



Goodway Group is a managed-services programmatic partner utilizing the industry's best-in-class digital media technology paired with above-and-beyond account service. They bring flawless execution and unparalleled digital expertise and strategy to every campaign they run.

ASSIGNMENT

TrizCom's contract for Goodway Group was traditional public relations with a strong emphasis on media relations.

Client from 2015-2016

CHALLENGES

The client was a legacy brand but lacked the awareness and consideration compared to its competitors

The brand had not engaged in a public relations firm prior to TrizCom PR

Had to create stories that were not advertising but offered editorial benefits

KEY ACCOMPLISHMENTS

- Increased the brand's awareness and consideration of its brand, value proposition, key differentiators, scope and mission using earned media placement
- Identified and placed stories in tier one outlets that were then utilized by the sales team in lieu of brochures
- Placed recurring topical thought leadership bylines featuring the brand's executives in advertising trade publications
- Positioned the brand's leadership team as "go-to" industry experts and quotable sources in digital advertising technology solutions and campaigns for journalists
- Created a corporate culture campaign that highlighted the client's work from home culture and placed stories in a variety of human resource publications
- Promoted the client's whitepapers, studies, surveys and results to the media
- Created streamlined messaging to support the brand
- Built and maintained a comprehensive media database of media outlets and contacts who cover business, advertising, marketing, technology and programmatic campaign metrics
- Developed storylines that promoted the client's acumen in solving business challenges and embargoed key stories to tier one outlets
- Created editorial opportunities that highlighted the client's various verticals (i.e.: automotive)
- Provided media training to company spokespersons and talking points prior to interview opportunities
- Provided topical storylines to the client and then created unique newsworthy pitches to secure earned media

KEY PLACEMENTS

AdExchanger When Supply Side Platforms Lose Their Way (recurring byline)

Remote.co 6 Remote Work Management Tips for Top

PR Daily 3 Marketing Budget Leaks to Fix

Dealer Marketing Magazine the ABCs Of Cross Device Targeting

The Huffington Post The Leadership Game Plan: Jay Friedman, COO Goodway Group

Entrepreneur Magazine 3 Leaks in Your Digital Marketing Budget You'll Want to Plug Today

Inside Radio New Digital Trackers Help Clients Gain Retail ROI

Social Mediapolis Foursquare Product Will Gauge If Ads Bring Customers to Stores

ADWEEK Measuring the Impact of Digital Ads on Retail Foot Traffic

Street Fight Magazine Foursquare Launches Attribution Tool

Communications of the ACM Advertising Via Algorithm

GeoMarketing How Digital Ads Target Couples in The Same Household

CommPRO.biz Where Digital Media Is Going and Why You Should Care

PR Week No Doom and Gloom from Marketers on FTC Native Advertising Standards

EContent Magazine Marketers Respond To 2016 Predictions

Entrepreneur Online Publishers Need to Use These 2 Techniques to Boost Revenue

Talking New Media Gaps Still Exist in Trustworthy Accountability Group (TAG) Plan

iMedia Connection 11 Reasons Ad Agencies Will Never Die

SearchCRM.com Location Based Apps Hit the Streets, The Seat and Everywhere Else

Dallas Business Journal Tec flash's 5 Things

iMedia Connection 7 Consumer Trends Marketers Are Forgetting About

Ad Age Magazine Ad Fraud Prevention Firm Starts Ranking Mobile Exchanges

Dallas Business Journal Three Questions with Jay Friedman Of the Goodway Group

The Drum The Drum Digital Trading Awards