

STRATEGIC OBJECTIVES

- Build brand awareness among horse owners to create pull-through demand
- Continually position Vettec as a thought leader in the equine industry and retain its competitive position
- Drive horse owners to visit www.Vettec.com
- Increase attendance for hands-on clinics, workshops and tradeshow

INDUSTRIES SERVED

- Equine/bovine hoofcare
- Veterinary

RESULTS



64 byline editorial media placements



108,391,470 media impressions



197,975 unique visitors on the blog



Reached 814,580 users on Facebook



The Power of Leveraging Long-Format Content Across Brand Channels

Vettec is well known for its innovative adhesive products for the hoof care industry. Vettec adhesives are high-tech, durable and used throughout the equine and bovine industries. The company sells its products only through certified dealers and has a strong awareness among farriers, the certified professionals who trim horse hooves and fabricate horseshoes. In order to grow its business, Vettec asked Portavoce PR to increase brand awareness among horse owners and motivate them to ask their veterinarians and hoof care professionals about Vettec's products.

Each year, Portavoce PR develops a strategic communications program for Vettec to engage horse owners by utilizing storytelling to educate them about important seasonal health concerns. The goals of the program are to create pull-through demand, establish Vettec as the thought leader in hoof care and drive awareness about the brand's educational clinics.

As part of the public relations plan, Portavoce PR works with Vettec to research and identify seasonal and health topics of concern for horse owners. For each topic, Portavoce PR interviews a farrier or expert within Vettec about the issue. Building on research and interviews, Portavoce PR composes byline articles, press releases

and news briefs that communicate the brand messages and include Vettec product points. Once each piece is finalized, Portavoce PR writes a targeted pitch letter for each byline article and/or distributes the news to equine media outlets. Portavoce PR works with editors to provide them with the full-length material, photos or any other information they need to publish the story.

INTEGRATED COMMUNICATIONS APPROACH GENERATES HIGH ENGAGEMENT BEYOND MEDIA PLACEMENTS

Once the media placements go live, Portavoce PR works with the Vettec marketing team to upload the content to the brand's blog, newsletter and social media channels, which helps extend the reach to Vettec's fan base and online presence. Cross-channel marketing has helped Vettec generate significantly more engagement from the company's social media community.

- When posted to social media, byline articles created by Portavoce PR reach 1,000 times more users in comparison to other brand-generated blog posts

"Partnering with Portavoce PR has been an essential part of our marketing strategy over the last four years. The content the Portavoce staff provides has allowed us to amplify our brand awareness in the hoof care industries and create pull-through demand by educating consumers on our offerings, positioning us the leading industry experts."

- Jessica Williams, marketing projects manager, Vettec

- The posted bylines also received 39% more shares on Facebook
- Since the start of the PR program, sales for all Vettec products have increased

The public relations program and integrated marketing approach has generated tremendous results. The team has successfully educated horse owners about common, yet serious, hoof care issues. The program informed horse owners of treatment options, established the brand as an industry thought leader and drove thousands of new customers to the brand's website.

Facebook Reach



COVERAGE EXAMPLES



Portavoce Public Relations has one focus: advancing your business goals through strategic, quality communications. That means when you come to us with a challenge, you get the full attention of an expert team whose specialty is getting your brand, your product and/or your company noticed in all the right ways.

Portavoce@PortavocePR.com
www.PortavocePR.com
760-814-8194

Connect with Portavoce

