Expedient Technology Solutions

Brand Development/Digital Marketing Initiative

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Background

Starting in 2004, Expedient Technology Solutions (ETS) is a Managed IT service Provider (MSSP/MSP) focused in Cybersecurity. Based in the greater Dayton/Cincinnati region, ETS focuses on both their employees & their clients to reshape the IT experience.

Providing the highest levels of client service while maintaining an enjoyable & collaborative working atmosphere, ETS uses strategic plans to utilize technology to enhance their organizations & delivery of Stress Free IT.

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC

Unique selling proposition (USP): Why is ETS Special?

Expedient Technology Solution's USP is their **"service first"** culture - delivering clients a service, plan, & stress-free IT experience.

Goals

- Establish **brand recognition**
- Establish **trust**
- Attract **more leads**
- Elevate **brand image**
- **Attract** 5 qualified **IT service professionals** to book interviews each month
- Build the **strategic marketing & sales tools** necessary to **reduce** the **loss** of current customers & to **attract, nurture, & close 10% new business**.

Who to Attract

- Healthcare organizations/banks/govt contractors required to have a CMMC compliance
- Office managers
- IT managers/team members
- C suite executives
- Other advanced professionals

Touchpoints

- Website & social media (update)
- Online banner ads (larger audience)
- Billboards (local)
- SEO: search engine optimization (relevancy)
- Radio & YouTube ads (local + reach)
- Merchandise (word of mouth)

Tone of Voice

Current brand personality:

- Masculine
- Unenthusiastic
- Cold
- Impersonal
- Dated
- Dull

Desired brand personality:

- Knowledgeable
- Committed
- Responsive
- Progressive
- People-oriented
- Thought leaders
- Trustworthy

Budget

- $48,000 annual budget for paid media
- $125,000 annual for agency services
- Outside expenses (not including media) are additional

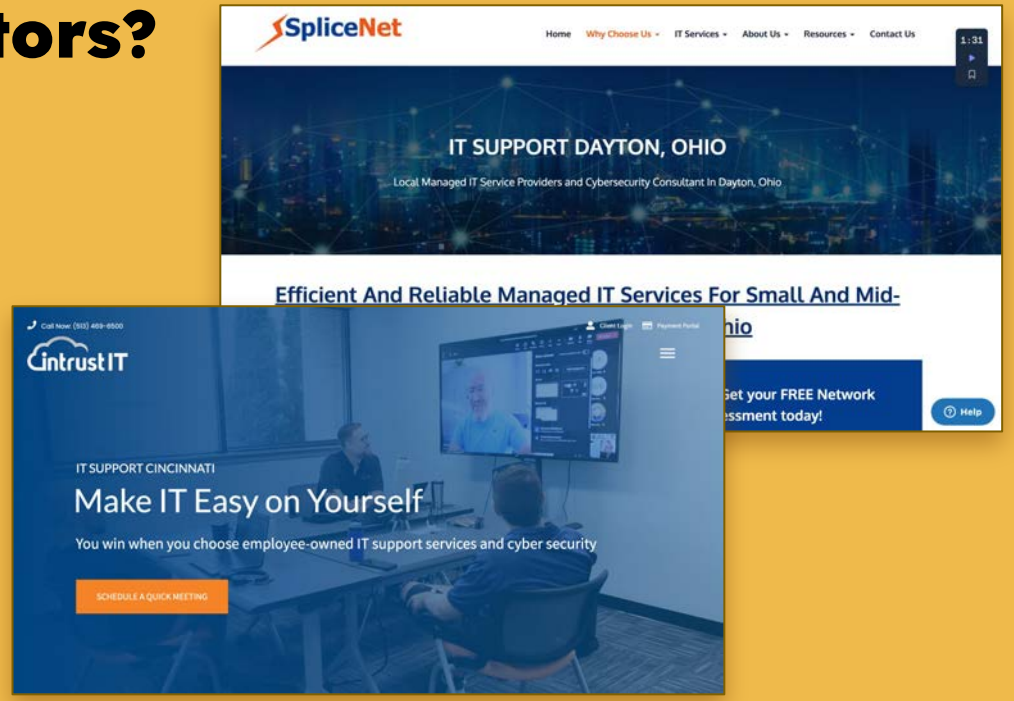
**Budget will be covered at end of presentation*

How is ETS positioned compared to competitors?

- Intrust IT
- Datayard IT
- Splicenet

Competitors:

- SEO lead
- Appear on review websites
- Mostly blue color palettes



Our Strategy

- **Adding color**
  - Yellow- Optimism, energy, friendliness
  - Gold- Success, knowledge
- **People-forward brand identity**
  - Jake from State Farm, Allstate's Mayhem
  - "Our people get your people"
- **Protection**
  - Pop culture references
  - Associating Expedient Technology Solutions with recognizable protective figures

Brian

- Employee at ETS
- Relatable
- Someone you want to work with
- Protector of company data

Brian

Protectors Associated with Brian Through *Parody:*

- Captain Kirk
- Link
- Mystery Inc.
- Power Rangers
- Gandalf
- Luke Skywalker

Brian is:

- Relatable
- Professional
- Fun
- Reliable & knowledgeable

Brian's Got Your Back.

