



SIGNITT

BE IN CONTROL OF YOUR ONLINE PRESENCE

CASES



Lawyer / Partner – trusted advisor for family businesses

Challenge: Based in NY, well respected but limited visibility beyond tight circle of businesses in the tri-state area. Needed broader awareness. Result: She became viewed as a “national player”, attracting family businesses in the mid-west and south. Attracted inquiry from potential west coast partner and from family business based in Switzerland assessing U.S. JV.



C-suite Global Executive

Challenge: Had been with same fast food company for 21 years, rising through the ranks to regional director. Eased out unexpectedly. Realized consulting was the most viable / attractive route. Issue was he was seen as “fast food guy” only. Result: Repositioned to highlight all the transferable skills he had: e.g. country expansion, new product development, government relations, marketing partnerships, regional and local acquisitions



Executive Search Principal

Challenge: Located in South Carolina, she was seen as a regional player. Despite extensive experience, not recognized as a leader in a highly specialized, fast growing sector that was both national and international in scope. Result: She had been recognized by a number of organizations and media as an authority and was asked to speak at industry meetings and comment in industry articles. Used existing content and developed new content to highlight her expertise. Was able to attract east and west coast accounts and speaking engagements as well as being recognized as a thought leader in the employment sector in Google searches on the topic.



CMO of Global Hotel Brand

Challenge: Located in Paris, she was looking for European board positions but was seen solely as a marketing person and not getting recognized for her broader senior management experience which included running divisions. One dimensional perception precluded her from initial board screenings. Result: Highlighted heavy general management experience prior to taking on the marketing-only role, and showed her non-profit board positions. Used existing speeches and articles to highlight broad management savvy. Was invited into three board searches and landed



Managing Director of a real estate firm

Challenge: Located in NYC, needed to be invited to speak at high level industry events in other U.S. regions and in APAC markets. Seen as too focused on New York deals only to be of broader interest. Not getting invitations needed to break away from local perception. Result: Raised Google awareness dramatically of deals done beyond New York. Highlighted APAC deals in which she JV'ed and west coast deals in which she was lead partner. Was invited to speak at an invitation-only symposium conducted by Stanford University. Received comparable invitations in Singapore, Hong Kong and Seoul.



Young entrepreneur

Challenge: Prior to entering the MBA program at a top-five school, she had gained a lot of start-up experience (technical as well as organizational) but she was not at a level where she was published or was recognized with third-party endorsements (e.g. articles, media recognition). Her online presence made her local more junior than the expertise she had acquired. It was hurting her with search firm initial screeners. Result: Using commentary on existing articles that we published, she was able to demonstrate her tech and organizational savvy. She was also capable of creating outstanding content and we provided the forums in which her POVs could be expressed. Her success rate at getting to the second level of consideration increased dramatically and gave her interviewers subject matter on which she was asked to comment and expand upon.



Expert Witness

Challenge: She had broad and deep experience but the majority of her current assignments were around a niche area that made her look like she was only qualified in that area. The area (maritime arbitration) was narrow and was declining in the frequency of assignments. Her online presence reflected nothing beyond maritime expertise. Result: Because of her broad experience she was able to comment on a number of industry areas outside her perceived specialty. Using articles where she was quoted in the past, we created opportunities to make older material relevant by commenting on if / how the subject had changed and projecting how it will evolve in the future. By pushing this out to a broad range of outlets, dated material became fresh and totally relevant to today's environment. A number of people commented on her POV, further expanding current reach. The number of inquiries beyond maritime increased significantly and her practice is now 40% non-maritime.



Millennial Career Shift

Challenge: The resume said one thing but his interest, passion and even experience was headed in a different direction. He is a lawyer in the entertainment field working for a large law firm. His resume screams a long legal track with concentration on entertainment law, but he does not plan to hang around to make partner – he wants to move to entertainment management. He's written a number of articles that address issues and opportunities in entertainment that can be cast from a legal perspective and recast from an entertainment management perspective. He can't show his hand at his law firm but wants to lay the groundwork for a career pivot. Result: We helped him recast content to take what was clearly only a legal perspective and make legal as one of several areas on which he commented. Articles had run only in the legal trades; content was broadened to make it attractive to broader entertainment outlets. Articles posted in his online profile can now be viewed equally from a legal or general management perspective.



Gap in resume but still current

Challenge: She was on a fast track but took off four years to raise her children. She was ready to jump back in but wanted to change firms. She had kept totally current on all the issues and trends in her industry. She had been quoted in the last few years in a number of articles and attended industry events but didn't think to capture any photos that showed her talking with industry leaders (which she had done). Her online image made it look as if she had totally disconnected. Result: She updated her online presence to reflect all the industry events she has attended over the last four years and made sure she was photographed talking to speakers after the event and that the photos were tagged properly. She also made current comments on subjects that she had commented on when she was working. Her online profile was transformed from looking like she had dropped out, to making it clear she was on a hiatus but remained totally informed and engaged



Career pivot in finance

Challenge: She had years of experience on the corporate finance side but for a number of reasons, professional and personal, she wanted to form an independent financial advisory that would give her more flexibility and an income that would grow at a much faster rate than she had in her corporate role. She had all the legal certification needed to qualify as an advisor but not the reputation needed to attract clients. Result: She had done advance planning and had spoken at a number of community forums on advanced and entry level investment advice. She had also attended as many seminars as possible to be current on trends and emerging investment opportunities. She used this savvy to comment on articles and to contribute to her business school and undergraduate publications and panel discussions. In all cases she stressed the knowledge she gained from corporate finance and applied it to individual investment strategy. Her first client came through a B-school connection. That became the base for other referrals. She joined women's advisory groups and published comments from insights coming out of the forums. She became perceived as a subject expert in a number of areas and successfully pivoted.



A real estate firm seeking to differentiate

Challenge: Globally active, NY based real estate firm. How to set themselves apart from the fierce competition. Good quality, contracts and deals have become basic hygiene. The one thing setting your firm apart is the people. Solution was to position the eight key people in the firm as experts in their respective fields, by creating and publishing high level content. Result: the individuals shared each other's content, making them stronger as individuals, and at the same time reinforcing the firm's brand.

