



CASE STUDY

CYBERSECURITY SERVICES PROVIDER REFRESHES WEBSITE AND DRIVES SALES

INTRODUCTION

After embarking on a website refresh in late 2019, the founders of Furtim were looking to drive traffic from marketing campaigns to their website. They identified various use cases and compliance scenarios in which they had some success with customers in the past in hopes of attracting additional prospects.

The difficulties came in being able to translate their domain expertise into that to a story that resonated with their customers – both direct clients and channel partners. They were able to generate content, but it lacked the value proposition that prospects were looking to find on their website.

THE COMPANY

Furtim is a cybersecurity company specializing in offensive security testing helping organizations meet regulatory requirements as well as internal IP risks. Their continuous vulnerability scanning services for internal, external, and cloud environments help clients reduce security risk, make better decisions, and optimize security investments.



SOLUTION

Sail Communications began working with Furtim after a discovery session to define the goals of their project and to understand how the website had been wireframed. The company's brand proposition was formulated and the target market segments were defined. Web messaging with on-page SEO was developed for each vertical audience and compliance scenario.

Over the course of several weeks, the website was updated with new copy and imagery. New tools in the marketing stack were also launched, automating the lead capture process. This allowed Furtim to re-launch their marketing campaign with fresh content and landing pages shortly thereafter.

“We were blown away by how fast the team worked and how they were able to understand our business requirements, what our customers needed, and the way we were going to market. We were immediately able to turn around [the content] into something we could immediately use with our clients. The level of efficacy, efficiency, and quality were just unparalleled.”

– Raffi Erganian, Furtim Co-Founder

RESULTS



TIME & MONEY SAVINGS

Development and launch time reduced from months to weeks.



EXPERT RESOURCES

Sail team works as an extension of internal team.



INCREASED AUTOMATION

Marketing tools added to tech stack automating lead capture.