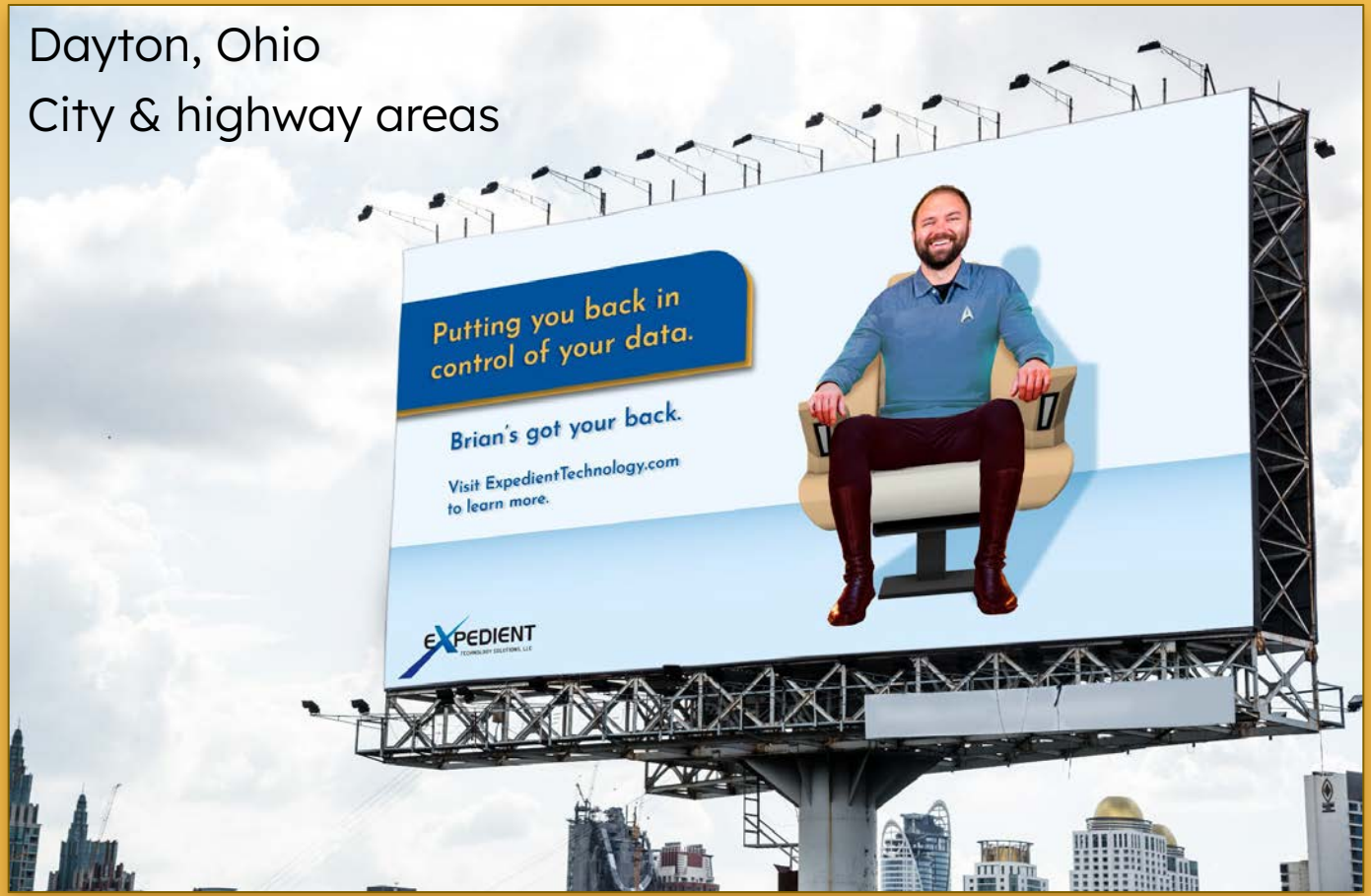
Dayton, Ohio

City & highway areas

Touchpoints/Billboards

Dayton, Ohio

City & highway areas

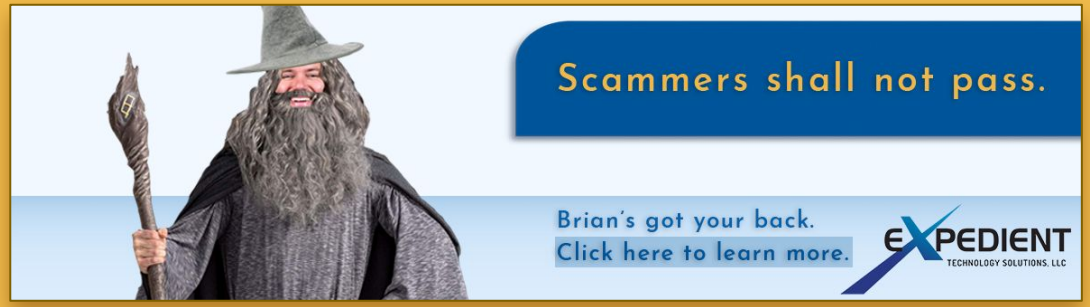


Touchpoints/Billboards

Dayton, Ohio

