



Otimifica



**How Otimifica is helping
S2 Consultancy to transform
the understanding about
fraud and corruption in Brazil.**

World Communication Forum
2018



Problem



S2, a Brazilian Consultancy on Corporate Ethics and Integrity, has a very hard mission: **to make people inside companies aware of how to avoid fraud and harassment.**

To do so, they created a methodology, based in scientific knowledge, called Pentagon of the Fraud. It is the basis for a tool which can with 73% of accuracy evaluate how keen a person is to commit fraud or harassment: the P.I.R. - Potential of Resilient Integrity.

Even though it was scientifically proven to be trustful and helpful to reduce high levels of corruption in Brazil, S2 did not know how to communicate their methodology and tools to achieve their target audience. Many people arrived at their website, but S2 did not know who those visitors were. They had the necessity to reach the biggest companies in Brazil to communicate their solution and expertise as well as increase their sales.

**So, how to communicate a very
innovative solution to fight
against corruption in Brazil,
without advertising budgets?**

Solution



An all-line strategy!

To help S2 communicating and selling as well as building reputation at the same time, we used our intelligence Inbound PR. IT synchronizes efforts bringing real results in a short period of time.

Solution



Our goals were:



To communicate PIR's advantages and success cases, making it searchable by any person.



Educate people about the concepts of corruption as well as fraud and harassment.

Solution



How did we achieved that?

- CONTENT - regular production of content articles for S2's blog
- SOCIAL - regular publications on social media, especially LinkedIn, due to its proximity to S2 clients (big company's Compliance and HR departments)
- EARNED - regular press advisory to be featured in the most important newspapers in Brazil
- PAID - occasional promotion of posts on Facebook and LinkedIn
- TECHNOLOGY - use of automation software (RD Station) to make S2 information available to a crescent amount of people.



Results and Highlights

Results and Highlights

we generated

1307

new potential
clients only from
inbound PR
(qualified leads)



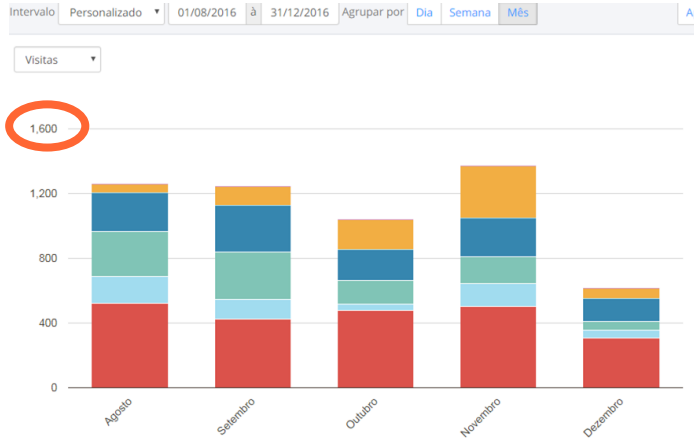
Results and Highlights

**total visibility
growth increasing
in organic search:**

430%_{y/y}

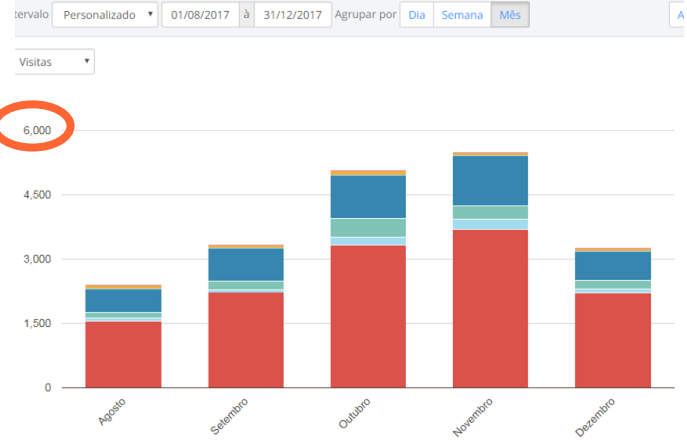


Results: 2016 x 2017



Aug 1st - Dec 31, 2016

Max. of visits achieved: 1300 (nov/ 2016)



Aug 1st - Dec 31, 2017

Max. of visits achieved: 5600 (nov/ 2017)

<p>Red: visitors brought by organic search (Google)</p> <p>Light blue: reference / link building</p> <p>Green: visitors brought by social media</p>	<p>Navy blue: direct traffic</p> <p>Yellow: visitors brought by email</p>
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Results and Highlights



FIRST PAGE ON GOOGLE



Pesquisa Google

Estou com sorte

Results and Highlights



FIRST PAGE ON GOOGLE FOR KEYWORDS:

“corrupção (corruption)”

“assédio moral (moral harassment)”

“assédio sexual (sexual harassment)”


“corrupção (corruption)”

Those words have a considerable amount of searches monthly and the only way for ranking with them is to create optimized content regularly, as well as sharing articles through social media.

