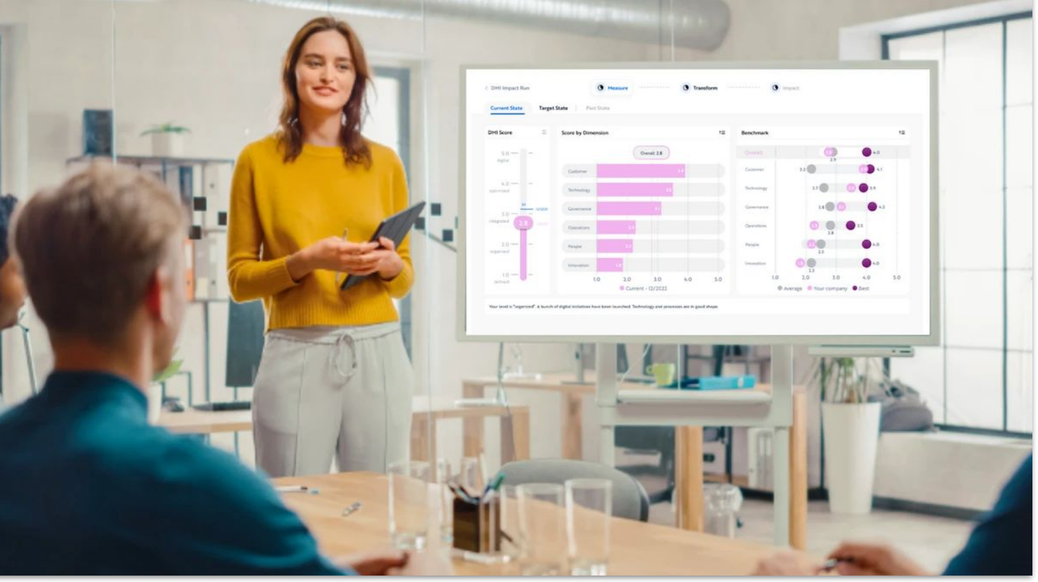




THE JARGON GROUP

CASE STUDY

digitopia

Digitopia is the independent experts in digital transformation. Digitopia required help from The Jargon Group to communicate its benefits to businesses in order to develop understanding of Digitopia being a fantastic tool to help businesses grow faster and smarter.

What We Did:

Utilise executive profiling to showcase Digitopia's leadership and the wealth of knowledge surrounding digitalisation strategies

Developed campaigns that will hit the target press with news related to Digitopia's growth whilst highlighting the importance of the digital transformation platform

Timely and well placed thought leadership will Inform customers of the importance of how Digital Transformation can be utilised

CASE STUDY

digitopia

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Results:

1

Increased awareness for Digitopia in relevant industry press with high readership numbers

2

Increased credibility through thought leadership opportunities which allowed Digitopia to showcase its expertise

3

Identified a range of additional media opportunities, including key event dates and comment opportunities

Media Coverage Examples Secured:

CIOReview

intelligent SME tech

THE FINTECH TIMES

the money cloud

Finance Derivative

PCR

EMNETRA

InformationAge