



projectline

Get in touch.

Projectline Services, Inc.
526 First Avenue S. Ste. 400 Seattle, WA 98104
Tel: 206.382.2025
Email: extraordinary@projectlineinc.com
www.projectlineinc.com



Team up with the relations experts.

PR/AR REFERENCE PROGRAM INTEGRATION

Projectline recognizes the need for PR/AR teams to provide customer references and success stories as validation for essential marketing campaigns. Whether reaching out to the media and top-tier analyst firms or submitting customers for speaking and award opportunities, Projectline can connect with your communications team and ensure a ready queue of customers for your outreach—saving you time and money.

Our team of customer evidence experts can help you maximize the use and impact of your company's best references through an effective, proactive approach. Projectline follows a proven customer recruitment and engagement process that fosters positive, long-term relationships, leaving customers satisfied and excited to help promote your products and services.

We provide:

- Streamlined customer press release/media alert reviews and approvals
- Analyst research support
- Contributed/bylined articles
- Industry event speaking and co-speaking/panel opportunity submissions
- Industry award submissions
- Customer testimonials and quotes
- Case study/success story creation
- Customer reference videos
- Whitepapers and webinars
- Business impact articles
- Business value studies
- Proof slides



Customer references have fast become a prerequisite for inclusion in top-tier PR/AR opportunities. These are key instances when we turn to our customer evidence experts, Projectline, who now not only produce our customer evidence, but proactively collaborate with our communications team to ensure we have a ready portfolio of compelling reference customers. We now have the confidence that we won't miss opportunities for positive exposure, and we can plan well in advance.

– Microsoft Product Manager, Microsoft Corporation