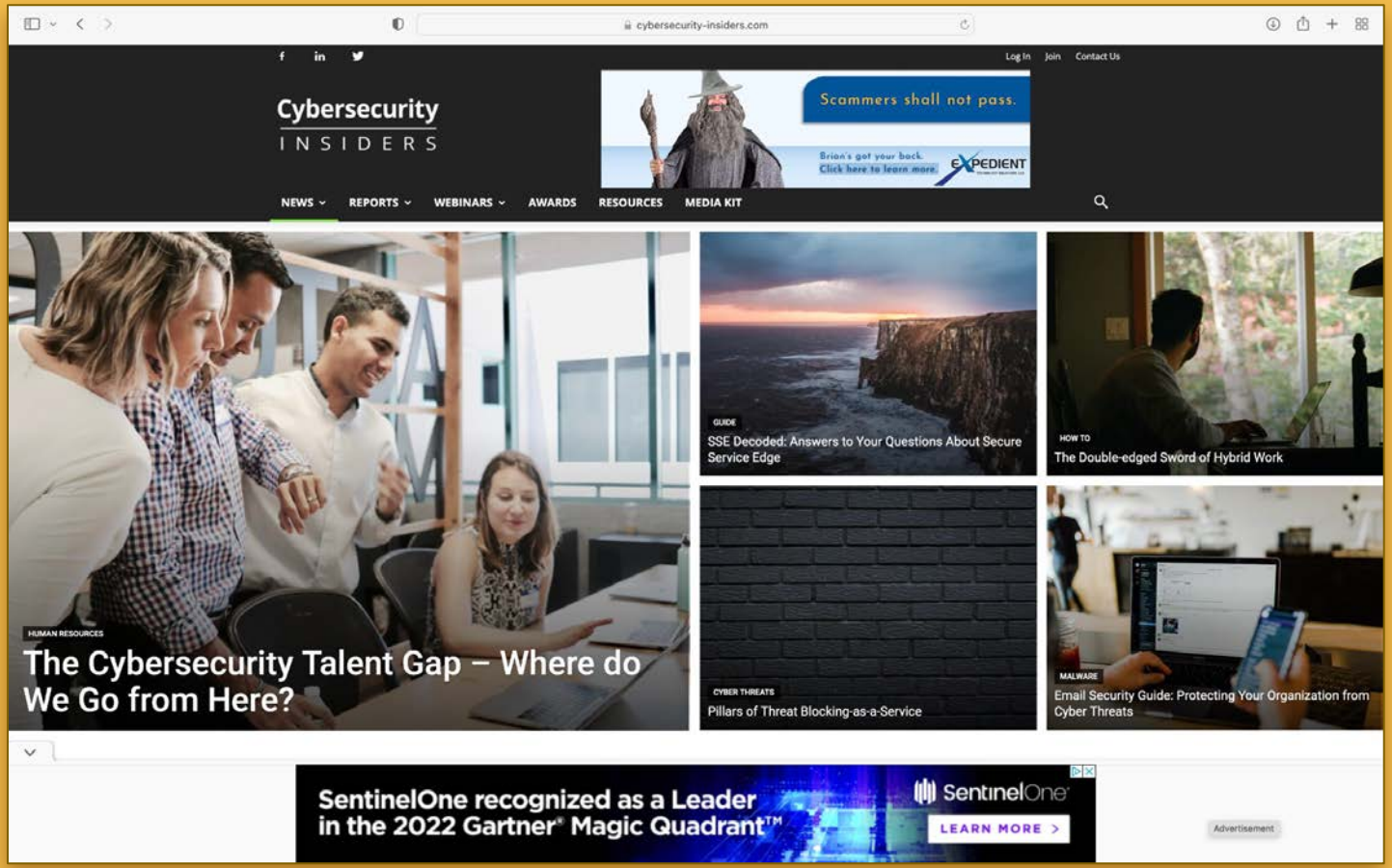
City & highway areas

Touchpoints/Billboards

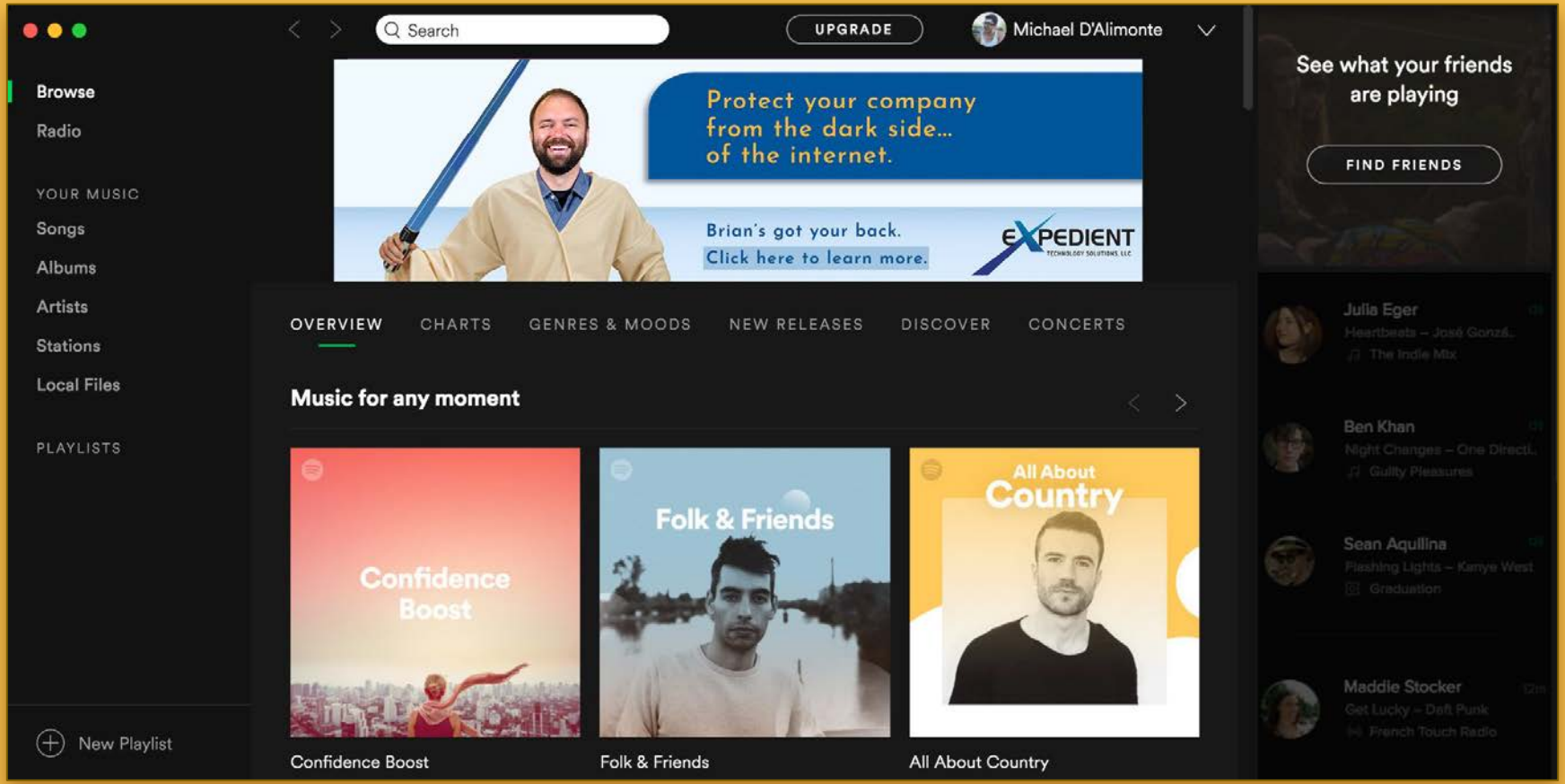


Websites

- Cybersecurity Insider
- Spotify
- Bloomberg
- Business Insider
- Forbes
- The Economic Times



Touchpoints/Digital Advertisements



Touchpoints/Digital Advertisements

Trade Show Example

- Ohio Tech Summit
- Exhibit Innovation & Impact Conference
- B2B Expo & Trade Show
- CBAO Convention & Trade Show

