

# Project Brief

Ayelet Schuster, Valeria Arroyo, and Kristen Valley



**Research**

- Objectives
  - Expedient Technology Brand Development.
  - Expedient should be represented as the go-to company for IT Services in the area.
  - Increase client loyalty along with new clients. *Increase by 20 clients per year*
  - A progressive IT service that showcases a desirable culture.

- Healthcare organizations, banks, and government contractors required to have CMMC compliance
  - C Suite Executives
  - IT Managers & team members looking for IT solutions providers
  - Office Managers with operational responsibilities
  - IT team members who are looking for professional growth opportunities

- Expedient is a leading cybersecurity-focused managed IT service provider that has been serving their clients for nearly two decades
- Expedient manages clients' IT services to prevent IT emergencies as well as help after an issue has already occurred, allowing their clients to get...

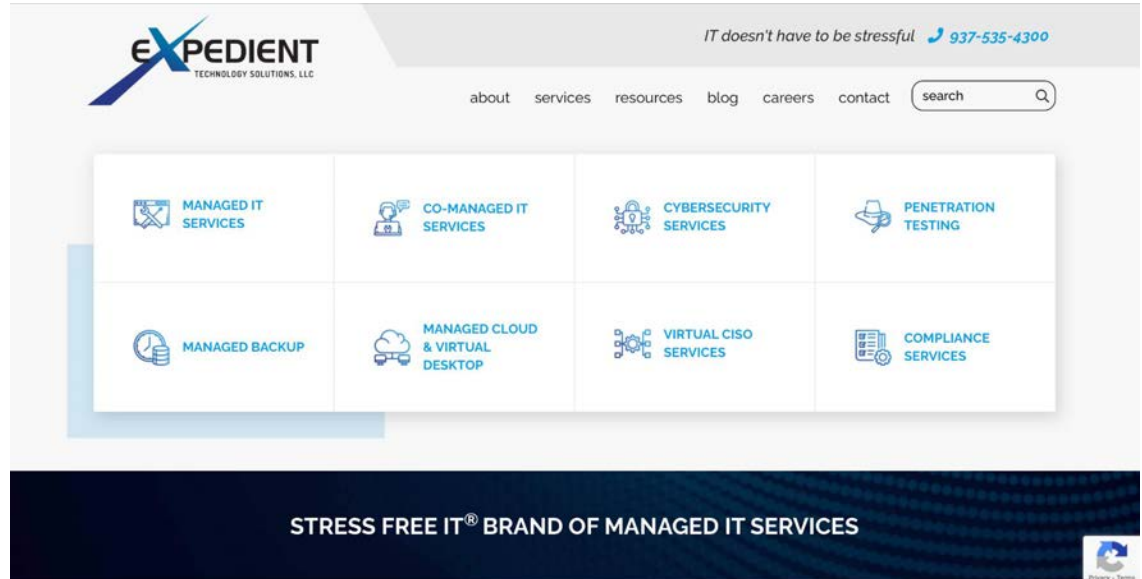
***Back to Business***

**Website**

# Website



- Overwhelming opening with services.
- Bland color palette.
- No sense of community.



# Website

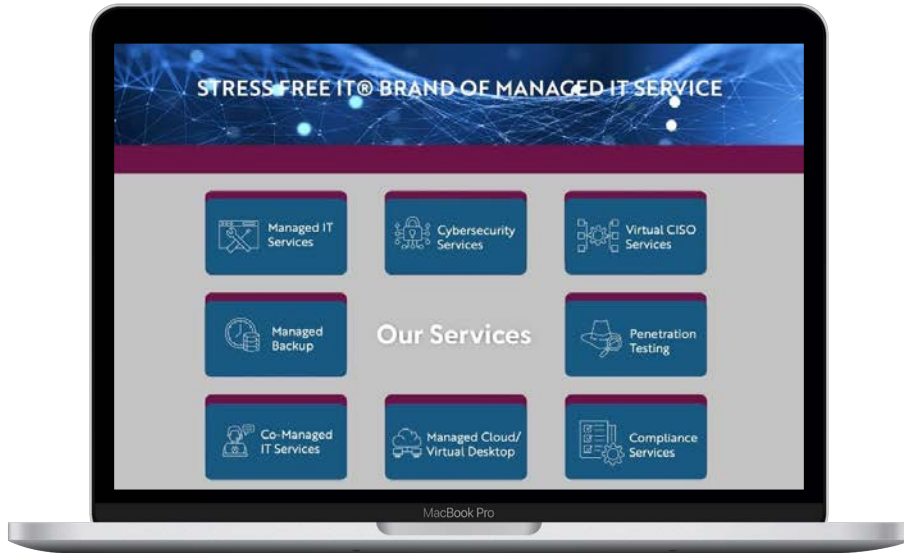


- Open the website with a welcoming photo..
- The viewer is met with the purpose of the company in a few words.



