

Atmosphere lands three weighty new content clients

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[Atmosphere Communications](#), a multiple award-winning communications agency, has announced that it has secured three new content retainer clients: [#AfterAccess](#), [Trematon](#) and [USB-Executive Development](#) (USB-ED). The client wins are in line with the firm's strategy of growing its content marketing division.

Julie Etheridge, director of Atmosphere, said she was delighted with the new business wins. "In many cases, content is now at the core of marketing spend so the demand for quality content strategies is on the rise. In response, we have built a content product that is a fast-growing revenue stream."

The wins are #AfterAccess (a global research initiative), Trematon (a listed investment holding company) and USB-ED (an executive leadership and management training company).

The consultancy's expertise in securing publicity is an advantage. "We know a good story when we see one so we've evolved this to work in the paid, shared and owned space. And we've extended our distribution models into new avenues so that the right stories get in front of the right people."

Atmosphere's DNA is offering strategic solves to clients. "Client business goals are always our starting point and we build strategies that help them achieve these. In the case of content, we marry deep trend and data-driven audience insights with creative talent and analytics to develop written, visual and audio content that engages audiences and galvanises action."

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