Touchpoints/Expo Table

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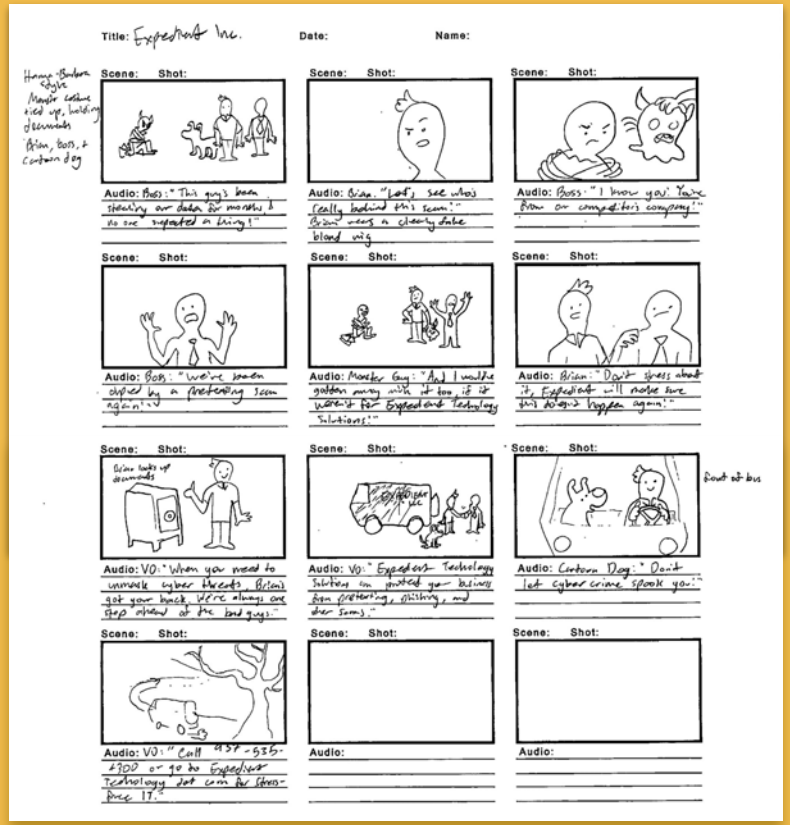
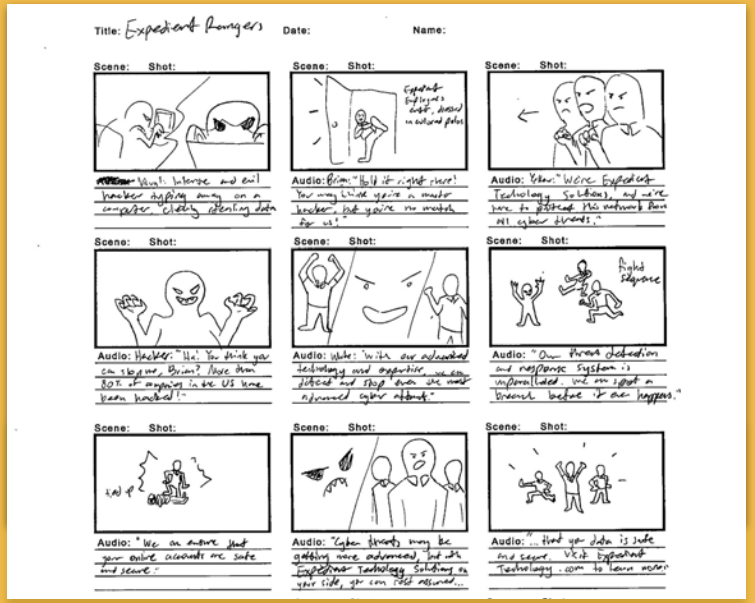
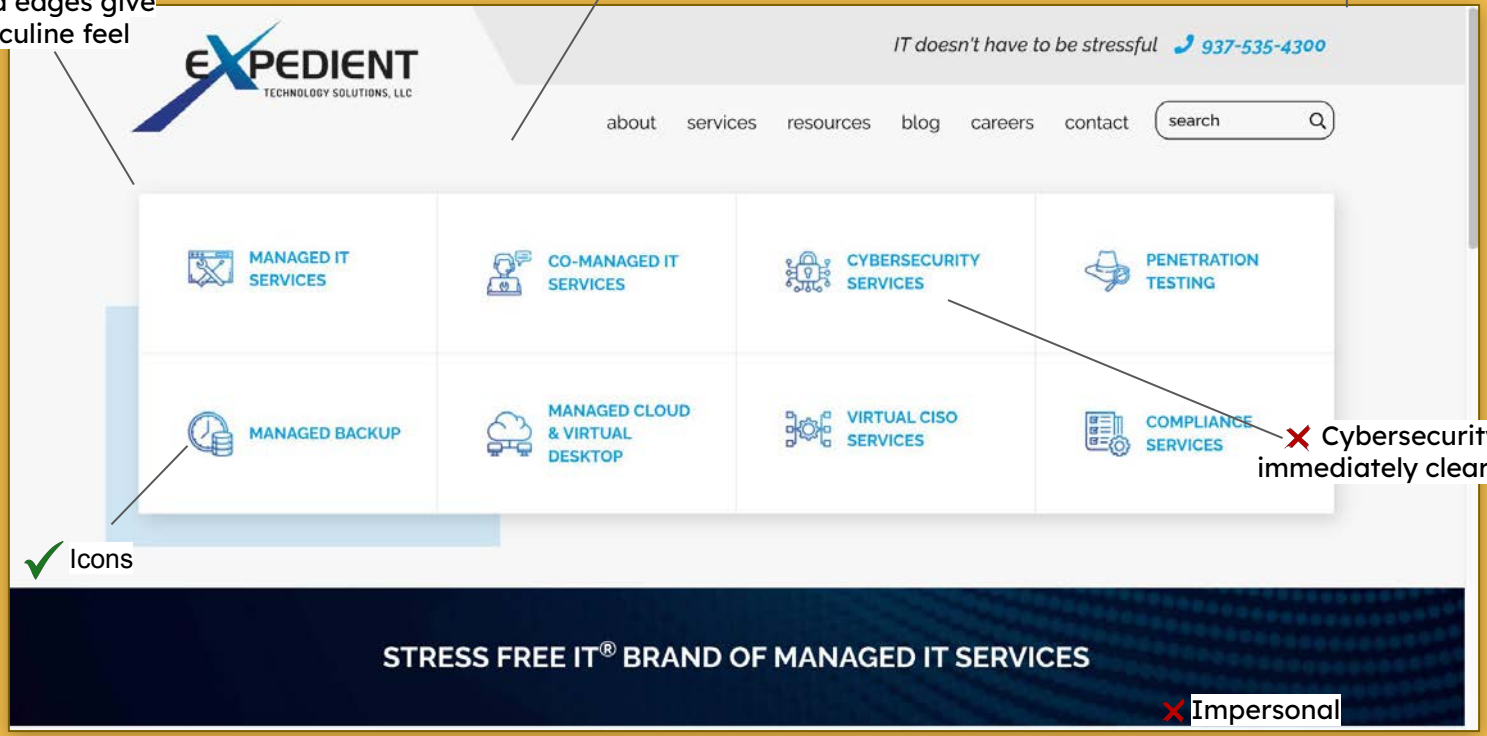




