

**MEET**

# Trust Relations

YOUR STRATEGIC COMMUNICATIONS AND PR PARTNER  
FOR THE B2B LANDSCAPE TODAY (AND TOMORROW)

# About the Agency: Get to Know Us

Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our CEO and Founder, April White, believes the traditional PR agency model is broken, so we're on a mission to replace it with something better. We're redefining public relations with "trust relations," because trust is the key to achieving a respected reputation and building lasting customer relationships.

The B2B landscape today is more complex than it's ever been. The core professional service sectors that have historically kept the economy running have collided with unprecedented innovation and technology.

The brands at that intersection are on the cutting edge. They're redefining business operations to achieve improved efficiency, better ROI and easier workflows. At Trust Relations, we help business leaders stand out from the competition and bridge the gap between their stories and the key stakeholders who haven't heard them — yet.





# Industry Expertise

Our team boasts **skilled PR and media relations practitioners** with the right **business and technology expertise** to reach potential clients and customers, break legacy brand names into new markets, and build **thought leadership** dominance in even the most **niche industry verticals**.

From established leaders in **B2B technology** and **innovative SaaS** platforms, to professional **service technology markets** (and everything in between), we've worked with clients across the breadth of the professional services sector to put their brands on the map.

Trust Relations has implemented strategies for **business technology** brands like [Suzy](#), a leading consumer insights platform for **data-driven decision-making**.

We've led brands to the next stage of their **growth** and **development**, like [Softomotive](#), a pioneer in **robotic process automation** (RPA) technology that we supported in securing a successful acquisition by **Microsoft**.

We've also represented **machine learning** and **software** clients like [SKAEL](#), creator of the **AI-powered** Digital Employee, and brought to market **investment** and **technology** firms like [Basis Vectors](#).

Our track record with **finance** and **professional service** brands includes innovators such as **Bestow**, a leading digital platform for **life insurance**, and [Picnic Tax](#), an **online tax preparation solution**. Our goal is always the same: to deliver **superior media relations results** that move the needle for investors, executives and directors.



# Our Work Speaks for Itself

## Brands We've Represented:

SKANL

**Cella**  
by randstad digital.

*inflectra*®

**Optilogic**

MIADVG



SUZY

 **kallpod**

softomotive



 **BASISVECTORS**  
Capitalize. Optimize. Scale

 **wilbur**

  
EPITOME

 **BEEKEEPER**

**ELEVATION**  
Capital Partners

 **rechat.**

 **bestow**

 **CommunityWFM**

 **COMTRADE**

**RACKHOUSE**  
= VENTURE CAPITAL =



# Our Work Speaks for Itself

We've landed coverage for our B2B and fintech clients in the mainstream media...

The New York Times

BUSINESS  
INSIDER



THE WALL STREET JOURNAL.

**TC** TechCrunch



**FORTUNE** Forbes Entrepreneur

MarketWatch



VentureBeat



siliconANGLE



the<sup>cn</sup>nekt

Mashable



# How We Operate:

## Let's Get Down to Business

At Trust Relations, we **empower** every client to achieve alignment between their storytelling (the way they present themselves to the world) and their story-doing (their real-world actions). Our **unique approach** to PR reinvents strategic communications for tomorrow's business landscape by discovering and championing every brand's authentic truth.

**For growing startups and established corporate brands alike, we have:**

- ◇ the nimbleness and service offerings to scale alongside you
- ◇ a transparent, efficient business model to show you where every dollar of your budget is spent
- ◇ a deep network of experts who have established relationships with technology and B2B press





# Key Differentiators: Rethink Your PR Experience

## Our Model is Nothing Like Your Last PR Partner's

**We push and empower brands to walk the walk.**

Authenticity is non-negotiable for us. We aim to safeguard our clients against claims of inauthenticity, because “trust relations” is about earning your audiences' and stakeholders' trust based on who you are—not who you pretend to be.

**Our revolutionary Trust Relations Points System unlocks maximum value for your budget.**

We gamify your retainer with our unique points system, for maximum transparency. This adaptable and scalable pricing model calculates costs by assigning each tactic — bylined articles, media outreach, award submissions, etc. — its own point value. The result is the ability for clients to co-pilot their efforts alongside us and maximum value payoff.

**We were fully virtual before it was cool.**

We have team members in more than 30 cities across the U.S. — so we are where you are. Unfettered by geography, we source the best talent in PR and marketing, from any location and across every industry vertical.



## Our staffing philosophy is Intuitive Team Design.

Unlike traditional agencies, which prioritize capacity over expertise, we curate teams based on our commitment to considerate culture and client fit. We match the needs of every brand with a custom-built team of experts, based on their passions and specific industry expertise.

## We go beyond the scope of yesterday's PR.

With our integrated model, we offer a full suite of marketing and communications services. We connect every brand with the right experts to meet their needs and we provide robust metrics to show you where those measurable returns are coming from.

## Our Standard of Service

# TRUST RELATIONS VALUES

### Build Trust.

- Transparency with clients and teams
- Core to our mission
- Commitment to authenticity
- Emphasis on impact
- Sustaining goodwill



### Be Authentic.

- Endless pursuit of authenticity
- Alignment between storytelling and story-doing
- Support of unique strengths & talents
- Holistic respect for clients and teams



### Reinvent.

- Reimagining of traditional PR
- Disruptive and creative approach
- Goal-oriented client solutions
- Emphasis on team member skills
- Showcasing unique value and talent



### Be Excellent.

- Infinite pursuit of excellence
- Constant improvement
- Commitment to mentorship
- Partnership-focused approach
- Changing the perception of PR



### Be Considerate.

- Kindness as the gold standard
- Deep-rooted empathy and inclusivity
- Mutual respect in client relationships
- Partnerships founded on trust





# Meet April White

Our CEO & Founder



After working at some of the best PR agencies in the world, Trust Relations' CEO & Founder April White was fed up with the old way of doing things in PR, so she founded the agency that she wished existed.

A seasoned communications specialist, official TEDx speaker and writer with both B2B and B2C experience, April is as creative as she is strategic. With nearly 20 years of experience representing Fortune 100 companies and their executives at leading public relations agencies including Weber Shandwick, Edelman, Spong and Rubenstein Public Relations, she is skilled at developing targeted communications programs that convey strategic messaging, compelling narratives, intangible brand attributes and subtle points of differentiation.

April has experience not only with marquee brands including MasterCard Worldwide, MetLife International, Sotheby's International Realty, Hyatt, Rosetta Stone, Petco, American Standard, The Dannon Company, YellowTail Wines, Sealed Air, and eMusic, but also with startups including Beekeeper, Softomotive (acquired by Microsoft), NEXT Trucking, Richr, Wilbur, Picnic Tax, and Suzy. The former award-winning journalist started her own company in 2013 and coined the term "Trust Relations" in 2019, which led to the creation of the strategic communications agency Trust Relations.

April received her B.A. in Journalism and Mass Communications from Iowa State University and continued studying integrated communications at Columbia University's master's program in Strategic Communications in New York City.

April is an official member and contributor of the Forbes Agency Council, Entrepreneur and Newsweek. She is also a co-host of two-time award-winning PR Wine Down podcast, as well as national mentor for SEED SPOT and OneValley Startup.



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