



CASE STUDY

# BUILDING THOUGHT LEADERSHIP DEPTH

**INDUSTRY**

Payments | Financial technology

**CHALLENGE**

Establish FLEETCOR's executive leadership team as trusted payments industry thought leaders

**SOLUTION**

Execute a robust public relations program that shares executive expertise and insights to build national brand and industry awareness

**EXPERTISE**

Public relations | Content marketing



While the FLEET in FLEETCOR will always be a part of its story, the 25-year-old fintech has transformed itself from a regional fuel card operator into a \$2.8 billion global payments powerhouse.

The company's rapid expansion was driven by a series of strategic acquisitions, demand for innovative payments solutions, and several technological breakthroughs. Today, FLEETCOR's solutions enable companies to control expense-related purchasing and payments processes – helping them to reduce costs and optimize expenditure.

Looking to build awareness for its broad suite of B2B payments solutions, FLEETCOR charged Arketi Group to position it as a fintech force across national, business, and payments-industry media.

## MEASURING WHAT MATTERS



**56**

earned media placements



**282,278,763**

audience reach



**5**

executive thought leaders established

## LAYING THE FRAMEWORK

FLEETCOR had a great story; what it needed was to get that story in front of its audience. Effective media relations is about maximizing at-bats – which requires both planning and persistence.

Arketi set out to foster relationships between FLEETCOR's spokespeople and local, industry and national media contributors. We identified trending topics and analyzed editorials for opportunities to highlight FLEETCOR's executive leadership team's expertise.

This required:

- Interviewing FLEETCOR's leadership team and subject matter experts to capture their thought leadership platforms and areas of expertise.
- Identifying editorial opportunities, new outlets, and angles where FLEETCOR could outshine its competition.
- Developing a comprehensive media relations plan, including target media outlets, an announcement calendar, and monthly topics to pitch for each SME.
- Formulating corporate stories to unite all lines of business across a cohesive theme.

## TAILORED PITCHES, TURBOCHARGED RESULTS

So much for the planning: now the persistence. Our outreach included 40 target industry media, covering topics from AP automation and purchasing cards to virtual wallets and cross-border payments.

We also integrated national and local outreach into our program. Leveraging FLEETCOR's location in Atlanta – the Southeast's fintech capital – we knew we could cultivate local coverage as a means to ladder up our media relations and engage higher profile outlets and publications over time.

Arketi crafted custom, individualized media pitches tailored to each executive's area of expertise and thought leadership platform. We leveraged these to secure interviews and guest contributor opportunities, for which Arketi then drafted the messaging and content. We also developed briefing guides for each thought leader so they were prepared, prior to interviews, to position FLEETCOR as an innovative payments leader.

“ Our partnership with Arketi helped position the FLEETCOR brand among fintech leaders and is opening up opportunities for FLEETCOR to contribute to important stories shaping the industry.

**CHAD CORLEY**

Vice President of Corporate Communications  
FLEETCOR

## FROM HEADLIGHTS TO HEADLINES

Over a 12-month period, our concerted efforts surpassed FLEETCOR's initial target of 40 earned media placements – by nearly 140%, yielding a collective reach of 282 million. National placements included Barron's, The Wall Street Journal and The Nilson Report, supported by local coverage such as the Atlanta Business Chronicle and Atlanta-Journal Constitution.

We also secured ongoing contributor opportunities for FLEETCOR executives in Forbes HR Council and CIO Talk Network. These engagements bolstered future outreach, as the executives were validated by their previous media contributions.

Arketi's public relations efforts on behalf of FLEETCOR ultimately strengthened the company's brand awareness and enabled it to build invaluable relationships with industry, local and national media – relationships that continue to bear fruit as new trends and issues emerge in the ever-evolving payments sector.