

Global Lion Property Management

Global Lion Property Management got a new site built by Arising Media. New SEO and marketing brought real, measurable growth.

SERVICES DELIVERED

Web design, seo, and local marketing

ENGAGEMENT

Arising Media client

| Where Global Lion Property Management started

When Global Lion Intellectual Property Management, a literary agency based in Pompano Beach, Florida serving national and European markets, approached us, they were facing significant challenges in managing their expanding international client base and digital presence. As representatives for authors, filmmakers, and content creators across multiple continents, they needed a stronger system to handle manuscript submissions, rights management, and client communications across different time zones. Their existing website struggled with international traffic loads, and their manual processes for tracking literary rights and royalties were becoming increasingly difficult to maintain as their roster grew to include both established and emerging talent from around the world. The agency, led by Peter Miller known as the Literary Lion and his daughter Liseanne Miller, had built their reputation on personal service and deep industry connections, but their technology infrastructure was holding them back from serving their clients at the level they desired. With offices coordinating between Florida and European partners, they needed services that could bridge geographical distances while maintaining the personal touch that had made them successful in the literary world.

| Our approach

Our approach began by conducting a thorough analysis of their workflow and identifying key bottlenecks in their operations. We developed a custom content management system specifically designed for intellectual property tracking, allowing them to manage publishing rights, film options, and television deals all in one centralized platform. The system included automated submission tracking, contract management features, and royalty calculation tools that could handle multiple currencies for their international transactions. We also built a secure client portal where authors could track their submissions, view contract status, and access royalty statements in real time, greatly reducing the administrative burden on the Global Lion team while providing openness to their clients. The platform was designed with the specific needs of literary agencies in mind, incorporating features for manuscript version control, query letter management, and pitch tracking that their previous generic business software couldn't provide. We worked closely with their team to understand the nuances of rights management across different territories and built custom workflows that reflected their actual business processes rather than forcing them to adapt to rigid software limitations. To address their international presence, we rebuilt their website with a focus on global accessibility and performance. We implemented a content delivery network to ensure fast loading times for visitors from Europe, Asia, and the Americas, and added multi language support for key markets.

| What changed

Global Lion continues to grow their presence in both traditional publishing and emerging digital content markets, with their technology platform serving as a competitive advantage in attracting top talent and securing high-end deals for their roster of international authors and creators. The success has allowed them to expand their team, bringing on additional agents specializing in specific genres and markets, further strengthening their position as a premier literary agency serving the global

marketplace. Global Lion's website changed from a security liability and source of lost business into a secure, professional platform operating reliably and efficiently.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.