

## PwC | Diamond Winner

### Increasing Marketing Agility to Maximize Impact

# Increasing Marketing Agility to Maximize Impact

## BUSINESS CHALLENGE

In 2014, PwC's Financial Services Regulatory team grappled regularly with a pipeline of 100+ content items, including everything from blogs to 100-page whitepapers. The sheer number of pieces made it difficult to manage and even more difficult to get something published. Driven by a need for efficiency, the team began to consider how they could speed up the writing and publishing process for items deemed as “newsworthy.” The current regulatory environment alone also made a substantial test case for a more agile content development process.

## PROGRAM OBJECTIVE

The Financial Services industry's surplus of content creates excess “noise” in the system. However, most people aren't interested in reading publications that essentially represent a delayed, run-of-the-mill report; they want insights. At PwC, we knew people were looking for answers on topical and relevant material—especially when it came to financial regulatory thought leadership. So we needed to build a “fast track” process that responded rapidly to the news cycle without sacrificing quality.

## PROGRAM EXECUTION

- **Dedicated financial services thought leadership team.** The FS Reg practice created a new team primarily dedicated to thought leadership. In place of the previously harried, all-hands approach where thought leadership was one of many focuses for an individual, a brand new agile group was what was needed.
- **Dedicated contractors.** FS Reg thought leadership team hired a design and layout contractor, as well as a web contractor. Both contractors are available almost 24/7/365 and fully prioritize FS Reg over any other projects. Most importantly, both contractors are completely familiar with the FS Reg process and can deliver both quickly and efficiently.
- **Expedited approval process.** To avoid ~48 hour turnarounds or longer, we have been able to obtain dedicated resources that we can communicate with via email in order to obtain various firm-required approvals on publications. Additionally, for specific approval processes, we also were able to schedule training and obtain approval to self-review documents ourselves. This has drastically reduced the barriers around the approval process.

- **Dedicated marketer owns the process.** FS Regulatory Practice has structured their team so that one key team member is entirely focused on the thought leadership process. From obtaining proper sign-offs, to coordinating formatting and posting, providing final technical edits, discerning the appropriate segment list, and finally sending, one team member owns the entire end-to-end process.
- **Public relations and promotional activities.** Our dedicated marketing resource works to facilitate the posting of new publications to our dedicated Regulatory Navigator app for delivering content in a different format for the individual on the go. This person also drafts social media posts to further call attention to the content, and works regularly to secure placement and commentary on CNBC, Wall Street Journal, Financial Times, Reuters, Bloomberg, Harvard Law School's Blog, and Columbia's Blue Sky Law blog.

### BUSINESS RESULTS

After over two years of developing this agile process for content development, we find ourselves with a whopping record average of 65 pieces of thought leadership per year. We serve 47 of the 52 Fortune 1000 Banking and Capital Markets companies. During this time, the practice has grown an eye popping 26% YOY and grew \$200 million in revenue in just two years. This could not have been accomplished if we were not seen as "the source" for all timely news and innovation.

We run our own series of events that discuss these issues in greater detail with a bimonthly invite-only roundtable event. We also maintain an app called PwC's Regulatory Navigator app. This app is available in 20 countries and has been downloaded over 20,000 times. The app is another delivery mechanism for our thought leadership.