

Roadtech Inc. Turns to Industrial PR Firm to Define New Category of Product

“It really generates a lot of coverage, quickly. For the dollar value, you can’t beat it,” – Ryan Clark, co-owner of Roadtech, Inc.



Linear Crushers can transform even these rocky, impassable roads into well manicured gravel roads, and they excel in hard to reach mountain and remote areas.

Roadtech, a small company with a potentially market altering product, was searching for a marketing program that would accomplish several goals: to gauge market interest in the product, and also to define and differentiate it from other options that seemed similar, but were in fact very different.

In early 2000, Roadtech designed and introduced its patented Linear Crusher, a new category of machine that pulverizes existing rock on the road into smaller material similar to gravel, as it slowly moves along the road.

The product is used to turn rocky back roads into more traversable byways, and is used by road contractors, the military and government agencies, as well as in the mining, forestry, and oil extraction industries.

“The concept of a Linear Crusher is a paradigm shift in terms of how road maintenance is approached,” says Ryan Clark, VP and Marketing Director of Roadtech. “The biggest challenge we have is getting the prospect’s mind wrapped up around a new way of approaching the same old problem.”

Unfortunately, the new category of product could also be easily confused with a more traditional choice known as a mobile rock crusher. In this case, the product is “mobile” because it can be transported to the site. Although it pulverizes rocks it does not move once on-site and the crushed rock must be transported to and from the road.

Another option crushed rock as it moved, but had to be pulled by a tractor and was only capable of pulverizing “softer” material such as limestone and other sedimentary rock.

“These other technologies, on the surface, look the same but in the details are quite different,” says Clark. “Whenever anybody encountered our product, they would automatically lump it all together and we had to overcome that mentality.”

Although eager to promote the product, the company had limited advertising funds and was hesitant to commit to one or two publications while ignoring the rest.

This combination of marketing challenges meant there had been very little interest generated in the new product and sales were nearly non-existent. Fortunately, the company also offers road contracting

services in the Western United States, often utilizing the Linear Crusher to do the work.

Still, the company was eager to determine if they could market the product to a broad audience.

In 2013, Roadtech learned about a unique marketing publicity program that guarantees a large quantity of articles in trade publications across multiple markets. Founded in 1991, the Torrance, Calif.-based Power PR is an industrial marketing firm that specializes in writing and placing high-tech, feature length articles in trade magazines, with more than 20,000 articles to its credit.

For the cost equivalent of one or two small advertisements, Power PR guarantees its clients 3-5 published feature articles per month (depending on the program selected).

The published articles have the added benefit of being infused with customer testimonial quotes and are written in such a way as to be used in part, or in its entirety, as if written by the publication. This increases the perceived credibility of the information.

The articles also often publish online, under key search terms. This provides a potent companion to a company's search engine optimization (SEO) efforts as articles in online trades are often found sprinkled in and around the company's web site at the top of the rankings.

For Roadtech, the fact that the article would be feature length, allowing it to go into more explanation and differentiate the product from the competition, was extremely appealing. A standard new product "press release" of several hundred words would simply not suffice.

"The feature articles gave us the avenue to define what a Linear Crusher is for the target audience," explains Clark. "The writers did an excellent job of taking what we told them and turning it into something that prospects would be interested in reading."



Linear Crushers make sense not only for forestry, but also for mines, logging, oil extraction, counties, and organizations like the Bureau of Land Management.

Power PR then went to work calling and placing the articles in a variety of trade publications from an approved list. According to Clark, within only a few weeks the first print published article appeared.

In a little more than 6 months, the Linear Crusher article has appeared in major trade publications such as *Pit & Quarry*, *Pacific Builder & Engineer*, and *Portable Plants and Equipment News*, as well as key industry online sites such as *Mining.com* and *pitandquarry.com*. Another 21 articles are already scheduled to come out in the near future.

"What has impressed me the most about the articles is that editors have done very little editing and are mostly publishing the full story," says Clark.

The early returns were immediately noticeable.

Direct inquiries from articles, along with a direct e-mail campaign also offered by Power PR, are "a quantum leap from where we were," says Clark.

Web site traffic has also increased. "We see spikes that are date-coincident with when the articles come out," adds Clark.

The response has convinced Roadtech of the viability of the product in the market.

"We went from thinking there basically was no market and now we see the silver lining," says Clark. "The market is there, now it's just a matter of continuing to go after it."

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