



**Graham Harvey, CEO, Cardinal**

Cardinal is an InsurTech solutions business with over 22-years of short-term (P&C) insurance systems expertise. The company leverages technology to overcome industry inefficiencies, while seamlessly connecting all players in the short-term insurance value chain.

Cardinal provides clients with a wide range of products, services, and solutions. This includes administrative insurance software, multi-quote platforms for call centres, user experience and user interface specialists, mobile application development for financial service providers and business process optimisation.

## CHALLENGE

Cardinal had some experience in marketing but soon realised that it was a facet of the business that they weren't mastering. Without key messaging or a marketing team behind them that could dedicate consistent time and resources to their business goals, they were frustrated with the marketing process.

## INSIGHTS

With Cardinals previous experience in marketing, they had grown to view the marketing process as being costly, time consuming and difficult to manage and maintain. They were looking for a partner that would not only develop a robust strategy, but also consistently execute on it.

*I have always run a business believing that if you're going to do something you have to do it properly and marketing was one aspect of our business we never did properly. In the past I viewed marketing as an unnecessary expense; it was very costly, difficult to manage & maintain and ultimately, very difficult to gauge how much value it was bringing in.*

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## CORE MARKETING ISSUES IDENTIFIED

- Primarily a 'sales driven' organization that spent a lot of time and effort 'chasing' clients
- Lacked a holistic and integrated approach to marketing
- Needed to establish and solidify a clear, unique and compelling market position
- Wanted more business from existing clients and to grow market share in targeted segments
- Wanted to Grow market share in targeted client segments
- Lacked the time and resources to execute on marketing strategy

## SOLUTION

We started by interrogating and unpacking the business, to discover what was at Cardinal's core. With a few key questions posed to the management team we discovered what Cardinal as a brand meant. We managed to pin down what their purpose, mission and values were and how we could weave these into a strategy that would achieve their marketing objectives as well as maintain the integrity of their close-knit company culture.

- A holistic branding and marketing strategy was developed
- Ideal target markets and customer personas were developed
- Key messaging was crafted and consistently communicated across all marketing channels and touchpoints
- A visual identity that aligned to Cardinal's brand narrative and unique positioning was created
- The Cardinal website was redesigned to showcase Cardinal's world-class, tech-first solution; with key messaging integrated and offerings well positioned. The website served as a launch-pad for Cardinal's marketplace – iPlatform
- Social media platforms were optimised and updated frequently with relevant content that position Cardinal as a thought-leader
- SEO driven content was published in the form of blogs
- Case studies and testimonials were written and designed to demonstrate the impact Cardinal has with clients
- Quarterly newsletters released to keep Cardinal top of mind with existing clients and prospects
- Structured internal marketing plan developed and implemented to build on the company culture and effectively position Cardinal to attract and retain talent

## RESULTS

The effect of our marketing efforts were evident when we showcased the impact Cardinal had on their clients through testimonials and case-studies. With glowing reviews and positive affirmations, it was clear that Cardinal was growing in the right direction. Having generated more business from existing clients and grown their market share in targeted segments we are on track to meeting all their business and marketing goals.

## METRICS



\*All Metrics are measured over an eight month period against the previous eight months:

### LinkedIn

- Increased organic followers by 506 followers (113%)
- Engagement increased by 577%
- Engagement rate increased by 30%
- Impressions increased by 420%

### Website

- Average of 600 website visitors per month
- SEO rankings consistently improved month-on-month with 3 keywords in the top 10 (including 1st and 2nd position) within 3 months of SEO implement

 Brightside proved to me, without a doubt, that you need focus, dedication and marketing experts on it 24/7 – it is a full-time specialist role within the business that is critical. 

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