

## CASE STUDIES

# Media Coverage for Curo

Curo is a leading Microsoft recruitment agency with a wealth of knowledge in the senior management team. They needed media coverage to capitalise on their expertise and position themselves as thought-leaders.

The first stage was to identify key subjects Curo could comment on:

- IT recruitment
- Changes to IR35 self-employment
- The future of IT (AI, DevOps, etc)
- The future of work (UBI, remote working, etc)
- Results from Curo's own surveys

Working with a PR agency, the company was able to gain 79 pieces of editorial coverage within 12 months. This produced an estimated 153,000 article views, as well as 328 article shares on social media.

Equally important, was the 33 back-links from the articles to Curo's website, helping to improve their SEO score on search engines.

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Source: CoverageBook.com

