

Digital & Insights

The Digital & Insights practice sits at the centre of FTI Consulting’s integrated strategic communications offering. Our team supports corporate reputation, stakeholder relations and profile-raising programs through the innovative use of data, design, content and technology.

OUR APPROACH



Strategic preparation

Effective communication requires tactical preparation that allows a company to accurately manage public perceptions



Targeted communication

Identify who the target audience is, their attitudes and behaviours. Analyse which outlets, platforms or forums will be most important to reach them



Tailored content

Create on-message content that is precisely designed and amplified to resonate and drive results



Long term

A communication program needs to be based on consistent and regular outreach, building understanding and support over the long term

THE FTI CONSULTING DIFFERENCE


Our Digital & Insights team combines practical experience, digital expertise and creative thinking to offer innovative solutions that meet client objectives and solve critical problems.

Bringing together experts from digital and creative strategy and execution, along with finance, communications and business, we support our clients at all stages of an integrated communications strategy.

From mitigating a major issue, transforming a brand or promoting a positive narrative, an organisation’s primary communications objective is simple – reach the target audience(s) with the right message and right content at the best time.



OUR CAPABILITIES

 <p>Digital strategy</p> <ul style="list-style-type: none"> – Audit – Crisis preparation and response – Investor relations strategy – Monitoring – Governance – Critical analysis & benchmarking – Implementation plans 	 <p>Social media</p> <ul style="list-style-type: none"> – Engagement strategy – Reputation management – Crisis management – Channel audit – Content strategy – Internal communications – Change management – Governance 	 <p>Design</p> <ul style="list-style-type: none"> – Infographics – Corporate identity – Presentations – Marketing collateral – Websites – Social media content – Visualisation – Illustration 	 <p>Websites</p> <ul style="list-style-type: none"> – Design – Build – Management – Optimisation – Search engine optimisation (SEO) – Campaign microsites 	 <p>Content</p> <ul style="list-style-type: none"> – Strategy – Creation – Design – Social media calendars – Planning & resource allocation
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SELECT EXPERIENCE

Managing Activist Risk

Global Resource Company

We were engaged to monitor online forums and social media in the lead up to client’s Annual General Meeting. Through this engagement, our team identified multiple areas of shareholder focus and concern. This information was used by the in-house corporate affairs team to ensure the company’s leaders were able to address questions with greater detail and insight.

Defend & Enhance Corporate Reputation

High-profile Private Organisation

Our client was in the final stages of preparing a new spokesperson for public engagement. We were engaged to identify any areas of concern and provide solutions and recommendations to mitigate reputational risk. Through our analysis, we identified problematic online habits and provided recommendations to improve and enhance the spokesperson’s online presence.

Drive Strategy

Large Property & Funds Management Company

We were engaged to assist the ASX-listed company with its extensive internal re-brand. Our team conducted an audit of the company’s internal communications function and developed a revised internal communications plan and toolkit, including a series of actionable recommendations to improve and enhance all aspects of internal communications across the business.

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