



Opportune

Opportune | Elevating National Brand Awareness

CHALLENGE

Pierpont worked with Opportune LLP, a global energy consulting firm, to raise the company's visibility, generate awareness of the firm's expertise and capabilities, and drive business growth. Prior to working with Pierpont, Opportune had a small digital presence and was fairly unknown to media and the broader national energy industry.

APPROACH

Pierpont helped Opportune launch a robust thought leadership program, securing hundreds of earned media placements, reporter meetings, and byline articles on a variety of industry topics.

RESULTS

Media coverage included top-tier outlets, such as the Financial Times and Forbes, as well as leading oil and gas trade publications like Petroleum Economist and Oil and Gas Investor. In addition to media, Pierpont developed and executed a strategic digital marketing program that included managing and tracking Google AdWords campaigns, sponsored and organic LinkedIn content, and email marketing. Opportune gained a platform and an authoritative voice both in the traditional media and digital spaces.