



CASE STUDY



SML is a leading, full-service RFID solution provider and trusted partner to the world's largest retailers and fashion brands. SML reached out to The Jargon Group to help them raise awareness within a competitive sector to differentiate SML's core USPs.

What We Did:

Planned and executed a global media relations campaign to support business growth

Managed all social media channels to ensure optimum engagement

Established key spokespeople as industry thought leaders



Results:

1

More than 160 pieces of media coverage

2

49% of online coverage included backlinks to the company website

3

Supported SML at several industry events including, securing on-site media interviews

Media Coverage Examples Secured:



“ We continue to be impressed by the written content standard, knowledge of our business and overall results. They have established an ongoing presence throughout the UK and US media by producing quality content, creating engaging news and securing interviews with critical influential media outlets. ”

Dean Frew, President of RFID Solutions Division at SML Group