss of old-style marketing promotions,” said Hills. “They want substance and actionable information.”
- **Content is the product.** “I treated our thought leadership like a product that needed to be supported through digital campaigns, search, and other strategies,” Hills said. By focusing her marketing efforts on PEF’s thought leadership to underscore the value of its services, Hills was able to generate broader awareness, widen the funnel, and support sales opportunities.
- **Know your audience.** Before creating thought leadership content, PEF Services worked with DemandLab to develop personas that helped them gain a deeper understanding of the market’s challenges and priorities. “In today’s market, it’s not just about putting words out there,” said Boggio. “It’s about having content that speaks to the audience that you serve and meets their needs.”



DemandLab helps enterprises leverage the power of martech, data, and content to enhance the customer experience and revenue performance. Learn more at demandlab.com.

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