Now, when someone search for those words in Brazil, they will find S2 Consultancy page in the first positions.

Results and Highlights



Intervalo Personalizado 01/08/2017 à 31/12/2017		
Título	Pageviews <i>i</i>	Tempo na Página <i>i</i>
/	4313	1m 34s
 /corrupcao/	4061	7m 8s
/compliance-para-o-corporativo/	2330	5m 42s
/teste-do-poligrafo/	2324	4m 44s
/pir-potencial-de-integridade-resiliente/	2150	2m 40s
/assedio-moral-sexual/	1710	7m 37s
/treinamentos/	1707	3m 5s

The average time on this page is also high: **more than 7 minutes**.

It's a considerable amount of time, considering the mission of S2 is to educate people about ethical problems they may face in their companies and the society as a whole.

Results and Highlights



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Boa Chance

Empresas precisam investir na difusão de valores éticos

Ações, no entanto, não podem ser pontuais. Precisam alcançar todos os níveis, baseadas na transparência

S é a fraude é um problema sério, o sócio da S2 Consultoria Investimentos afirma que não sabe simplesmente "demorar" suas ações. A ideia é que, com colaboração de quem trabalha momentaneamente no Brasil, a empresa possa fazer uma decisão pessoal e tomar medidas contra a fraude e trazer de volta a cultura organizacional em uma cultura organizacional em mudança em todos os níveis e ao mesmo tempo do seu cliente. Quando

EL PAÍS

EMPRESAS & ÉTICA

Lições básicas para que as empresas não caiam em fraudes

Estabelecer normas claras e investir em profissionais éticos são medidas decisivas para garantir boa conduta em

COMUNICADO DE IMPRENSA

COM O FOLHA DE S.PAULO

PETROBRAS

f t G+

FOLHA DE S.PAULO

Assine a folha

RODAS MORAR CARRETI

Você passaria no 'teste honestidade'?

2 | 02.08.2017

Assédio sexual tem impacto sobre a saúde das vítimas

Empresas precisam se antecipar às ocorrências e adotar políticas capazes de coibir práticas abusivas

P ara as mulheres que incidem sobre a sociedade brasileira, a advogada Juliana Barak, professora da Fundação Getúlio Vargas no Rio de Janeiro, afirma que os prejuízos são enormes e se manifestam em termos de saúde mental. Mas uma coisa é garantida: o impacto é sério e a vítima precisa ser apoiada por uma ação efetiva.

O ESTADO DE S. PAULO

'Assédio no trabalho é recorrente', diz advogado

Pesquisa com mais de 4 mil pessoas aponta que 87% das vítimas não fazem denúncia

Os danos à reputação da empresa e com o tempo, ela não consegue mais atrair bons profissionais", ressalta.

A tipificação de assédio, segundo o advogado e sócio da S2 Consultoria - especializada em casos envolvendo uma variedade de setores - traz a possibilidade de se recorrer ao tribunal. A divulgação

Crise Oliveira

O assédio praticado em ambiente de trabalho ganhou destaque na mídia e virou tema de debate nas últimas semanas quando o caso envolvendo uma ex-estudante de direito da USP de Jundiaí

With more than 100 mentions, articles and interviews in traditional media both in Brazil and abroad along 2017, including the main national vehicles, such as Folha de São Paulo and O Globo, S2 had reached the greatest companies in Brazil, some of them involved in corruption which have now the aim to re-establish the ethical behaviour, with new standards.

The results from our client's perspective:



Alessandra Costa

Partner and co-founder, [S2 Consultoria](#)

“What delights us the most about Otimifica is how they make it simple transforming our content into interesting and attractive pieces. We know we work with complex themes for most of the public. Their vision about our marketing is focused on disseminating our mission, which means to develop the ethical culture inside companies and in the Brazilian society as a whole.

They understand us and develop solutions which put education at the core of our business. This is essential, since education against fraud and harassment is the only way to increase resilience of people's ethical integrity. And a critical way to Brazil become a more ethical country too.”