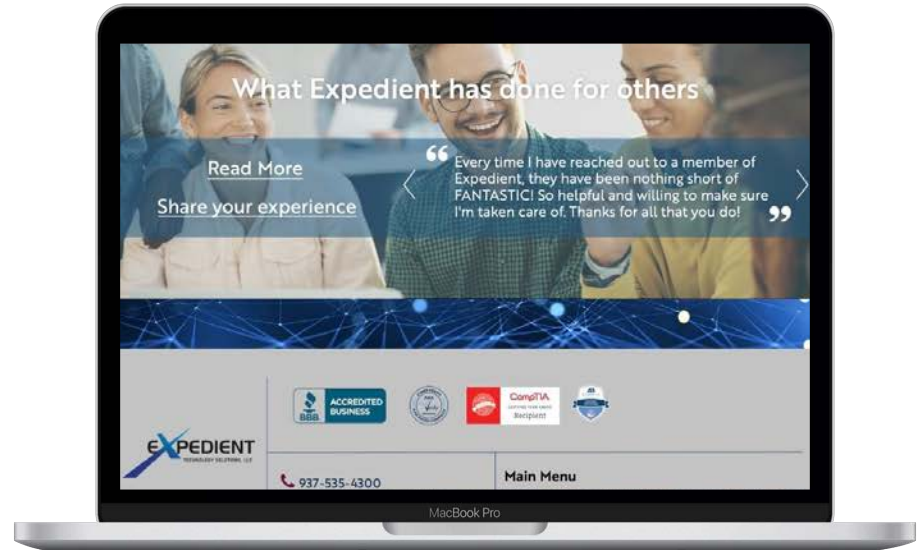


# Home Page

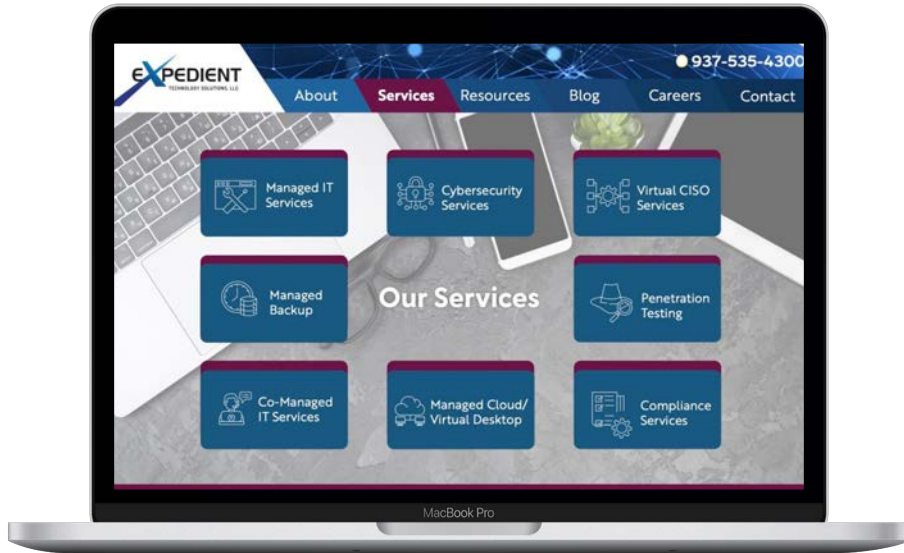


- Scrolling down the home page there is a preview of the services that Expedient provides

- At the end of the page there is a preview of reviews Expedient has received.