Placed on technology & business-forward categories on YouTube

YouTube Advertisements

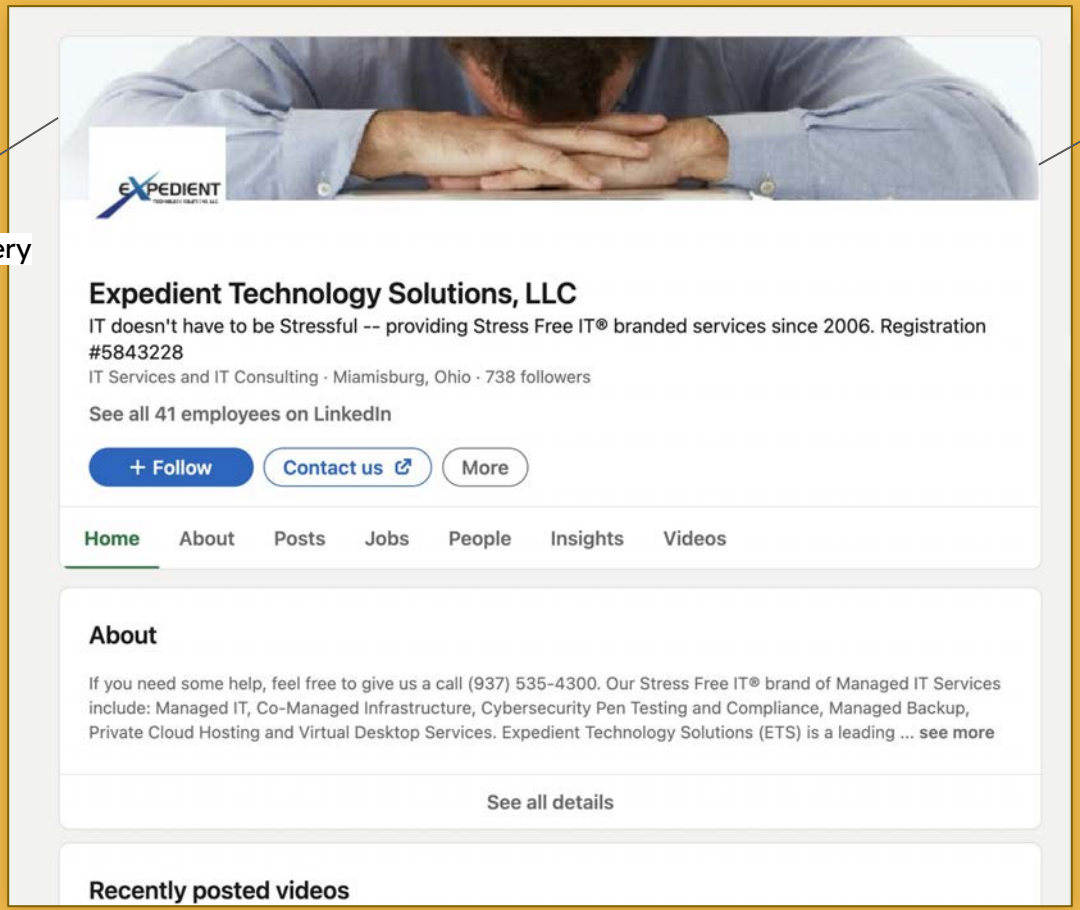
Touchpoints/Current Website Homepage



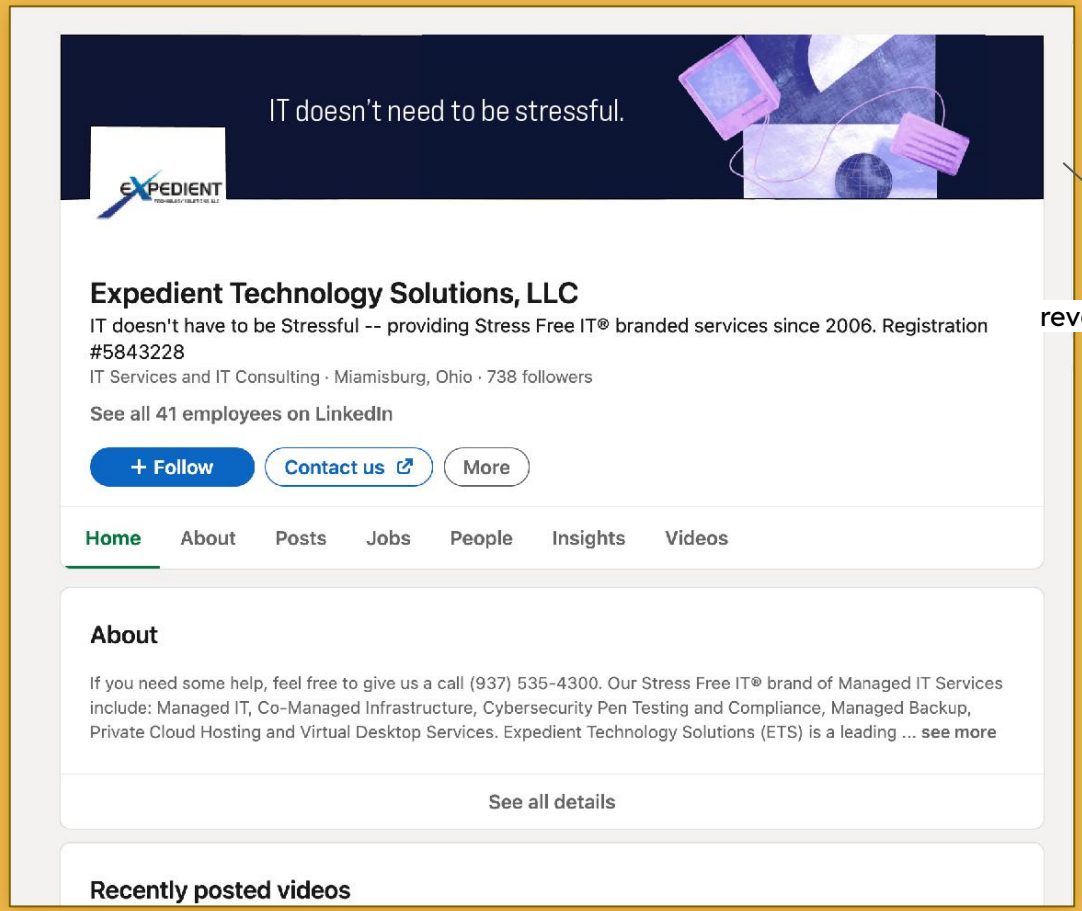
Touchpoints/Updated Website Homepage

Impersonal imagery

Depicts feelings of disappointment



Touchpoints/Current LinkedIn



Callback to revamped website

Touchpoints/Updated LinkedIn

