



Registered Agents Inc.

Registered Agents Inc. | Positioning a National Leader as a Voice on Entrepreneurship and Economic Trends

CHALLENGE

Wyoming-based [Registered Agents Inc.](#) is a leading provider of business formation and compliance services, helping more than one million entrepreneurs launch and protect their businesses nationwide. Despite its market leadership, the company had limited visibility outside of the formation process and was often lumped into general commentary about registered agents rather than seen as a source of economic insight. The challenge was to elevate Registered Agents Inc. from a transactional service provider to a credible voice on the state of entrepreneurship and new business activity in the U.S.

OBJECTIVES

Pierpont was engaged to:

- Establish Registered Agents Inc. as a go-to source on business formation trends and economic activity
- Launch a repeatable monthly media program tied to business formation data
- Drive consistent national and regional media coverage to reach policymakers, entrepreneurs, and business media
- Support broader marketing efforts through thought leadership, social media content, and message development
- Strengthen the credibility and visibility of company spokespeople across media interviews and bylined articles

SOLUTION

Pierpont partnered with Registered Agents Inc. to develop and launch the Business Formation Report, a proprietary monthly dataset tracking business startup trends across all 50 states. The data served as the foundation for an integrated media campaign targeting economic and business reporters, regional outlets, and top-tier publications.

To deepen thought leadership, Pierpont secured contributed article placements, helping Registered Agents provide commentary on issues like the regulatory landscape, startup

challenges, and digital privacy.

In parallel, Pierpont worked with the leadership team to revamp messaging across the company's website, train its key spokespeople, and develop content for social media channels that amplified the company's expertise and reinforced its brand positioning.

RESULTS

- Built a consistent media pipeline with outreach and coverage in dozens of regional and national outlets
- Launched and sustained the Business Formation Report as a recurring news hook that drives monthly media interest
- Secured top-tier bylined articles in [Fast Company](#) and [Entrepreneur Magazine](#), elevating the company's executive thought leadership profile
- Improved message clarity across the company's website and public-facing materials
- Enhanced media readiness of spokespeople through targeted training and talking point development
- Created a LinkedIn content strategy that helped amplify owned content and drive engagement from key audiences