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PeopleNet's double-digit growth had the company right where it wanted to be—nipping at the heels of its largest competitors in the trucking industry's in-cab technology and mobile communications market. When Meghan AuBuchon joined the company to head up marketing communications, she saw an opportunity to capture the market's share of mind in an effort to outsmart the deeper-pocketed competition without outspending them.

"We wanted the market to perceive PeopleNet as the innovator in the industry, and PR was a cost-effective strategy for spreading the word," says the director of marketing. "We were introducing more technology firsts than any competitor—a list as long as my arm—but we weren't using it to our advantage. And customers kept telling us that our service was superior compared with other providers they had previously been with. We needed to spread the word about our service leadership and product innovation."

AuBuchon wanted to work intimately with an organization that could scale up as the company's needs became more diverse and demanding. "I really liked the idea of working directly with Schwegman Communications' experts. I have a direct line to the people who do the work," she says. They make my job easier since they just need a little input to hit the ground running."

Schwegman Communications' effective media relations and superb content development helped PeopleNet do exactly what AuBuchon envisioned—reaching out to important influencers, including the trucking trade press, business press and analysts and establishing the company as an innovative provider of in-cab technology and mobile communications.

In order to get the most bang for the buck, Schwegman helped PeopleNet leverage their existing content for a variety of communications. AuBuchon says, "They're all about reusing and repurposing content. This philosophy generates consistent messages and builds a strong image quite cost effectively."

That strong image has helped build credibility for PeopleNet's sales organization as well, according to Mark Kessler, senior vice president of sales. He explains, "Our ubiquitous visibility in the press opens up doors. And the case studies and white papers Schwegman has created have made a real difference in moving prospects to PeopleNet."



When "performance" is part of a logo, the company sets high standards for itself and its partners. PeopleNet established PR metrics that include feature stories, mentions, and press release pickups. "Schwegman Communications has raised that score nearly 450%, surpassing our expectations each year, and that's the bottom line," says Meghan AuBuchon, PeopleNet director of marketing.



Meghan AuBuchon,
Director Marketing
Communications,
PeopleNet

Within the first six months, the company secured more ink than it had in the previous five years. "It's really impressive how fast they worked,"

AuBuchon says. "They really know how to translate technology into compelling business language and messages that resonate with prospects and support lead generation. Now our visibility is on par with our stature as a leader."

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