Connecting Media & Markets in Natural & Organic Products
Compass Natural is a boutique agency serving the PR, brand marketing, digital media and business development needs of companies and organizations involved in the $500 billion market for natural, organic, socially responsible and eco-friendly products and services.
Led by a team of natural product brand marketing & communications veterans with experience in the natural, organic, hemp and healthy lifestyles industries, the Compass team is an exceptional group of writers, marketers, project managers, brand strategists, creative designers and web developers.

STEVE HOFFMAN  
Managing Director

With a deep commitment to natural health and the environment, Steve has dedicated his career to natural, organic and eco-friendly products and socially responsible business and to building mission-based brands. Experience: co-founder of LOHAS Journal, education director for Natural Products Expos, editorial director of Natural Foods Merchandiser, managing director of The Organic Center.

ALLISON SALVATI  
VP Brand Partnerships

A natural products brand marketing veteran, Allison has worked with such leading natural and organic brands as Bhakti Chai, noosa yoghurt, Honey Smoked Fish Co. and others. Allison leads brand strategy and marketing, social media, influencer marketing, media outreach and client services.

HOPE KELLER  
Senior Editor

A longtime newspaper editor and reporter, Hope supports digital marketing and communications and handles production. Hope has worked as an editor and reporter at the Philadelphia Inquirer, the Baltimore Sun and the International Herald Tribune, among other newspapers. She was also the director of communications for the University of Baltimore School of Law.

VICKY UHLAND  
Senior Writer

Vicky is a former newspaper and magazine writer and editor who has worked in the healthy living and natural products space for over 20 years. She has edited alternative-medicine practitioners’ newsletters and books, produced magazines for dietary supplements companies, and written numerous articles and blogs for consumer and business websites and publications.

ELIZABETH LUNT  
Research Specialist

A contributing writer, Elizabeth also assists with trade show and conference planning, educational programming, booking speakers and other related services. She is fascinated by the development of the industrial hemp industry and has written for HempBuild Magazine.
Compass Natural specializes in serving businesses and brands committed to natural health, local economies, fair trade, regenerative organic agriculture, social issues and the environment.

Our services include:

✔ PR & Publicity
✔ Marketing & Brand Communications
✔ Social Media Strategy
✔ Influencer Campaigns
✔ Trade Show Management
✔ Market Research
✔ Business Development
PROPRIETARY EMAIL CONTACT LIST

Compass Natural’s proprietary database has over 15,000 industry and media contacts involved in natural and organic foods and healthy lifestyles. When Compass distributes a press release, e-newsletter or other email communication, we employ strategic lists on behalf of our client to share their news.

CONSUMER MEDIA  |  2,200+ Healthy Lifestyles Consumer Media contacts, including editors, journalists, bloggers, podcasters, social media influencers and related consumer media. In addition, we have researched and included nearly 1,400 mainstream media contacts in major U.S. markets who report on natural, organic, hemp-centric and eco-friendly products.

TRADE MEDIA  |  1,500+ Business and Trade editors, journalists, bloggers, podcasters and others reporting on the natural, organic and sustainable products industry.

NATURAL, ORGANIC & LOHAS INDUSTRY  |  7,000+ B2B subscriber contacts, including leading chain and independent retailers, distributors, brokers, manufacturers, service companies and other industry decision-makers in the lifestyles of health and sustainability (LOHAS) market, which encompasses natural and organic products, eco-friendly products, and regenerative food and agriculture.

HEALTHY LIFESTYLES CONSUMERS & EARLY ADOPTERS  |  1,100 active consumer subscribers (influencers) who speak of brands via word of mouth and through social media.
Press Releases
Compass’ veteran writers craft press releases for your brand’s newsworthy announcements.

Targeted Journalist Pitches
After the release is sent to Compass’ proprietary email list, it is then pitched to Muck Rack’s media database to share with verified journalists based on industry, topic and location.

Newswire Distribution
Many Compass Natural clients opt to post press releases on PRWeb’s distribution network. This allows your news to be shared with thousands of websites and industry-specific journalists and bloggers and across social media networks.
Compass develops custom marketing communications to help you raise brand awareness and to highlight key messages for our proprietary list.

We can design, write, distribute and pitch:

- ✔ Email Newsletters
- ✔ Blog Posts
- ✔ Social Content
- ✔ Seasonal Promos
- ✔ Podcast Appearances
If you seek support with social media strategy, planning, asset development or tracking, Compass' team of experts can help.

If you are not yet selling your products on Amazon, Compass can help you establish yourself on the platform and support your sales strategy.
Compass Natural’s team believes in collaboration and feels strongly that brands have a unique opportunity to align with like-minded social influencers who can introduce your products to their online communities.

Allow us to help you find influencers who resonate authentically with your brand. We will work together to build campaigns that support your marketing goals in raising brand awareness and increasing sales.

Wade Holland’s campaign for JAMBAR hit a high note!
Compass will take the lead and/or support your brand at key events and trade shows. Let us manage the logistics of:

- Booth Design
- Rentals & Shipping
- Onsite VIP Meetings/Interviews
- Speaker Opportunities
MARKET RESEARCH

We specialize in monitoring consumer, product and industry trends and can produce your business plans, presentations, white papers and reports.

Additionally, we help other leading market research firms, such as Pure Branding and SPINS, to reach key decision-makers in the $500 billion market for natural, nutritional, organic and healthy lifestyles products.
Compass Natural is adept at identifying, planning and implementing strategies for company growth.

With innovative ideas that increase sales and revenue, we can connect you with key leaders in the natural products industry to build your sales strategy and distribution footprint.
Compass Natural gives back by providing pro bono services to select social and environmental causes, such as Winona LaDuke’s work with hemp and the Anishinaabe Agricultural Institute, which is working to educate Indigenous communities and to restore local food systems.
LET’S WORK TOGETHER!

Let us know how we can best support you and your brand and we will develop a custom proposal.

CompassNatural.com
Boulder, CO
303.807.1042