



THREE SHIPS MEDIA

Digital Marketing Program Contributes to Book Sales, Media Appearances

Three Ships Media Client Climbs to Best Seller List, Is Featured in Prominent Business Publications

Background

In August 2009, Three Ships Media began an engagement with Bill George to promote the release of his book, *7 Lessons for Leading in Crisis*. George, a Harvard Professor, had previously enjoyed a successful business career as CEO of Medtronic. Under his leadership, the company's market capitalization grew from \$1 billion to \$60 billion. Currently, he serves on the board of Goldman Sachs and Exxon. George wanted to extend his personal brand into digital media as a way of promoting his book and his speaking activities. He needed a website relaunch and a turnkey digital marketing program in a tight timeframe to support the book launch.

Engagement

Three Ships Media undertook a comprehensive content generation and social media program for the client.

Category

Three Ships Media Activity

Web Infrastructure

- Designed and built a website for the client that served as "an online C.V." for all of his latest work.
- Built branded social media accounts for the client.

Content Creation

- Drafted ideas, wrote, and published more than 100 articles and blogs, many of which were published in prominent national publications.
- Created and published more than 1,400 status updates.

Content Promotion

- Performed research and outreach to support client's articles in national publications, such as Business Week, the Wall Street Journal, and The New York Times.
- Grew social media communities through concerted promotion to influencers and business leaders.

Strategy & Analytics

- Benchmarked the client against other business leaders to inform content strategy.
- Analyzed traffic sources to increase total number of visitors and book sales and determined best mix of content to drive engagement and additional opportunities.

If you are interested in working with Three Ships Media, contact Dennis Wise at dennis@threeshipsmedia.com

Results

Three Ships Media’s digital marketing program helped the client’s book reach the Wall Street Journal Bestseller List and sell thousands more copies.

The client also saw traffic to his website increase 127% year-over-year, drawing an additional 30,000 website visitors in the first year of his engagement with Three Ships Media.

Three Ships Media helped the client attract more than 3,000 followers on Twitter in the first year of the engagement, and interactions on this platform helped secure a placement for the client in *The Economist*. Three Ships Media helped establish the client on Facebook, as well, where he receives hundreds of interactions per month from fans.

As the client’s digital marketing needs evolved, Three Ships Media tailored the program to include new avenues of outreach and helped the support leadership events the client started.

Reaching the Bestseller List

Hardcover Business		
TITLE AUTHOR / PUBLISHER	THIS WEEK	LAST WEEK
Outliers Malcolm Gladwell / Little, Brown	1	1
StrengthsFinder 2.0 Tom Rath / Gallup Press	2	2
Seven Lessons for Leading... Bill George / Jossey-Bass	3	—

Sample Client Content Placements

Article Title	Publication
Leadership’s Lost Decade	Wall Street Journal
New 21 st Century Leaders	Harvard Business School Working Knowledge
Can Biotech Survive Icahn?	New York Times
Attracting the Next Generation of Authentic Leaders	Huffington Post
How to Handle CEO Pay Before Dodd-Frank Hits	BusinessWeek
The Economist Debate: Has President Obama Been Good For Business?	The Economist

Comments on Program



Caroline Williams
TSM Account Manager

“Our team nurtured important relationships with influential publications to gain placements, and we drove hard to deliver the client’s website before the deadline and under budget. Three Ships Media’s expertise in online content generation and our focused promotion yield tangible benefits to our clients, and we always strive to exceed client expectations in our projects.”



Bill George
TSM Client

“Three Ships Media delivers outstanding results. The team’s hard work, persistence, and knowledge of social media paid off. **Their custom solutions produced a higher response than any other form of advertising I used.** The success I’ve seen from their program has made me a true believer in the power of the emerging media to perform for businesses and individuals alike.”

If you are interested in working with Three Ships Media, contact Dennis Wise at dennis@threeshipsmedia.com