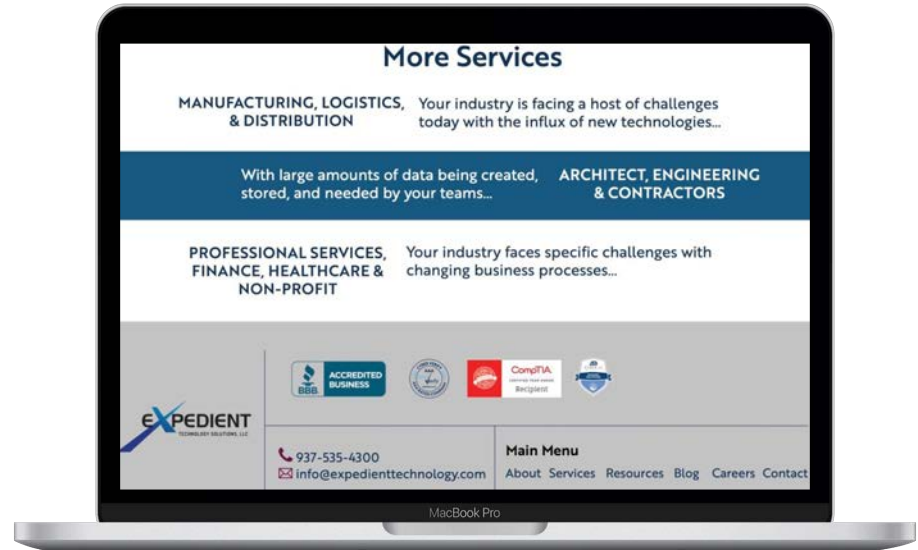


# Services Page

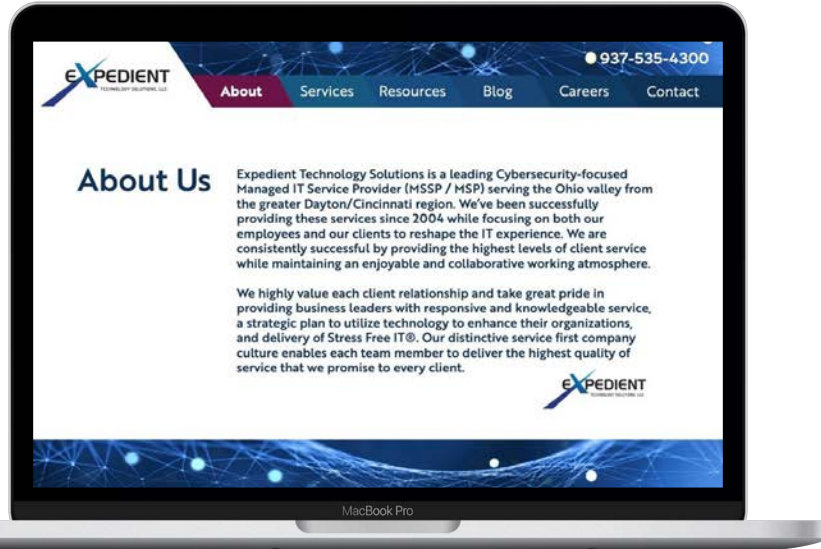


- This page highlights the services on one page.

- Past the main services are more specific services.

