

MEET

Trust Relations

**YOUR NEXT STRATEGIC COMMUNICATIONS
AND INTEGRATED MARKETING AGENCY**

About the Agency: Get to Know Us

Brands are struggling for credibility. PR can win public trust.

Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our Founder and CEO, 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.

With **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 both growing startups and established brands, we have the nimbleness and service offerings to scale alongside you.

Our Services: What We Can Do for You

With our comprehensive PR and integrated marketing services, we'll meet your needs at any stage of your business lifecycle. We offer the following services.

PR & Media Relations	Thought Leadership
Celebrity & Influencer Relations	Branding & Design
SEO & SEM	Marketing Services
Social Media Marketing	Brand Activations & Events
Content Development	Sponsorships & Partnerships

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 maximum value payoff and the ability for clients to co-pilot their efforts alongside us. In other words, you will never be left wondering what our focus is for the month and can A/B test tactics alongside us.



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 detailed reporting options showcase measurable progress on media impressions, share of voice, key message pull through, media clippings, keyword mentions, and more, in an easy-to-understand and customizable format. See examples of how we can track KPIs [here](#).

Our staffing philosophy is Intuitive Team Design.

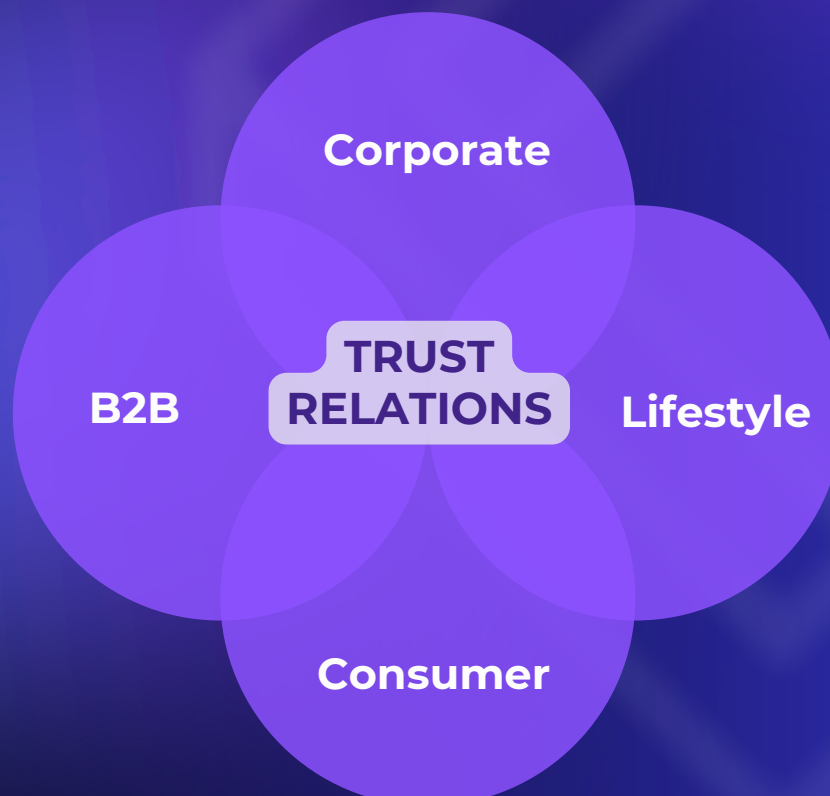
Unlike traditional agencies, which prioritize capacity over expertise, we curate teams based on our commitment to considerate culture and client fit. We match the needs of every brand with a custom-built team of experts, based on their passions and specific industry expertise. What does this mean? We consider each team member's unique strengths and work styles, and then curate teams that are designed for maximum cohesion. As a result, our staff turnover is low, career satisfaction is high, and our client results are consistent and compelling. Many agencies struggle with high turnover, leaving clients to deal with a "revolving door" of team members. Our unique approach prevents clients from having to work with a constantly-changing team.

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 Expertise: Industries Served

Our skilled team of PR and marketing experts has worked with brands in B2B and B2C markets, including Technology, Food & Beverage, Consumer Goods, Professional Services, and more.



TRUST RELATIONS VALUES

Brand Values: Our Standard of Service

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.

- Reimagination 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
- Commitment to considerate culture
- Deep-rooted empathy and inclusivity
- Mutual respect in client relationships
- Partnerships founded on trust



Locations :

New York • Los Angeles • Chicago • Miami •
Boston • Phoenix • Philadelphia • Portland •
Detroit • Austin • Pittsburgh • Cleveland •
Denver • Minneapolis



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.

April White:   

Trust Relations:   