

CASE STUDY

Technology

Establishing industry authority with digital identity management



Customers are increasingly seeking out brands guided by visionary leaders who can navigate complex challenges and articulate a clear path forward. This is where a strategic digital identity management (DIM) program comes into play. This case study explores how a global technology company transformed its Chief Growth Officer (CGO) into a recognized authority within the industry using this approach.



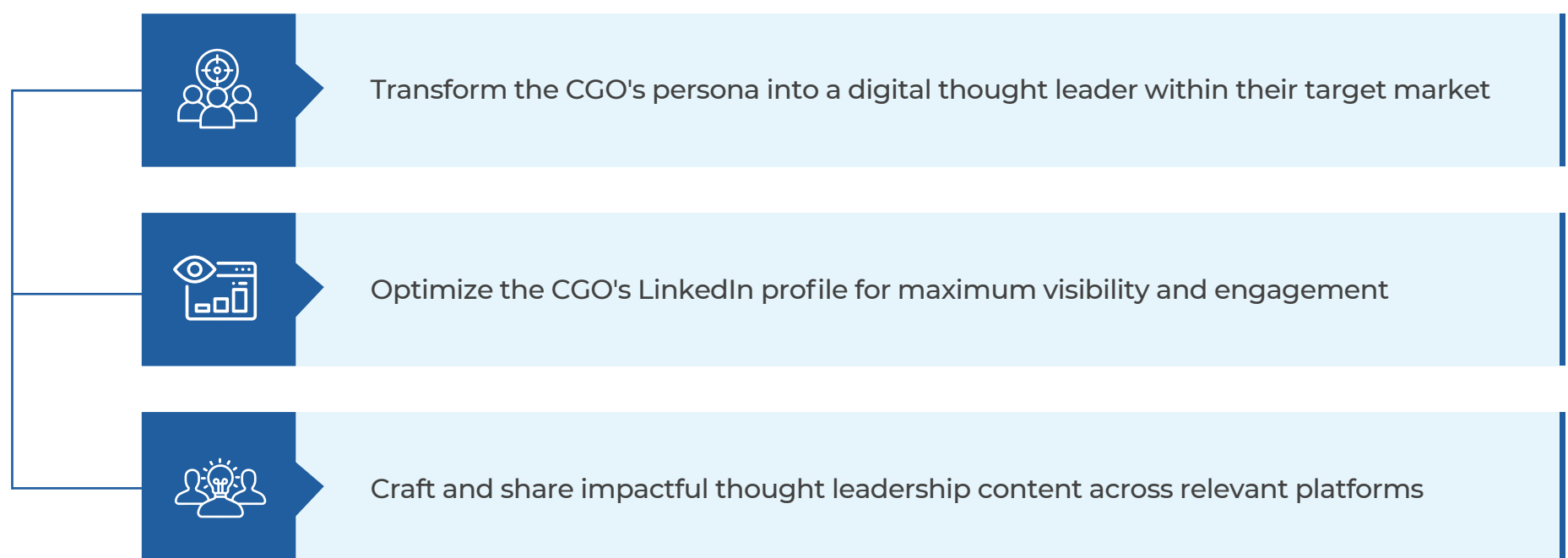
About the client

The client is a leading global IT consulting company, headquartered in India that offers a wide range of technology services to help businesses digitally transform. From software development and infrastructure management to business process outsourcing, they empower clients to leverage cutting-edge technologies and achieve their goals.



Objectives

The technology major sought to leverage the influence of its CGO to **amplify brand recognition** and **solidify its position as a thought leader**. To achieve these goals, Netscribes suggested to:





Challenges

While the vision was clear, several challenges needed to be addressed:

- Building the CGO's online presence from the ground up
- Identifying the most effective content strategy to resonate with the target audience
- Standing out from a crowded digital landscape saturated with competitors



Solutions proposed

We devised a detailed plan to tap into the knowledge and insights of the firm's senior leaders. Our plan included:



Competitor intelligence

Benchmarking the CGO's competitors' digital footprint and content strategies



Personalized content and social media blueprint

Developing a customized content calendar with original thought leadership pieces for LinkedIn and other relevant media platforms



Targeted audience engagement

Identifying key influencers and potential prospects on LinkedIn to foster meaningful connections and expand reach



Daily interaction triggers and response management

Implementing strategies to encourage audience interaction with the CGO's content and facilitate prompt responses



Multi-platform amplification

Maximizing reach and engagement by placing content strategically on platforms like LinkedIn and Forbes Council



Results

The DIM program yielded impressive results:



The CGO's LinkedIn profile engagement surged by **89%**



Follower growth exceeded 200%, with numbers jumping from **900 to over 2,000** within the first phase of implementation



Thought leadership **content on Forbes Council** further solidified the CGO's industry authority



Great team to work with. Looking forward to future projects together!”

– Chief Growth Officer



Lessons learned

The collaboration with the global technology leader highlighted the importance of:

- **Data-driven insights:**
Analyzing competitor strategies and audience preferences is crucial for crafting a successful content strategy
- **Personalized approach:**
Tailoring the DIM program to the specific needs of the individual leader ensures maximum impact
- **Multi-platform engagement:**
Utilizing various platforms like LinkedIn and industry publications expands reach and establishes a more robust online presence



Future recommendations

Based on the project's success, Netscribes recommended the following for continued growth:

- **Expand content reach:**
Utilize additional social media platforms and industry publications to further amplify the CGO's voice
- **Interactive content formats:**
Consider incorporating video content or live Q&A sessions for more engaging audience interaction
- **Continued data analysis:**
Regularly monitor key performance indicators (KPIs) and adapt the content strategy based on audience response

Ready to unlock the potential of your organization's thought leadership? Netscribes' [Thought Leadership as a Service](#) (TLaaS) can elevate your leaders' online presence and establish them as industry authorities. [Contact us today](#) to discuss your TLaaS needs and make your leaders the voices that shape the future.

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