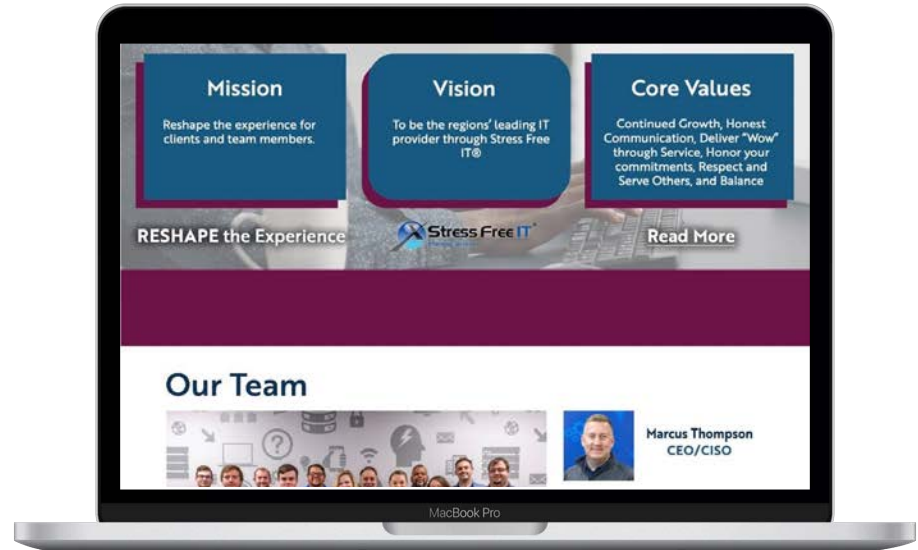


# About Page

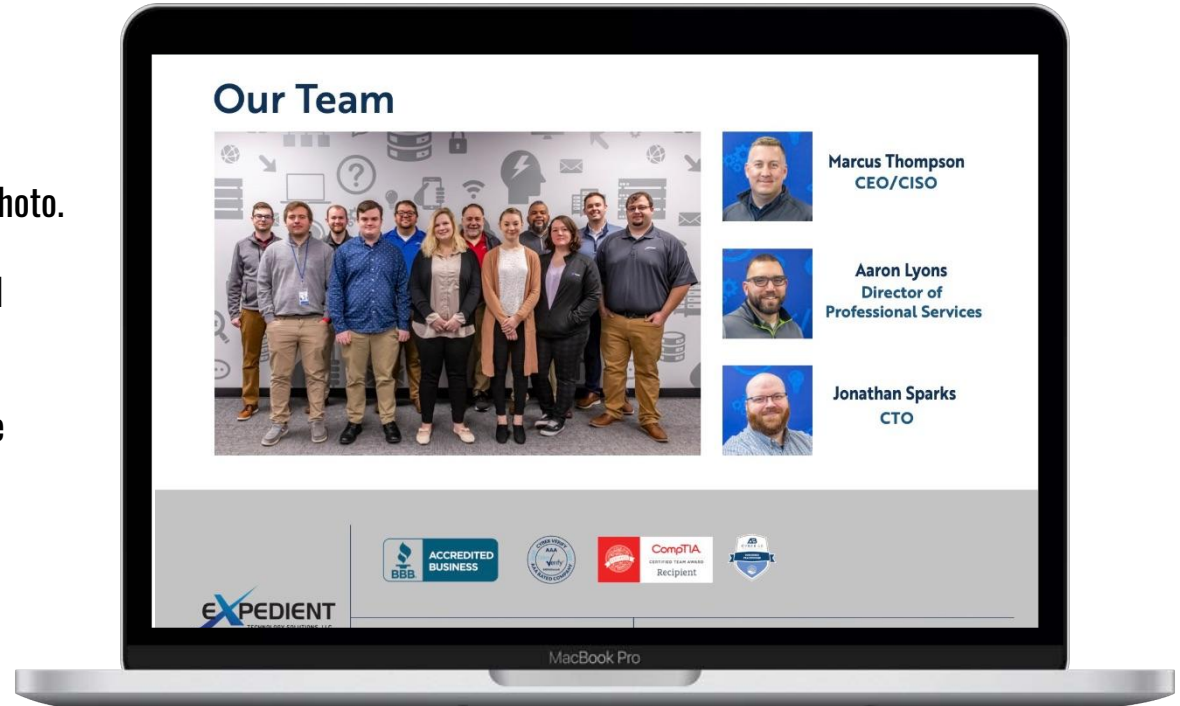


- This page focuses on the identity of the company with a welcoming paragraph about them.

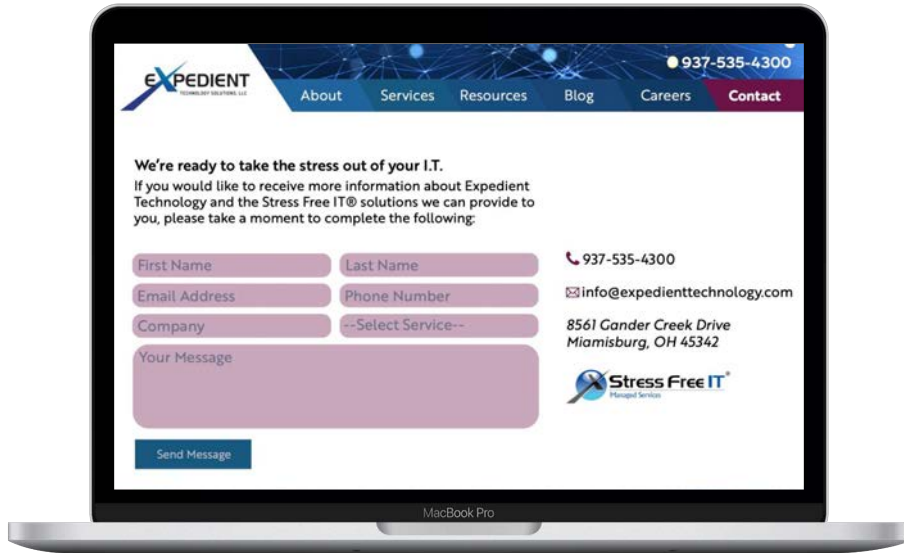
- Values are highlighted, following the team.



