

ALPHA STRUCTURAL INC.

From Structural Experts to California's Trusted Authority Before Disaster Strikes

Client Overview

For more than 30 years, Alpha Structural Inc. has protected Southern California's homes, businesses, and infrastructure from some of the region's most complex structural challenges. Specializing in foundation repair, hillside stabilization, seismic retrofitting, retaining walls, structural upgrades, and engineering-led construction, the company has earned a reputation for solving problems many contractors simply cannot.

With more than **35,000 structural inspections** and **over 7,500 completed repairs**, Alpha Structural had already established itself as a technical leader.

Yet leadership understood an important reality:

Being exceptional at what you do does not automatically make you the authority the market turns to first.

In an industry built on trust, waiting until customers discover you after damage occurs means entering the conversation too late.

Alpha Structural wanted to become more than the company property owners called when something failed. They wanted to become the trusted voice Californians listened to before disaster ever struck.



The Challenge

California faces one of the most complex structural environments in the world.

Earthquakes. Hillside movement. Aging infrastructure. Wildfire damage. Coastal corrosion. Shifting soil. Soft-story buildings. Increasing liability.

Many of these risks remain invisible until cracks appear, inspections fail, insurance questions arise, or disaster strikes.

The greatest challenge was not Alpha Structural's capability.

The challenge was market perception.

For more than three decades, Alpha Structural had been solving these problems through engineering expertise and integrated construction services. The company had earned the trust of clients who experienced its work firsthand.

However, outside those referral networks, many homeowners, commercial property owners, municipalities, insurers, and real estate professionals still viewed structural repairs as **reactive services rather than proactive investments**.

Alpha Structural did not need more publicity. It needed to change how the market thought about structural risk and establish itself as the trusted authority leading that conversation.

So, **JOTO PR Disruptors™** built the strategy around a core **Anti-PR®** principle: **attack the problem, not chase the audience.**

The market did not need another contractor saying it did good work. It needed a trusted expert explaining why structural risk was becoming more urgent, more expensive, and more consequential.



The *Anti-PR*® Strategy: Turning Structural Risk into Market Authority

JOTO PR Disruptors approached the engagement differently.

Instead of asking how to generate publicity, the team asked a more valuable question:

How do we make Alpha Structural the company Californians trust before they ever need structural repairs?

Instead of promoting completed projects or highlighting company achievements, the campaign elevated the issues already affecting California: earthquakes, hillside instability, aging infrastructure, foundation deterioration, wildfire-related structural risk, coastal corrosion, construction liability, and disaster prevention.

As those conversations gained momentum, Alpha Structural was positioned as the trusted expert helping property owners understand structural risk before it became a crisis.

The campaign followed JOTO PR's three-stage *Anti-PR*® methodology:

Disruption

Shift the conversation from structural repairs to structural risk by positioning California's seismic, hillside, wildfire, coastal, and infrastructure challenges as urgent public issues.

Exposure

Position Alpha Structural's engineering expertise through strategic media outreach, expert commentary, and earned media that educated the market instead of simply promoting services.

Influence

Transform earned media into a business asset that strengthened credibility, supported business development, accelerated expansion, and reinforced Alpha Structural's leadership across California's structural safety conversation.

This was not PR designed to generate attention. It was *Anti-PR* designed to shape public opinion.



Execution

To bring the strategy to market, JOTO PR developed and deployed a communications program built around expert positioning, earned media, and message amplification.

The team translated Alpha Structural's technical expertise into media-ready narratives that connected the company's work to broader public concerns: safety, resilience, disaster prevention, property protection, and structural accountability.

Alpha's leadership and technical specialists were positioned as credible expert sources for stories involving California's structural risks, including seismic vulnerability, hillside instability, aging infrastructure, coastal corrosion, wildfire-related damage, and construction liability.

JOTO PR then amplified earned media across business functions so each placement could support more than visibility. Coverage became a credibility asset for sales conversations, executive communications, recruiting, business development, partnerships, and future market expansion.



Client Impact

Alpha Structural entered the campaign with decades of experience, deep technical credibility, and a strong reputation among those who already knew its work.

JOTO PR helped turn that experience into a stronger public authority platform.

The company's story evolved from:
"We repair structural problems."

To: "We help protect people, property, and infrastructure before structural problems become disasters."

That distinction matters.



The Results

CAMPAIGN PERFORMANCE IMPACT DELIVERED

Potential Audience Reach	1+ Billion Potential Audience Reach	
Earned Media Placements	70+	
National Broadcast Coverage	• CBS News Los Angeles • KCAL-TV (CBS)	• KTLA-TV • FOX 26 News • ABC 8 News
National & Industry Media	• MSN • Yahoo! News • BUILDINGS • FacilitiesNet • Civil Engineering Magazine	• Walls & Ceilings • Commercial Construction & Renovation • Concrete Contractor • Informed Infrastructure
Executive Thought Leadership	• Commercial Construction & Renovation Podcast • Disaster Zone Podcast	• The Structural Engineering Channel Podcast
Campaign Duration	11 Months	
Publicity Value (Ad Equivalency)	\$ 3,058,200	

How Alpha Structural Thanked Us



"Since we've been working with JOTO PR Disruptors, the results have exceeded our expectations. Their team hit the ground running – securing multiple pieces of media coverage and generating a lot of interest around our construction company. They really took the time to understand our brand, our work, and our goals, and have been proactive every step of the way."

"The exposure we've received has already made a noticeable impact, and it's clear they have strong relationships and real expertise in getting stories seen. We're excited to see how this partnership continues to grow – highly recommend their team to any company looking to elevate their visibility and reputation."

**— Alana Reinhart,
Executive Vice President Administration**

About Alpha Structural

Alpha Structural, Inc. is a Southern California engineering and construction company specializing in foundation repair, seismic retrofitting, hillside stabilization, retaining walls, structural upgrades, and complex structural repairs.

By integrating licensed structural engineering with construction under one roof, Alpha Structural delivers comprehensive solutions for residential, commercial, and industrial clients.

For more than 30 years, the company has helped protect California's homes, businesses, and infrastructure through engineering excellence, innovation, and long term structural safety.

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