

CASE STUDY



BanyanRock&Talent
Wealth Strategists
Established 1986

articulon
never stop communicating.

SITUATION

Banyan Rock & Talent (BRT) is a collaboration of registered wealth strategist representatives with the FSC Securities Corporation. Led by Mike Sterling, BRT wanted to create greater brand awareness in the Triangle through highlighting the abilities and successes of individual consultants.

SOLUTION

Engaging Articulon, BRT began directing current market trends and financial strategy knowledge to the Articulon team. Articulon generated a media campaign centered on three objectives: to position each strategist as an expert in the field, establish the firm as a community involved partner, and announce new business accomplishments and acquisitions.

Activation included:

- Created bios for all BRT consultants to establish expertise and credibility in the field
- Crafted and distributed news releases showcasing individual and company accomplishments, as well as news
- Connected BRT team members with area media outlets to further enforce expertise

RESULTS

Banyan Rock & Talent wealth strategists have been featured in numerous Triangle-area publications including:

Print:

News & Observer
Garner News
Boom! Magazine
Business Leader Magazine
Triangle Business Journal

Online News Services:

Carolina Business Connection
Carolina Newswire
Triangle dBusiness News

THE NEWS & OBSERVER

MAGAZINE BOOM!
Live Smart - Live Well - Live Large

TRIANGLE BUSINESS JOURNAL

Brand Communication • Integrated Marketing • Public Relations

