

Pulsant Thought Leadership Case Study

whiteoaks

CASE STUDY



Client

Pulsant

Project

Thought Leadership Campaign

Industry

Cloud Hosting

Headline Results

Exposure across key vertical markets

Consistent, quality key message penetration

Targeted support for sales teams

BRIEF

Pulsant provides **premium hybrid cloud** solutions, to private and public sector organisations across the UK.

A fast-growing business and **shining light of hybrid cloud services in the UK**, Pulsant has a wide range of target audiences across core vertical industries.

In order to raise awareness among its prospects, Whiteoaks was tasked with creating **forward-thinking, engaging copy** that spoke to each of these diverse audiences.

Alongside traditional PR tactics, Whiteoaks is required to support on **wider marketing content** in order to attract, acquire and engage with Pulsant's target audiences.

APPROACH

Using its **360PR approach**, Whiteoaks quickly established a set of **consistent key messages** to work across each vertical market.

Whiteoaks' **specialist copywriters**, working as part of Pulsant's dedicated account team, have an **intrinsic knowledge** of the core technology issues common across Pulsant's target audience, along with expertise in a range of vertical industries, such as:

- Financial Services
- eCommerce
- Public Sector
- Not for Profit
- IT

To support this great content, Whiteoaks' influencer relations specialists hold the **right relationships** with the right media to impact Pulsant's target audiences.

RESULTS

Strong bank of content **driving Pulsant's PR and marketing efforts**, including:

- Whitepapers
- Thought Leadership Articles
- Blogs
- Customer Case Studies
- News Releases
- Website Copy
- Social Media Content

More than 40 pieces of Whiteoaks generated content in the first half of 2016, with **key messages** appearing 179 times across a targeted media list.

Valuable coverage secured across **core technology** and wider vertical industry media.



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