

**MEET**

# Trust Relations

YOUR STRATEGIC COMMUNICATIONS AND PR PARTNER  
FOR THE HEALTH AND WELLNESS INDUSTRY

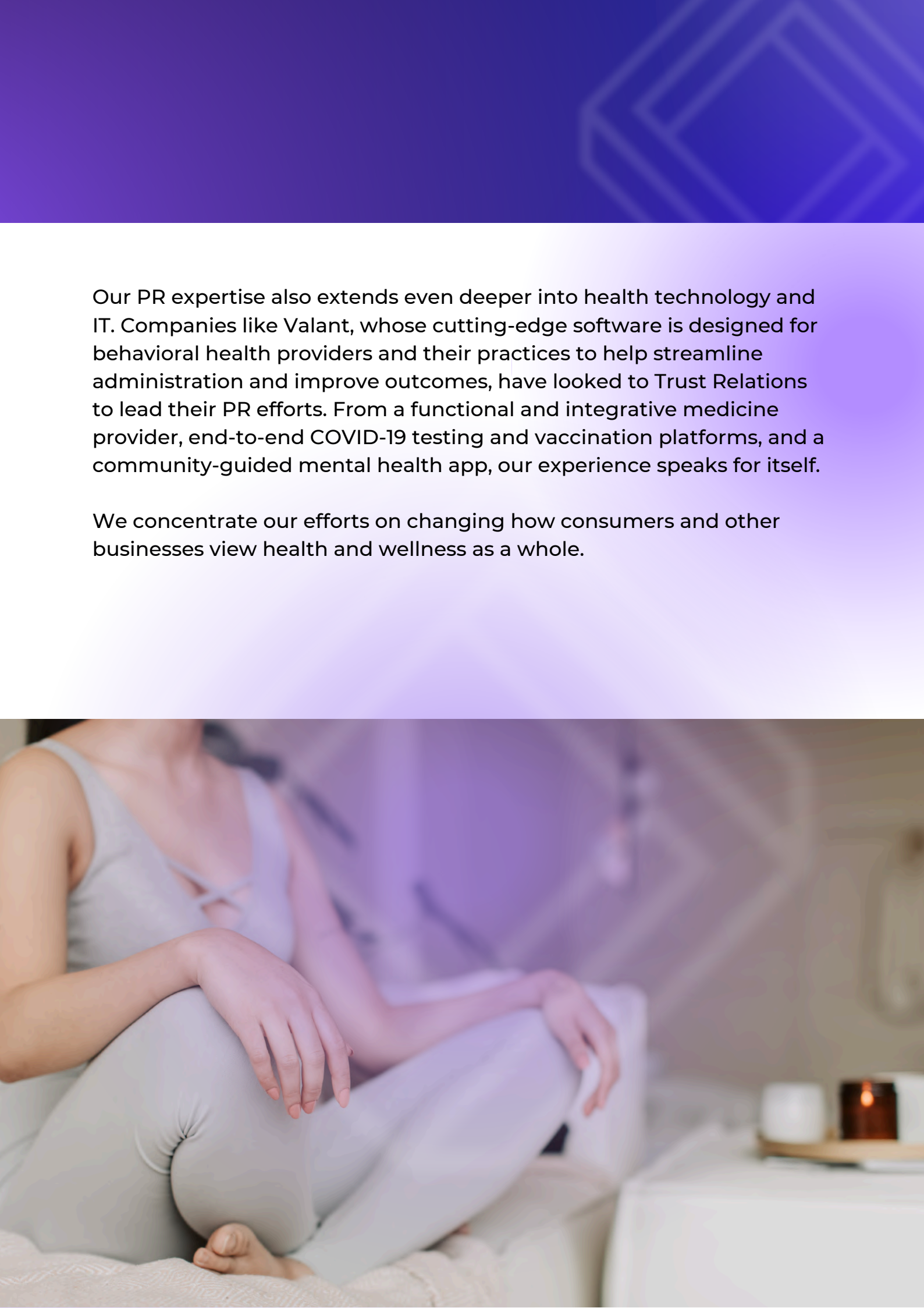
Since 2019, Trust Relations has been the first fully remote strategic communications and integrated marketing agency. Our Founder and CEO, April White, believes the traditional PR agency model is broken, so we're on a mission to replace it with something better. We're redefining public relations with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

## Our Health and Wellness Industry Expertise

We've worked with numerous health and wellness clients that are focused on self care and improving the health of their customers.

This includes implementing strategies for B2B national service providers like Forum Health, which focuses on transforming the power of the health landscape through personalized medicine, cutting-edge technology and anti-aging strategies. And LectureLinx, which equips the world's leading health sciences companies with a data ecosystem that reduces risk and improves centralized information and data access for better decisions and outcomes, has trusted us to elevate their brand awareness.

