

# ED-TECH FIRM ELEVATES AWARENESS AND VISIBILITY WITH NICHE PR STRATEGY



## The Client

Board Infinity is a full-stack career platform for students and jobseekers enabled by personalized learning paths, career coaches and access to opportunities. They connect career aspirants with industry experts for focused learning, guidance, mentoring and support.

Board Infinity is a holistic platform connecting career aspirants, institutes to top industry coaches and companies for career guidance, focused training and opportunities.

## The Challenge

As a start-up in ed-tech, it was imperative for Board Infinity to be recognised in the industry. Since, it was an early-stage start-up, they lacked visibility to a larger target audience and pivoted to execute a comprehensive PR strategy to gain recognition for their expertise.

The synergy between Board infinity and Clarity Communication shared efforts to focus and elevate awareness, achieve constant media attention and increase visibility to continue the momentum and thereby enter the mainstream.

## The Solution / Strategy

A strategic approach was recommended and put forward with deliverables that included thought leadership articles, industry stories, and video interviews to enhance brand awareness

The media presence was Ubiquitous with reputable publications to achieve the objectives of the firm consequently connecting students and investors and catering to the key educational sector.



## The Outcomes

The sustained efforts by Clarity Communication & Board Infinity helped them to be covered in start-up, education and prominent platforms. We also placed them in new age platform in video interview section.

In the period between January 2021 – August 2021, we were able to garner more than **70 coverages** with a value of **94 lakhs (94,50000)**

Key Placements:



### Customer Quote:

Clarity Communications\ led by Sowmya and the team has helped us in establishing our thought leadership in the skilling space. Their team has been instrumental in positioning our brand in various national media outlets and established coverage in leading outlets like the Hindu, Economic Times, and Hindu Business Line. Their suggestions have been very valuable and I wish them all the success.

