



Developing media relationships for long-term exposure.

When Zepol called upon Snow Communications to launch its public relations program, we developed a strategy for immediate results and long-term success. Using Zepol's access to trade data across industries, Snow helped introduce the company to key trade journalists that have a continued need for such data. The result is several recurring "expert source" opportunities that continue to provide valuable exposure for Zepol.

Zepol Corporation is a Minnesota-based SaaS (software as a service) company that provides trade data information to organizations around the world. Zepol's software products provide the most up-to-date import and export activity available, allowing subscribers to create smarter business strategies, new sales leads and tactical market advantages.

OUR OBJECTIVES

- Launch a public relations program for a growing SaaS company hoping to make a media splash in the immediate future.
- Lay out a long-term vision for continued exposure and valuable media relationships.
- Organize and implement media strategy around new product launches and updates.
- Drive new business opportunities for the company.

OUR ACTIONS

- Developed a comprehensive, 45-day launch program that included a trade media list, key messages, press release opportunities, pitch strategies and case study development.
- Pitched Zepol's spokespeople to key media contacts, securing multiple interviews and recurring "expert source" relationships in key trade publications.
- Placed and helped write contributed articles on behalf of Zepol, which were published in a variety of industry publications.

THE RESULTS

- Coverage appeared in the *Patent, Trademark & Copyright Journal*, *IP Law360*, *Petfood Industry*, *Long Beach Business Journal*, *Star Tribune*, and *American Journal of Transportation*.
- Series of case studies written and formatted for marketing use and posting on the Zepol website.
- Recurring contributed content opportunities secured within *National Provisioner* and *Logistics Today*.
- Zepol reported fielding new business leads as a direct result of the positive PR exposure.

“ Not only did Snow Communications provide the spark we needed in terms of public relations exposure, but we received real, tangible ROI in the form of sales leads as a direct result of our campaign. Exactly the results we had hoped for.”

– Kevin Palmstein, Director of Marketing and Product Development