

# Case Study | IT Governance

80:20

## Background

IT Governance ([www.itgovernance.co.uk](http://www.itgovernance.co.uk)) is a one-stop shop for books, tools, training and consultancy focused on information security compliance and IT governance. It is a classic 'long tail' business, serving a niche market across Europe, the Americas and Asia via its e-commerce websites.

## Response

Since 2005, we have worked with IT Governance on an integrated on- and offline public relations programme that has helped establish its media profile as an authority on infosecurity and governance issues, to deliver its messages directly to customers via the Web, and to support its search engine rankings.

As well as capitalising upon a regular flow of new product and service announcements, we have adopted an issues-led approach to position the company and its founder, infosecurity author Alan Calder, as knowledgeable and often contentious commentators on topics such as information security best practices, identity fraud/theft, government IT programme failures, Web 2.0 and ignorance of technology in the boardroom.

As well as building relationships with a range of the most important IT and other trade media, we have played an integral part of IT Governance's Search Engine Optimisation programme, working in parallel with its SEO specialists to disseminate news and comment that helps promote the company's website page rankings.

We have also supported the company in the Blogosphere, monitoring for and suggesting new topics and developments for Alan Calder to comment upon, and assisting with practical issues associated with the operation of his blog.





## Results

- We have generated a large volume of search optimised press releases announcing product launches, events and other developments. These announcements have regularly achieved high quality print media coverage as well as thousands of page impressions and full page reads online
- Opinion and comment by Alan Calder has been published in the most influential IT, infosecurity and business media, including Computing, SC Magazine, Silicon.com, CIO, IT Week, Accountancy Age, SearchSecurity.co.uk, Accountancy Age and the Financial Times
- We have promoted and coordinated media reviews of various books published by IT Governance
- We have originated and/or edited thought leader articles for IT Governance on a range of topics, which have been placed with media such as the Financial Times, IT Adviser, Venture magazine, SC Magazine and CIO Connect, as well as in vendor e-newsletters
- We have developed client case studies for IT Governance's consultancy business, both placing them with the media and adapting them as marketing literature

## Client Verdict

- "As an online business serving a global market, it is vitally important that we manage our online profile as actively as our press coverage. Working with 80:20 has helped us on both fronts. We have been able to generate valuable coverage in key IT and business press, while simultaneously getting our news out across the Web, which both reaches our customers directly and supports our SEO programme."



Alan Calder, chief executive