



THE JARGON GROUP

CASE STUDY

ATLAS CLOUD

Atlas Cloud is an award-winning IT provider, offering managed services for SMEs and bespoke solutions for mid/large enterprises.

What We Did:

- Elevated brand awareness for Atlas Cloud in relation to four company messages around increasing employee agility and reducing risk
- Drove traffic to the Atlas Cloud website through regular coverage featuring backlinks
- Shared company updates, product news and customer success stories

PUBLIC RELATIONS | CONTENT CREATION | SOCIAL MEDIA

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Results:

1

More than 55 million opportunities to see

2

Achieved a steady stream of news and thought leadership content drafted and placed with key tech and trade media

3

Education and awareness of Atlas Cloud's key brand messages through consistent content and media exposure

Media Coverage Examples Secured:

techradar.pro

compare the cloud.net

TechRepublic

PCR

TECH NATIVE

MicroScope

COMMSBUSINESS

The leading magazine for the ICT channel www.commsbusiness.co.uk