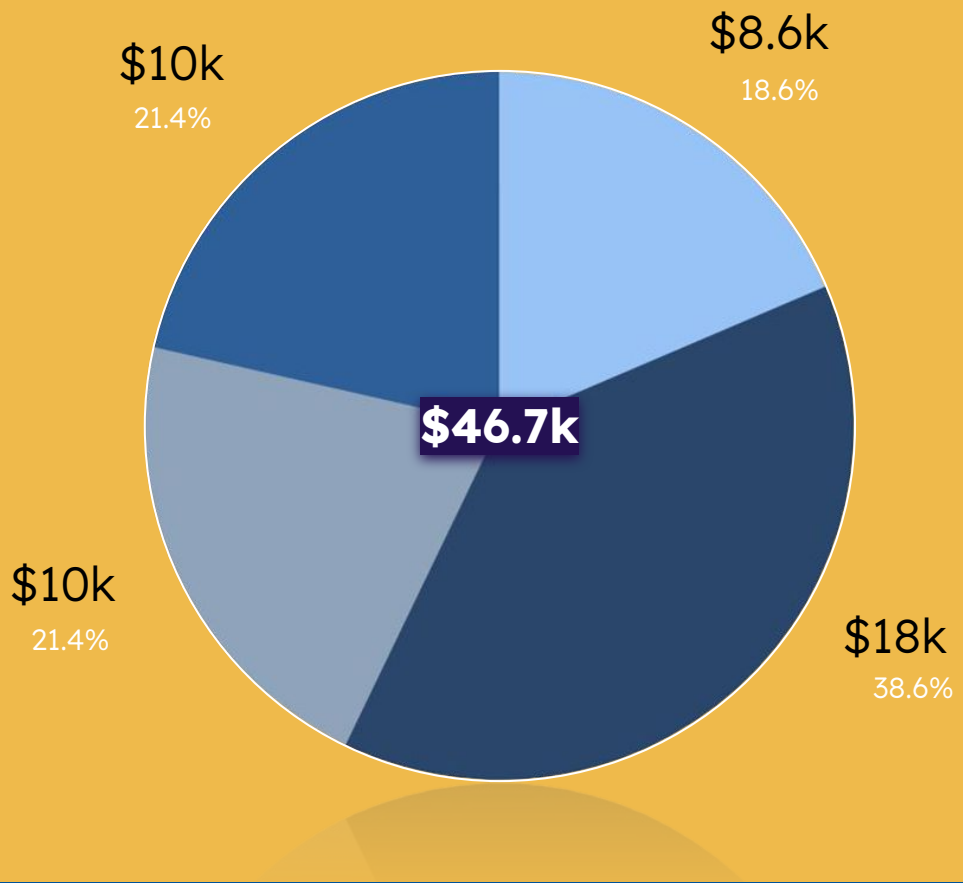
Touchpoints/Facebook

Touchpoints/Facebook

Accomplishments

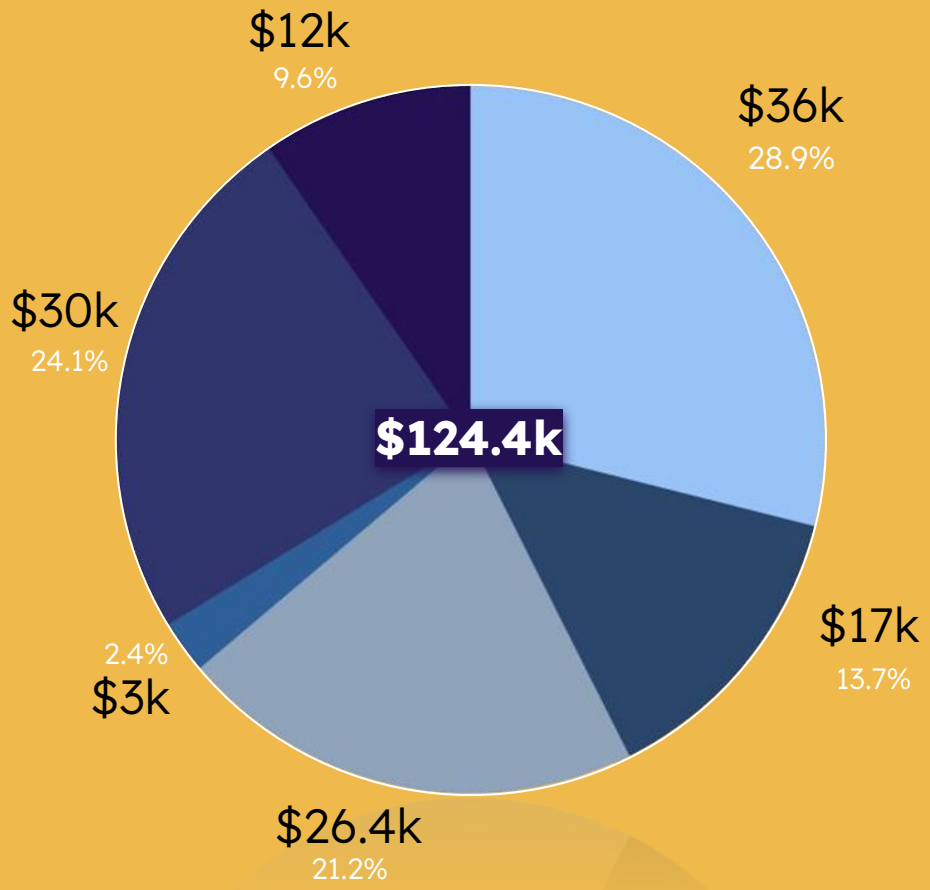
- Created **brand recognition** & elevated brand image through consistent advertising material
- Established **trust** with additional colors & new imagery
- Attract **more leads** with merchandise & unique advertising approach
- Built the **strategic marketing & sales tools** necessary to **reduce** the loss of current customers & to **attract, nurture, & close 10% new business**.

- “Brian”
- Google Advertising: Banner Ads
- Youtube Ads
- Trade Shows



Budget Breakdown/Paid Media

- Video Ad Production
- Onefire Marketing & Design
- Studio Photography
- Billboards
- Website & UI/UX Designers
- SEO



Budget Breakdown/Agency Services