- The team section highlights a group photo.
- Identifies the highest three positioned employees.
- Shows diversity and inclusion with the whole team shown in one photo.

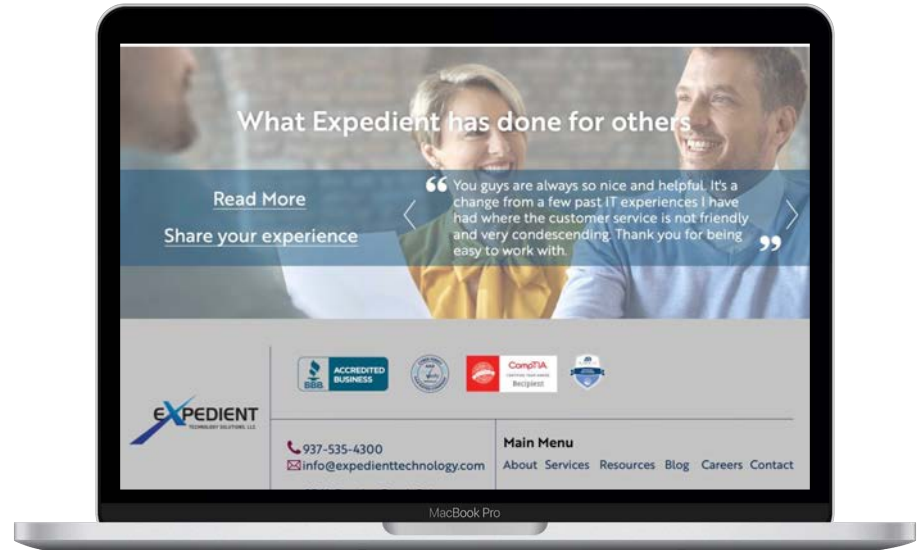


# Contact Page



- Designed to match the rest of the site.
- Contact information are seen easily.

- Review section is shown again below the contact form.



# Mobile Page



- Mobile view is condensed version of desktop version.
- Tabs are all under one button on top right.



# **Social Media**





- Give the social media a more personal feel
- Incorporate the logo and “Stress Free IT” in the banner
- Post around 2 times a week





- Have a consistent feel through different platforms, but not identical
- Same logo, different pictures
- Again, more consistent posts



## Expedient Technology Solutions, LLC

IT doesn't have to be Stressful -- providing Stress Free IT® branded services since 2006. Registration #5843228

IT Services and IT Consulting · Miamisburg, Ohio · 736 followers

See all 41 employees on LinkedIn

+ Follow

Contact us

More

Home About Posts Jobs People Videos

### About

If you need some help, feel free to give us a call (937) 535-4300. Our Stress Free IT® brand of Managed IT Services include: Managed IT, Co-Managed Infrastructure, Cybersecurity Pen Testing and Compliance, Managed Backup, Private Cloud Hosting and Virtual Desktop Services. Expedient Technology S ... see more

- Give off personal feel by showing off the people that work there
- Most consistent posts, but still can be improved

# Touchpoints

# Bus Stop



Get Back to Business with  
**Stress Free IT<sup>®</sup>**

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC  
expedienttechnology.com



Get Back to Business with  
**Stress Free IT<sup>®</sup>**

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC  
expedienttechnology.com



# Billboard 1



**Get back to business**

**with Stress Free IT<sup>®</sup>**



**[expedienttechnology.com](http://expedienttechnology.com)**



# Billboard 2



[expedienttechnology.com](http://expedienttechnology.com)



**Get back to business  
with Stress Free IT<sup>®</sup>**

# Billboard

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC

[expedienttechnology.com](https://expedienttechnology.com)

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC

**Get back to business  
with Stress Free IT®**

# Banner Ad 1

A horizontal banner ad. The left half shows two scenes: a man with a beard and glasses looking stressed with his hand on his forehead while sitting at a desk with a laptop, and a man with a beard smiling and holding a white coffee cup while sitting at a desk with a laptop. The right half is a solid purple background with white text and the EXPEDIENT logo.

