INTERNET SECURITY LEADER'S WEB ANALYTICS SHOWS TANGIBLE TRAFFIC FROM SOCIAL MEDIA SITES

Check Point
SOFTWARE TECHNOLOGIES LTD.
We Secure the Internet.

CLIENT: CHECK POINT SOFTWARE SOLUTIONS

SURPASSING LOYAL CUSTOMER BASE

Check Point Software Technologies Ltd. is a global leader in securing the Internet. The company is a market leader in the worldwide enterprise firewall, personal firewall, data security and VPN markets and its customers include 100% of Fortune 100 companies. In early 2007, Check Point acquired Pointsec Technologies, a Web Ad.vantage client for pay-per-click (PPC) management and search engine optimization (SEO) services.

Check Point's goal for its new acquisition was to increase the online visibility of Pointsec's products beyond the company's current, extremely loyal customer base. Check Point also wanted to retain its approach to customers, which rested on targeting and building relationships with key IT influencers. Web Ad.vantage recommended a social media marketing program, which would meet the goal of raising visibility online, while providing a relationship-building approach to potential customers.

MAINTAINING A STRONG REPUTATION IS KEY

As a global security leader, Check Point has a high profile and strong reputation that must be carefully guarded. Maintaining this reputation and building visibility within the social media arena requires a deep understanding of online technology communities. Technology users are savvy and have considerable mistrust of inappropriate corporate advertising. Additionally, the measurement of results for social media marketing programs is an inherent challenge and requires strategy and foresight prior to the launch of any social media optimization (SMO) campaign.

130 Inbound Links from Social Media Authority Sites

KEY FACTS
- **Client:** Check Point Software Solutions
- **Case Study Services:** Social Media Optimization
- **Project Goal:** Increase online visibility, Build the Brand, Expand exposure

"The integration of the Web Ad.vantage social media optimization services has expanded how customers, prospects, and IT industry leaders engage with Check Point's business, brand and each other. Visits to their site have significantly increased because of the social media focus and leads are more targeted."

Catherine Pancake,
Director of Account Services
Web Ad.vantage

MANY AVENUES OF SOCIAL MEDIA

Web Ad.vantage provided the following social media optimization services including:

- SEO for PR
  - Optimized press releases for target keywords
- Blog Relations
- Social Bookmarking Submissions
  - digg, de.licio.us, propeller, StumbleUpon, newsvine, reddit, and ITPro
- Detailed web analytics reports

3,984 Unique Visitors to Targeted Pages
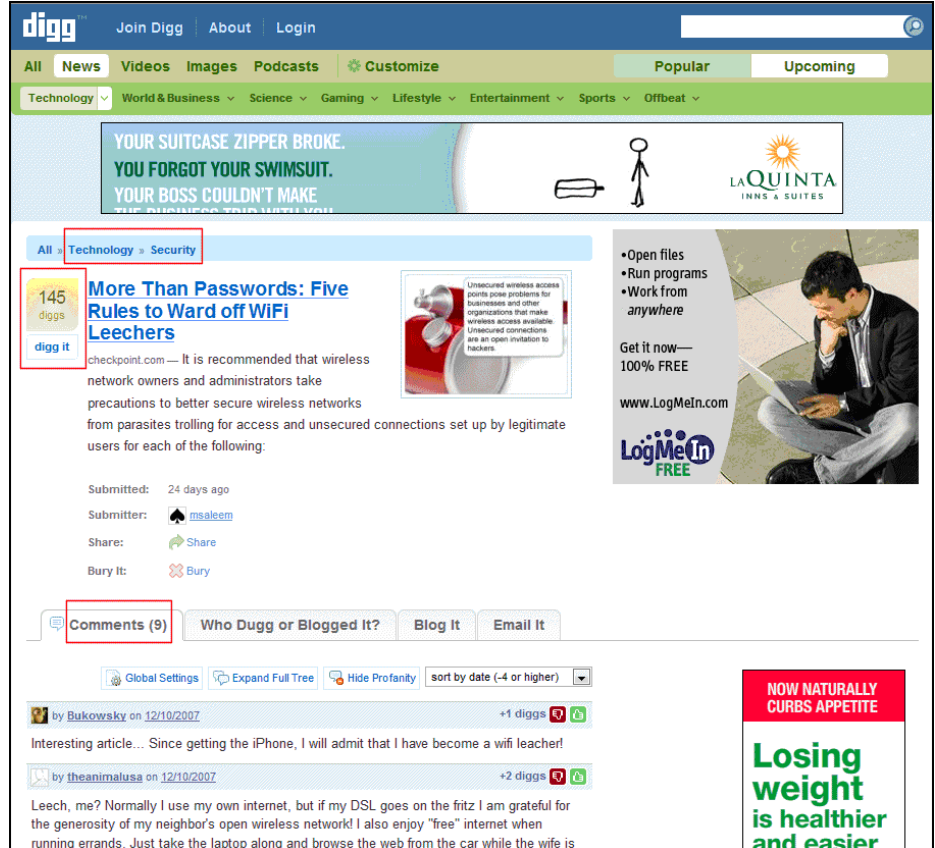
PROOF IS IN THE RETURN — MEASURING THE BENEFITS FROM CHECK POINT'S SOCIAL MEDIA MARKETING WAS A TWO-FOLD PROCESS:

1) Web analytics allowing Check Point to see tangible traffic to their pages from social media sites, lift in organic rankings from inbound links, search engine referrals, and conversions such as white paper downloads or contact forms completed, and

2) Reputation building and maintenance, relationship building, and active, engagement within the online communities where Check Point's primary Enterprise audience participates.

ANALYTICS:

- 130 quality inbound links from social media authority sites with a strong IT focus
- 3,984 unique visitors to Check Point's targeted pages

Increased Brand Visibility

REPUTATION AND RELATIONSHIP BUILDING:

- Increased brand visibility on high traffic, forward-thinking web properties with highly targeted, positive content.
- Creation of additional conversation, commenting, and engagement with Check Point's products and brand beyond just a simple page view
- Relationships with trusted community members that can aid in reputation management in the future.