We have also brought many cutting-edge consumer-facing clients to market that have transformed the healthcare landscape. This includes a guided meditation device that reduces anxiety and stress, a blood glucose measuring medical device, a medication manager pill dispenser, and a nanotech pain relief patch. Moreover, Go Get Tested, the first national, digitally enabled COVID-19 response operating system in the country that offers end-to-end test scheduling and a resulting management platform, has used Trust Relations' services to ensure that the overall testing experience continues to keep the nation's communities and economies open and safe.



Our PR expertise also extends even deeper into health technology and IT. Companies like Valant, whose cutting-edge software is designed for behavioral health providers and their practices to help streamline administration and improve outcomes, have looked to Trust Relations to lead their PR efforts. From a functional and integrative medicine provider, end-to-end COVID-19 testing and vaccination platforms, and a community-guided mental health app, our experience speaks for itself.

We concentrate our efforts on changing how consumers and other businesses view health and wellness as a whole.



# Health Technology

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# Future-Proof Affiliate PR

**We'll keep it real: Affiliate PR is a must-have for consumer brands today.**

The future of PR is changing, and Trust Relations can make it easy to keep up.

Our affiliate PR and marketing experts will take the stress out of the process, leaving you free to fill the uptick in orders that can result from a top-tier affiliate PR placement.

Our lifestyle and wellness PR experts are skilled at leveraging affiliate opportunities to make the most out of holidays, awareness months, gift guides, and more — helping your brand name rank in roundups of the leading brands in your industry.

We'll create an affiliate marketing program designed to secure media and partnership opportunities for your business. Already have one set up? We'll take it from there.

Our team can handle the ongoing management and maintenance of your affiliate program to ensure it's profitable, with high conversion rates.





# Stress-Free Influencer Relations

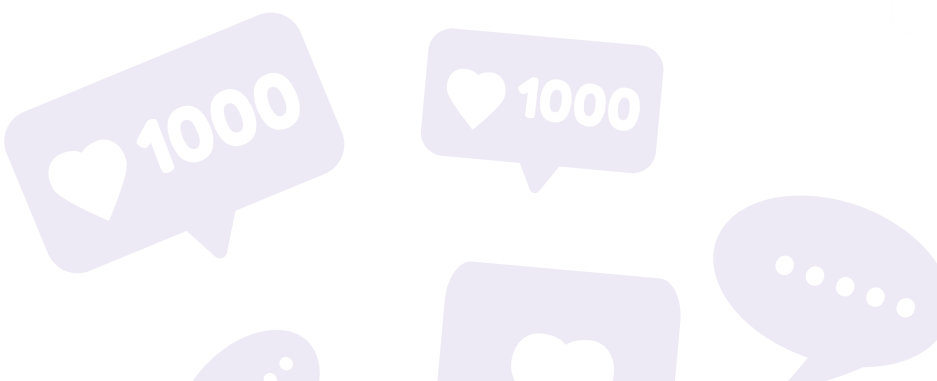
**If you want your brand to be a household name, aligning it with celebrities and/or influencers is a strong way to start.**

Our specialists will guide you in developing unique influencer campaign offerings like:

- premium gifting
- VIP offers
- joint publicity initiatives
- reviews
- behind-the-scenes insights
- *and more*

We take the stress out of influencer partnership logistics by managing the entire influencer engagement lifecycle—from research, outreach and negotiations to product requests, content coordination, monitoring for social media posts, and generating coverage reports.

And, before we begin an influencer engagement for your brand, we conduct a thorough assessment to ensure it's a perfect match.



# Our Work Speaks for Itself

See case studies [here](#). See examples of how we can track KPIs [here](#).

Forum  
Health™

kailo®

reflect

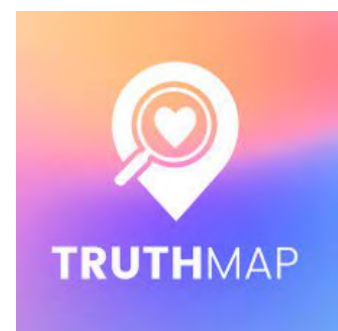
HERO

pogo®  
Automatic

Fern

  
vālant

eden  
health



 sharetek

 InformedDNA®  
Genetics, Decoded.

GO GET  TESTED

A L T W E L L

 zentist

 restorapet®

 gogetvax

We've landed coverage for health and wellness clients in mainstream media and trades.



**Forbes**

**FOX**



**People**

**Newsweek**

*The Washington Post*

**mindbodygreen**

**TE TechCrunch**

**Women's Health**

**healthline**



# 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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