

YOU DON'T NEED MORE MARKETING.

YOU NEED MARKETING THAT UNDERSTANDS YOUR BUSINESS.

Research-driven strategy for specialized products, urgent services and highly specific customers.

YOUR BUSINESS ISN'T GENERIC. YOUR MARKETING SHOULDN'T BE EITHER.

Before we build a campaign, we dig into your company, your customers, your competitors and your market. We ask the right questions to uncover what truly sets you apart, then turn those insights into strategic communications designed to support real business goals.

HOW WE BUILD THE CAMPAIGN

1

RESEARCH

Your market, customers and competition

2

DIFFERENTIATE

What genuinely makes you the better choice

3

POSITION

Clear, persuasive messaging built around your value

4

CAMPAIGN

Integrated work aligned with real business goals

WHY Z CORP PR?

✓ Industrial & Technical Experience ✓ Strategy Before Tactics

We know how to communicate complex businesses.

Campaigns driven by goals, not vanity metrics.

✓ Big-Agency Expertise

Decades of integrated PR and digital experience.

✓ Boutique Agency Service

Direct access to an experienced senior team.



Z Corp
PR & DIGITAL

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EXPERIENCE + STRATEGY + EXECUTION

WE KNOW HOW TO MARKET COMPLEX BUSINESSES.

Specialized products. Urgent services. Highly specific customers.
We turn what makes your company valuable into a reason to choose you.



Z Corp
PR & DIGITAL

INDUSTRIAL EXPERIENCE

Experience communicating specialized products, urgent services and technical expertise to highly specific audiences.

**SHIFT
ENERGY**



PROOF OF THE PROCESS

MAKING PIRTEK THE FIRST CALL WHEN EQUIPMENT GOES DOWN

PIRTEK | EMERGENCY SERVICE CAMPAIGNS

CHALLENGE

Most customers do not think about hydraulic hose service until a failure brings equipment and productivity to a stop.

RESEARCH + INSIGHT

We identified the advantages that matter most in an emergency: certified technicians, 24/7/365 service, a one-hour ETA and hoses made on-site.

STRATEGY

Campaigns built around rapid response, mobile capability and minimizing costly downtime.

WE RESEARCH YOUR CUSTOMERS.

We identify who you need to reach, what matters to them and why they choose one company over another.

Engineers • Procurement Teams • Maintenance Managers • Fleet Managers
Facility Managers • Operations Teams • Business Owners

LET'S FIND THE STORY YOUR MARKET NEEDS TO HEAR.

Put a research-driven marketing team behind your business.

RESEARCH



DIFFERENTIATE



POSITION



CAMPAIGN

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