



Jumpstarting brand  
visibility by 68% and  
reaching six continents

---


## **Marketing Strategy** Case Study

[GoodGnusMarketing.com](http://GoodGnusMarketing.com)



# TOTAL COMPLIANCE TRACKING

## WHO ARE THEY?



Total Compliance Tracking (TCT) is dedicated to making compliance management suck less. Since 2013, TCT has served the security and compliance community by providing both a SaaS-based compliance management platform called TCT Portal and hands-on consulting.

## WHERE WERE THEY BEFORE WORKING WITH US?

TCT had an impressive one-of-its-kind compliance SaaS platform that radically streamlined compliance activities and reduced wasted manual labor by a whopping 65 percent.

But while their clients were raving fans of the platform, TCT had trouble acquiring new customers. The company wasn't growing as they'd hoped, and they needed to win more sales to increase their profitability.

# THE PROBLEM

## WHAT PROBLEM WERE THEY FACING?

TCT had a website, but no marketing team and virtually no content. As a result, the brand was invisible to their ideal client base. Owner Adam Goslin relied on professional connections to fill the pipeline, but he had to hustle endlessly to win each new customer.



## HOW DID WE SOLVE IT?

We immediately started building out TCT’s marketing content to attract their ideal customers, but we also needed to create a brand that couldn’t be forgotten.

The compliance industry is notoriously boring (no, really), but Adam was known for his “colorful vocabulary.” That made him fun to talk to, even about compliance - and that was the experience we wanted to give TCT’s audience.

TCT began cranking out content using PG-13 rated language and telling it like it is. Brand imagery followed suit, and soon they were getting noticed at trade shows and online.

# THE OUTCOME

## WHAT RESULTS DID WE ACHIEVE?

TCT saw a 68% growth in website traffic in the first year. Sales kicked in the following year, with a 24% growth in revenue.

At trade shows, we designed a vendor booth with a banner declaring “Get Your Compliance Sh\*t Together.” Attendees flocked to the booth to take selfies, and TCT had the highest lead capture rate of the conference.

Since then, TCT has expanded its client base to six continents and serves multiple Fortune 100 clients.



## WHAT IS TCT SAYING?

“Good Gnus assists TCT with invaluable aspects of our public perception, nailing the challenging notion of assuming ‘the voice of Adam,’ enabling us to expand our business.”

- Adam Goslin, Owner, TCT

**READY TO SCALE YOUR BUSINESS WITH  
A PROVEN MARKETING LEADER?**

**BOOK A CALL**