



CASE STUDY



Agilitas deliver hardware services and support from single items, right through to complete inventory outsourcing, Prior to the Jargon Group, Agilitas were looking to build brand awareness through their messaging, strengthen their position as experts in the global IT channel, and support their overall wider marketing strategy.



What We Did:

A proactive PR campaign that incorporates thought leadership, news, case studies and features, to drive brand awareness and showcase industry expertise

Support Agilitas with the creation and submission of 30 award entries each year

Facilitate and managed an annual benchmarking campaign

Results:

1

Communicated direct research and insight into the industry, positioning Agilitas as a leading channel partner

2

Campaigns resulting in 15 qualified new business leads. Seven of these leads have resulted in over £750k in revenue of net new business

3

250% increase in social engagement

Media Coverage
Examples Secured:



“ —
The Jargon Group’s proactive approach to account management ensures that we have a constant stream of opportunities which align with our wider content and business strategies. — ”