

**Headquarters:** London, United Kingdom

**Industry:** Asset Management

**Company Size:** 51-200 employees

**BrightTALK Channels:** [Sarasin & Partners](#)

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## Case Study

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### Challenge

For the marketing team at Sarasin & Partners, an asset management firm, getting their content seen by relevant audiences presented a significant challenge. According to their Digital Marketing Executive, James Johnson, the team was dedicating considerable bandwidth and resource to creating marketing content, but needed a more efficient distribution method to attract the attention of asset management professionals.

### Solution

To address this challenge, Sarasin & Partners selected BrightTALK, an “easy and comprehensive” solution for lead generation and content distribution. BrightTALK quickly became a key part of their lead generation strategy, as they leveraged the platform to locate and engage their target buyers within BrightTALK’s global audience of asset management professionals. “The brilliant thing about BrightTALK is not only does it allow you to host webinars and videos, but it automatically introduces them to an interested audience,” said Johnson.

“ I first heard about BrightTALK when I came into financial services marketing – as a hosting and promotion solution, it seems to be industry standard.

—James Johnson, Digital Marketing Executive

### Results

**Direct access to an engaged community of financial services professionals.** Sarasin & Partners utilise the BrightTALK communities as a principal distribution method for their content, resulting in 1,400 subscribers to their channel. “BrightTALK helps with our lead generation programme and ensures that the content we work hard at creating goes straight out to interested viewers,” said Johnson. He continued:



The integration with our website is really easy. This was highly important to us – if it hadn’t been simple to embed videos and webinars, we almost certainly wouldn’t have gone with the product.

#### **Established a resource hub for asset managers on their website.**

By embedding their BrightTALK Channel on their website, Sarasin & Partners provide a hub to not only engage their potential buyers with rich content, but also introduce prospects to their messaging and branding. “The integration with our website is really easy,” said Johnson. “This was highly important to us – if it hadn’t been simple to embed videos and webinars, we almost certainly wouldn’t have gone with the product.”

#### About [Sarasin & Partners](#)

Sarasin & Partners LLP is a specialist asset management firm that manages £13.6 billion (as at 30 June 2016) on behalf of charities, private clients, institutions and intermediaries from the UK and around the world.