



CASE STUDY

activpayroll

activpayroll streamlines global payroll, mobility, tax, HR, and payments in over 130 countries. Activpayroll reached out as they wanted to increase awareness of their services, improve visibility through social media and to connect with their target market.

What We Did:

Generated a proactive PR strategy to expand media presence across the globe

Corporate-focused campaigns profiling the executive team, via thought leadership articles and interviews, to drive brand awareness and showcase industry expertise

Weekly support across LinkedIn, X, and insightful blogs for the website

Results:

1

Continued media exposure in target HR and payroll publications with high-quality content including thought leadership articles and interviews

2

Meaningful relationships developed with the influential press through sustained engagement and media relations

3

Improved awareness of activpayroll, the team and its unique offering. Sustained engagement across social media channels and a 10% uplift in web traffic

Media Coverage Examples Secured:

