

Case Study: Podcast Series with Bright

Bright partnered with Accountancy Age throughout a multi touch campaign in 2022 to helping to drive brand awareness efforts and thought leadership. Bright were keen to be seen as a leading provider in the payroll provider market so worked with Accountancy age throughout this high growth period to support with this.



CHALLENGE

Bright worked with Accountancy Age as they wanted to:

- Expand their presence in the UK market and be more widely recognised as a leading payroll provider.
- Generate a supply of targeted and engaged sales qualified leads.
- Increase their brand exposure in the Accountancy Age community



SOLUTION

- ✓ Through working with Accountancy Age Bright was able to get their brand out to the Accountancy Age community.
- ✓ Bright worked with a dedicated customer success manager who coordinated their campaign and a skilled content team, who ensured their content would resonate with the Accountancy age community.
- ✓ Bright partnered with Accountancy age to produce a number of podcasts, Lightbulb moments which allowed Bright to get in front of the right audience that fitted their ICP.



RESULTS

4

Total Podcasts

441

Total Listens

4

Total Accompanying articles

2454

Total article views

AccountancyAge



Six Month Campaign

October 2022 – March 2023

