



Ramaco Resources

Ramaco Resources | Communications Strategy Fuels Innovation and Community Impact

CHALLENGE

[Ramaco Resources](#) sought to raise awareness around its pioneering coal-to-products initiative and the discovery of potentially significant rare earth element (REE) deposits in Wyoming. Additionally, the company aimed to spotlight its job creation and expansion efforts in both Wyoming and Kentucky, while also launching a charitable foundation focused on Appalachia and Wyoming communities.

OBJECTIVE

The primary goal was to increase visibility and credibility around Ramaco's innovative developments and community investments. This included driving attention to their REE discovery, promoting economic growth through job creation, generating financial media interest in their newly issued tracking stock, and securing positive coverage for the launch of their charitable foundation.

SOLUTION

Pierpont Communications implemented a comprehensive, multi-channel communications strategy to elevate Ramaco Resources' visibility and credibility. This included targeted media outreach, strategic message development, and stakeholder engagement designed to position Ramaco as a forward-thinking leader in energy innovation. The campaign focused on amplifying key themes such as "Making coal too valuable to burn," while highlighting the company's technological advancements and economic contributions.

Execution involved coordinated outreach to local, trade, and financial media outlets, leveraging compelling data points from Ramaco's rare earth element (REE) discovery and the launch of its tracking stock to generate investor interest. Pierpont also managed publicity around the launch of Ramaco's charitable foundation, securing coverage in regional and philanthropic media. Through strategic storytelling and alignment with relevant sectors, the campaign successfully connected Ramaco's initiatives to broader narratives of innovation, sustainability, and community impact.

RESULTS

The campaign resulted in widespread media coverage across local and industry outlets, significantly boosting awareness of Ramaco's initiatives. Public perception improved, positioning the company as a leader in coal-to-products innovation and a driver of regional economic growth. Financial media interest in the tracking stock led to increased investor engagement, and the foundation's launch received strong positive publicity, reinforcing Ramaco's commitment to community development.