



CASE STUDY

BUILDING A MARKET-LEADING REPUTATION FOR
A YOUNG CONSULTANCY



CASE STUDY

ARREOBLUE

Mission:

To establish Arreoblue as a trusted thought leader in the consultancy space by building its reputation, growing its market presence, and enhancing partner relationships.

OBJECTIVE

To elevate Arreoblue's brand presence and credibility, enabling them to secure opportunities through partner marketing, attract top talent, and showcase their expertise through consistent and impactful communication.

CLIENT CONTEXT AND CHALLENGES

With immense potential and an innovative edge, Arreoblue entered the fast-paced technology consulting world ready to make an impact. Operating without a dedicated sales team, they boldly leveraged their reputation, amplified visibility, and cultivated dynamic partner relationships to stand out in a competitive landscape. Fueled by creativity and determination, Arreoblue charted a course for success, proving that agility and strategic collaboration can drive extraordinary growth.

The key challenges were:

- Developing a unique and professional brand identity to distinguish themselves in the market.
- Showcasing their expertise through high-quality, thought-leadership content.
- Leveraging partner marketing with Microsoft and Databricks to secure introductions to clients.
- Creating a strong employer brand to attract top talent while aligning with their ESG strategy.

THE MIM SOLUTION

MiM partnered closely with Arreoblue to craft and execute a comprehensive strategy focused on elevating its reputation and establishing it as a trusted voice in the industry. By building on its strengths and aligning with its goals, MiM delivered initiatives that reflected Arreoblue's expertise and values while supporting its long-term growth.

"Partnering with MiM has been a transformative experience for Arreoblue. Their expertise and commitment to understanding our vision have helped us build a strong reputation, foster key partnerships, and position ourselves as a trusted consultancy. We are confident that this foundation will support our continued growth."

- Suranga Fernando, Director & Co-founder, Arreoblue



DELIVERABLES AND APPROACH

- Brand Look and Feel - MiM designed a professional and distinctive brand identity that embodies Arreoblue's vision, ensuring consistency across all communications.
- Podcast Series - To position Arreoblue as a thought leader, MiM launched and managed their podcast series, delivering engaging, high-quality episodes that highlighted their expertise and industry insights.
- Social Media and LinkedIn Growth - MiM established a regular cadence of LinkedIn posts, introduced a newsletter, and grew its following through strategic and consistent engagement, significantly enhancing its online presence.
- Client Evidence and Blogs - By producing compelling client stories and insightful blogs, MiM showcased Arreoblue's expertise and strengthened its relationships with existing clients. Content was informed by thorough research and in-depth interviews to ensure relevance and quality.
- Award Submissions - MiM's expertly written award submission led to a prestigious win, boosting Arreoblue's market credibility and enhancing its reputation.
- Partner Marketing - Collaborative campaigns with Microsoft and Databricks reinforced key relationships, generating more client introductions and opportunities.
- New Website Development - MiM successfully managed the development of a new website, aligning Arreoblue's online presence with its evolving brand identity and strategic goals.

RESULTS

Through MiM's strategic and thoughtful approach, Arreoblue has seen tangible results:

- Strengthened Partner Relationships - Collaborations with Microsoft and Databricks have resulted in increased traction and valuable introductions to new clients.
- Enhanced Market Reputation - Arreoblue is now recognised as a trusted and credible consultancy with a growing presence in the industry.
- Recruitment Appeal - A strong and cohesive brand presence has made Arreoblue a more attractive employer, showcasing them as a forward-thinking, ESG-aligned organisation.
- Award Recognition - Winning a notable industry award has elevated their profile and reinforced their expertise.
- Social Media Growth - A significant increase in LinkedIn followers and engagement has expanded their reach and influence.

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