**We've got IT, so you can get back to business.**

**Stress Free IT®** ▶

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC



# Banner Ad 2



**We stop the cyber attack before it starts,  
so your company has more time for business.**



**Stress Free IT®** ▶

# Banner Ad



## HealthcareIT News

TOPICS SUBSCRIBE MAIN MENU

ANZ ASIA EMEA **Global Edition**

We stop the cyber attack before it starts, so your company has more time for business.

[Stress Free IT™](#)

GLOBAL

### Froedtert & MCW customizes services and tech initiatives around people

#### HIMSS23 Coverage

News, features, videos, podcasts and more covering the 2023 HIMSS Global Health Conference & Exhibition. [Take a look >>](#)

LATEST NEWS

**HIMSSCast: Cybersecurity often takes a back seat to clinical priorities at rural hospitals**

April 28

**HIMSS' new C-COMM program tracks community-focused care**

April 28

**FDA, CISA advise on genomic device software vulnerabilities**

April 28

- Healthcare IT News
- Dayton.com
- Allbusiness.com

- 10, 9, 8
- Mary in HR opens her office computer like she does every morning
- 7, 6
- She opens her email to see an unfamiliar address
- 5, 4
- Mary opens the new email
- 3, 2
- She clicks on the link
- 1
- Downloading a virus to the company server
- *\*data breach sound - siren\**
- Whether your company has experienced an I.T. emergency, or is looking to prevent one, Expedient Technology Solutions is here for you
- Learn more at [expedienttechnology.com](http://expedienttechnology.com)

## Variations:

- Steve in accounting deletes the wrong files and the system was not properly backed up, the files are lost
- Employee overwhelmed managing passwords, devices, databases, etc and loses track of important information

**Think of all the things you would have more time for  
if we help with IT...**



**Finish  
the project  
you've been  
working on**



**Get  
lunch  
with your  
coworker**



**Thank  
your staff  
by bringing  
them donuts**



**Work  
without  
fear of a  
cyber attack**



**Stress Free IT<sup>®</sup>**  
[expedienttechnology.com](https://expedienttechnology.com)

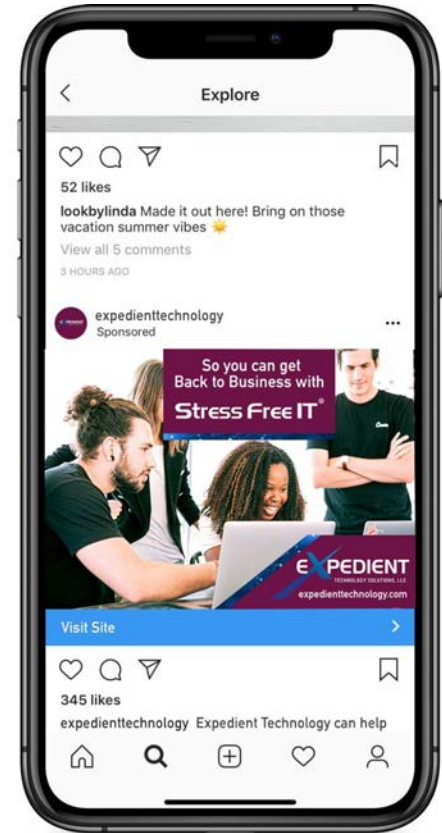
**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC



