



CLIENT:

XPLANE

A.Wordsmith
successfully
secured articles
in CNN, Fortune
Small Business,
Inc and more.

Client Description

XPLANE, a visual thinking and business design consultancy, is one of a kind in its thinking and approach to complex communication challenges.

Project Description

XPLANE approached A.wordsmith with the goal of national and industry coverage.

Key Results

Over the course of eight years, the A.wordsmith team successfully leveraged a variety of angles to secure articles in numerous national outlets including CNN, Fortune Small Business, Inc., Entrepreneur and Communication Arts. In addition to this top tier coverage, A.wordsmith identified and spearheaded a thought leadership media strategy, and successfully leveraged XPLANE blog content to garner coverage in industry outlets including Agile Atlas, Projects at Work and Young Upstarts.

- Inc.: [In Spanish it's Un Equipo](#)
- Fortune Small Business: [Gateway to Europe](#)
- Young Upstarts: [The New Brainstorming](#)
- Consulting Magazine: [Use Journals to Introduce Culture and Accelerate Onboarding](#)