

# Marshal

## Case Study



## Background

Marshal is a global leader in content security across multiple protocols, enabling organizations to secure their IT environment, protect against threats and comply with corporate governance needs. Marshal pioneered content security a decade ago and continues to lead the industry with a complete portfolio of policy-driven email and Internet security and management solutions that integrate content filtering, compliance, secure messaging and archiving to minimize business and operational risks.

Marshal helps businesses of any size to:

- Secure their IT universe from abuse and external threats such as viruses, spam and malicious code
- Protect their networks, employees, business assets and corporate reputation
- Comply with corporate governance legislation - such as email retention and management needs

Forty percent of the Global Fortune 500 companies use Marshal Security solutions to secure their corporate messaging networks and Web gateway against internal abuse and external threats such as viruses, spam and malicious code.

More than seven million users in 18,000 companies worldwide use Marshal's award-winning secure, multilayered content control solutions to protect their businesses at the email gateway, Web gateway and inside the company.

SO Marketing were initially asked by Marshal to source some photography for both their on and offline marketing campaigns. Subsequently, SO Marketing was commissioned to create custom campaigns, including generating entirely new images, rather than using stock photography.

## The Journey

Responding to the client briefs, we designed and created imagery in keeping with Marshal's brand and style guidelines, but specifically applied to the medium and the message of each campaign. As part of the brief, we had to also take into account that campaigns would invariably be co-branded with a Marshal partner. As partner's logos and branding were all different sizes and colours, each design had to be almost bespoke per partner.

## The Outcome

Social networking Data Leakage Prevention (DLP) – E-Mail Campaign Achieved an **18% open rate** with a **9% click through** and a **48% repeat open rate**. Partner Conference - Marshal Distributors and authorized enterprise partners – **E-Mail Campaign Achieved a 69% open rate with a 12% Click through resulting in 60% of invitees attending the event**.

**“The speed at which SO Marketing were able to deliver, what was essentially a complex project, was fantastic and the quality was of a high standard. We are seeing a substantial amount of interest from our new marketing campaigns and look forward to working with SO Marketing on future projects.” Kerry Graham - Marketing Manager, Marshal**

If you have any marketing requirements, no matter what the scale, why not call SO Marketing for a chat, or visit our website to see exactly what we can do for you? Our rates are as competitive as they come, and we deliver quality every time. **Contact us today from the details below.**