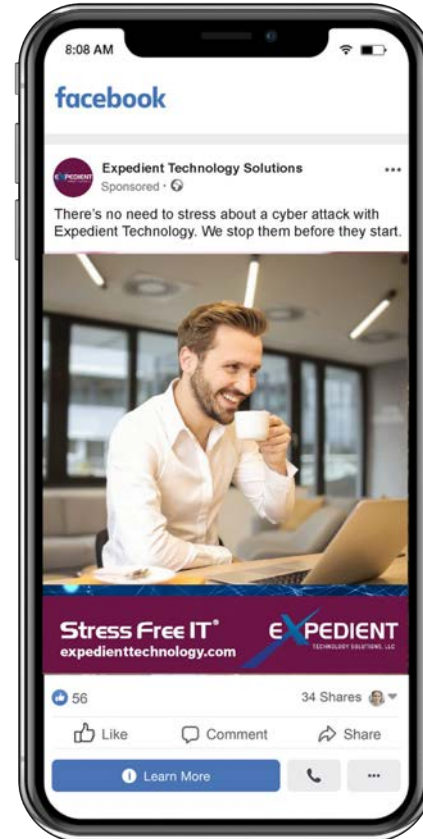
- Business magazine
- Wired
- Forbes
- Fortune
- Healthcare magazine
- Health Business
- Modern Healthcare



# Instagram Ad



# Facebook Ad



# Trade Show Table



- Table and Banner showcase the brand and logo.
- Large enough for the attendees to catch it while walking around.
- Banner has a call to action with the QR code that takes you to the website.





# Trade Show Table



- Business cards are the easiest take-away for possible clients to reach out.

- Stickers are a freebie that includes the website and phone number small enough to not disturb the main design.



