



Unified Content Focus Increases Traction

Blogs, Social Media, and PR Reinforce Corporate Messages

Challenge

CLIENT

Build brand awareness and generate qualified leads

Solution

Increase volume of original content including thought leadership articles, social media posts, blogs, and PR activities to support content strategy, drive traffic, and increase potential client engagement



Results Over Six Months

- 153% LinkedIn follower growth
- 17% growth in site visits in one month generated from single article
- 17 blogs drove nearly 2,000 page views

- Almost 10% Twitter growth
- Significant increase in SEO ranking



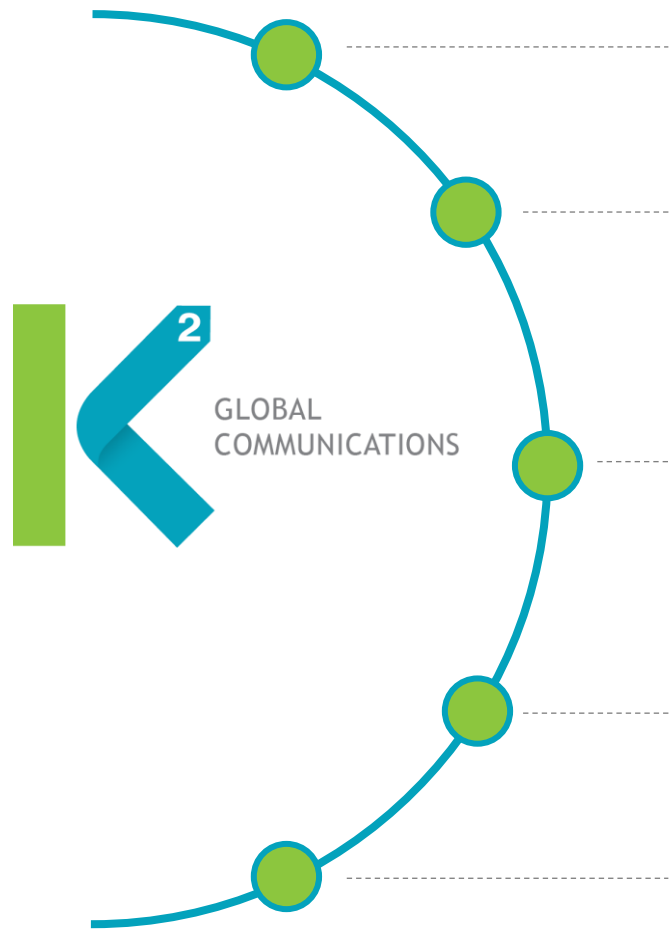
Director & Head of Marketing

“ K2 supported our content strategy by delivering original content, ensuring continuous presence on social media, and driving traffic to the website via PR. ”

About the Client

The client was a software supplier to EV operators and service providers.

K2 Global Communications



Global PR, inbound & content marketing, social media, and marcom for Israeli and international companies

Bottom-line focus

Experience introducing new technologies in specialized markets

Local availability with global reach

Clients in cybersecurity, AI, IoT, cloud, agtech, big data, software, storage & more



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Thank You!

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