

# anthonyBarnum: Talent & Workforce Software Campaign Snapshot

## The Client



Ascentis offers easy-to-use human capital management, HRIS, online payroll, talent management, recruiting and timekeeping solutions that support greater business efficiency and accuracy.

## The Campaign

Ascentis' initial objectives were to position as a leader in their category and create an ongoing cadence of press releases. The anthonyBarnum team helped Ascentis to understand the ongoing value of thought leadership visibility targeting their primary audiences of corporate human resource decision-makers within strategic midmarket industry verticals. Additionally, Ascentis looked to the PR team to continually position the company's expertise in context of both breaking news and emerging trends, as well as deliver the written assets for the campaign, including press release drafts and ghost written pieces.

## The Results

For over 36 months, the campaign has produced an ongoing cadence of meaningful results averaging 3 to 5-plus placements per month. In the course of the campaign, Ascentis has been dramatically positioned as a market leader in its category. The marketing team of the company point to the unexpected value of highly vertical focused media coverage as a source of perennially valuable lead generation.

## The Placements



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