



MatthewsDaniel

MatthewsDaniel | Engaging the Marine & Energy Insurance Market

CHALLENGE

MatthewsDaniel, a global leader in loss adjusting and marine warranty surveying, partnered with Pierpont to create a thought leadership program to reach key stakeholders and demonstrate industry expertise on social media.

OBJECTIVE

Pierpont first established an official presence for the firm on Twitter and LinkedIn, by launching the Twitter page and merging rouge LinkedIn pages that had been opened without corporate authorization. Then, working with our client contact, Pierpont developed a proactive and strategic content strategy to amplify the outstanding projects and services that MatthewsDaniel was involved in.

APPROACH

Following the launch of the social media presence and building a strong foundation of Twitter and LinkedIn followers, Pierpont established a thought leadership program for the marketing of MatthewsDaniel to their international audiences. Through a one on one interview process, Pierpont was able to pull out key themes and trends effecting the marine and energy insurance industry, positioning their team as experts and spurring engagement (one of MatthewsDaniel's key metrics) on social media.

RESULTS

Among the measurable successes Pierpont has achieved with MatthewsDaniel within the first six months of engagement include:

- LinkedIn: Our content creation strategy has yielded steady follower growth and higher visibility on LinkedIn. In addition, MatthewsDaniel's posts have earned a 6.4% engagement rate, evidence of the value Pierpont has helped bring to their online content.
- Twitter: By combining carefully written content with striking visuals, we have achieved a 1.0% engagement rate, (20 times the average rate of 0.048%) with some posts earning engagement rates as high as 9.7%