# Conclusion

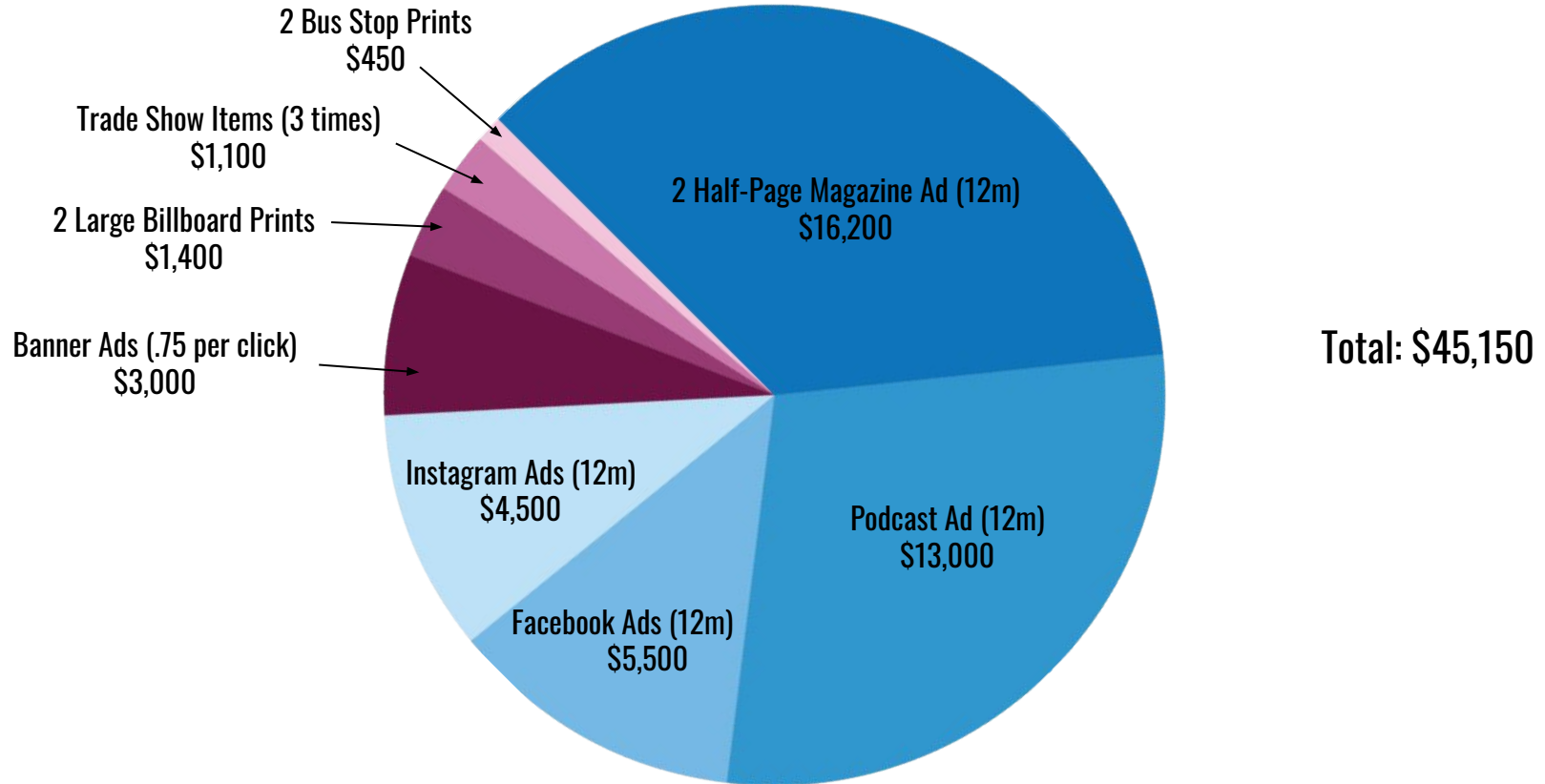
# Conclusion



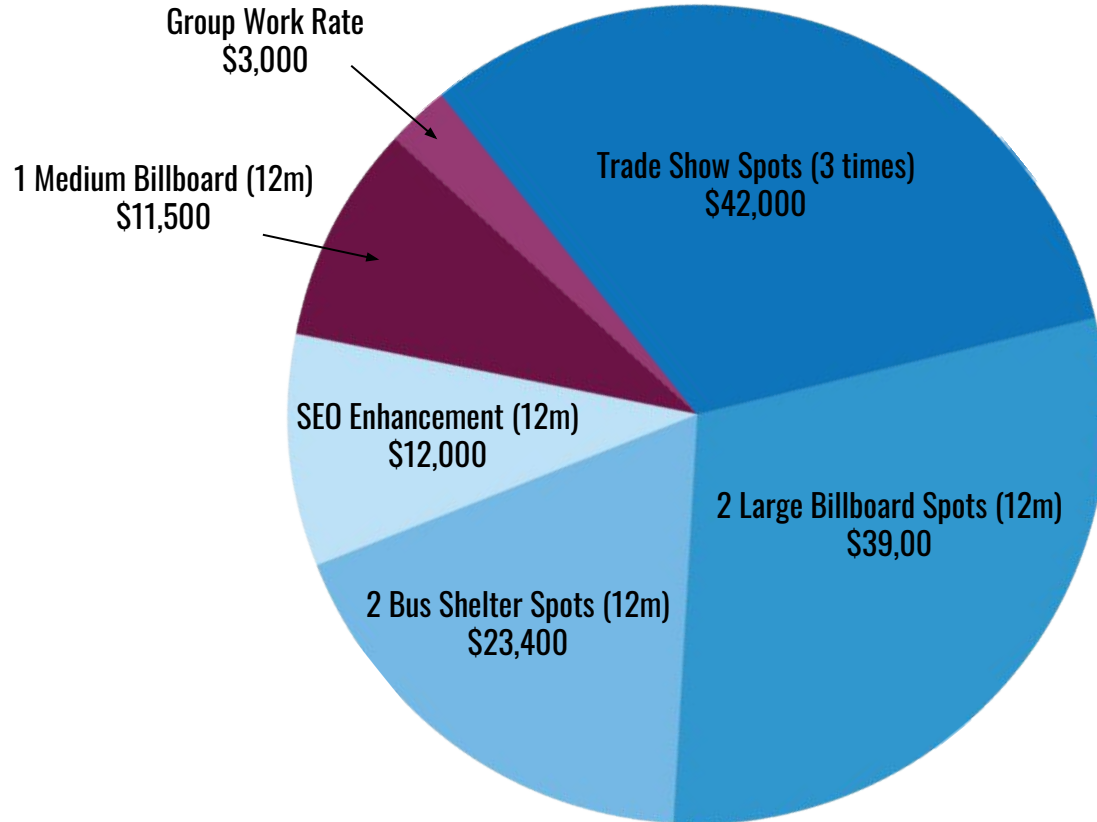
- The updated color palette and design creates a more recognizable and unique brand
- The more people-forward appearance helps clients and potential job applicants feel connected to the company
- The warmer appearance, increased social media presence, and physical ads will bring more attention and leads to the company

**Budget**

# Paid Media Budget



# Agency Services Budget



**Total: \$130,900**