

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.



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.**

Objective

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



Target Audience

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

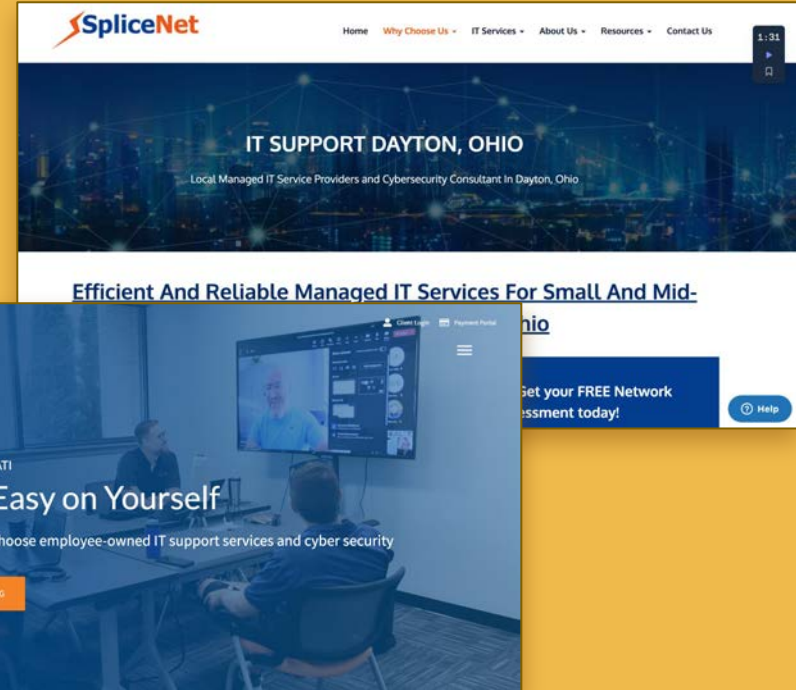
**Budget will be covered at end of presentation*

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

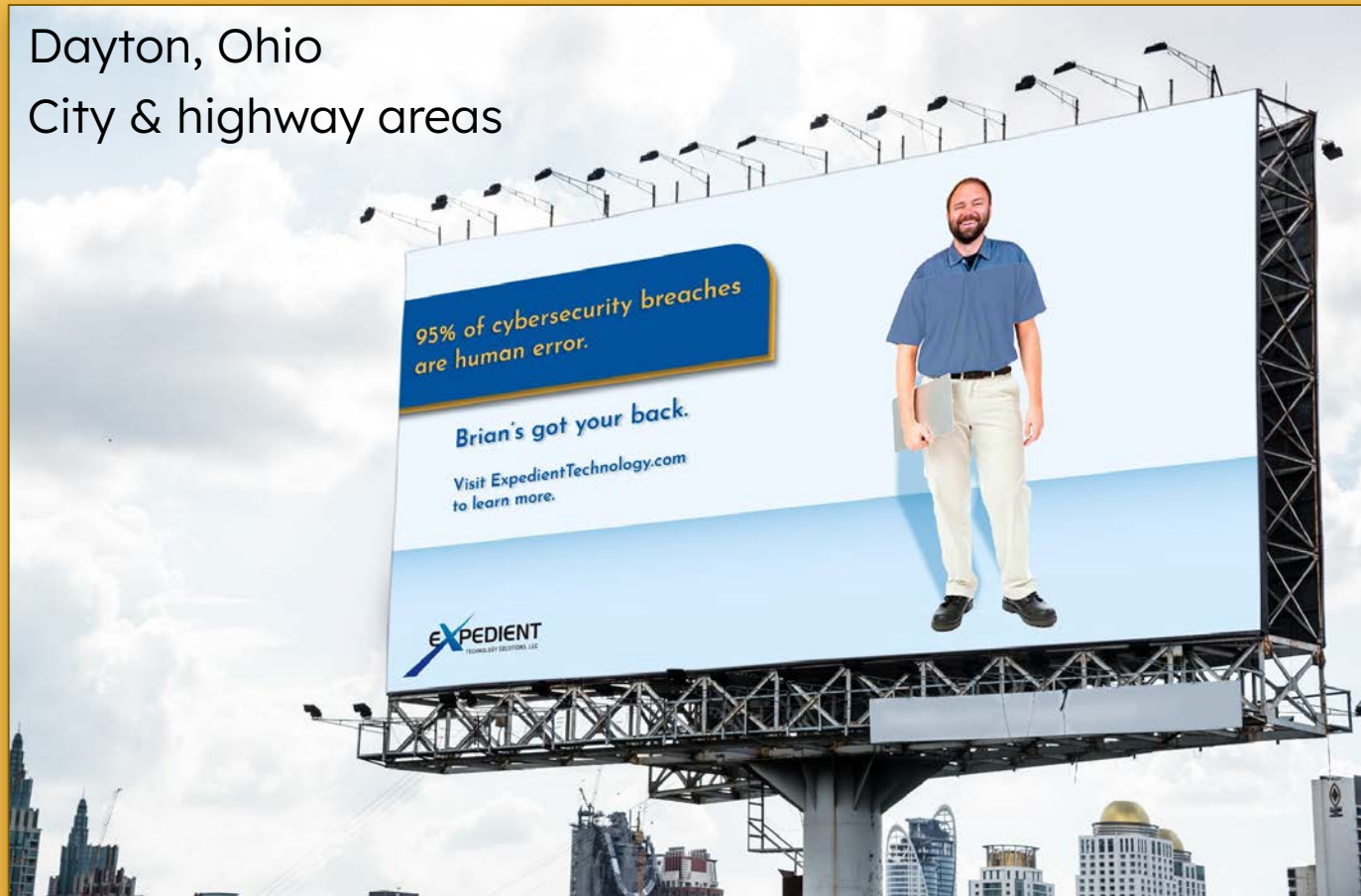
Brian is:

- Relatable
- Professional
- Fun
- Reliable & knowledgeable



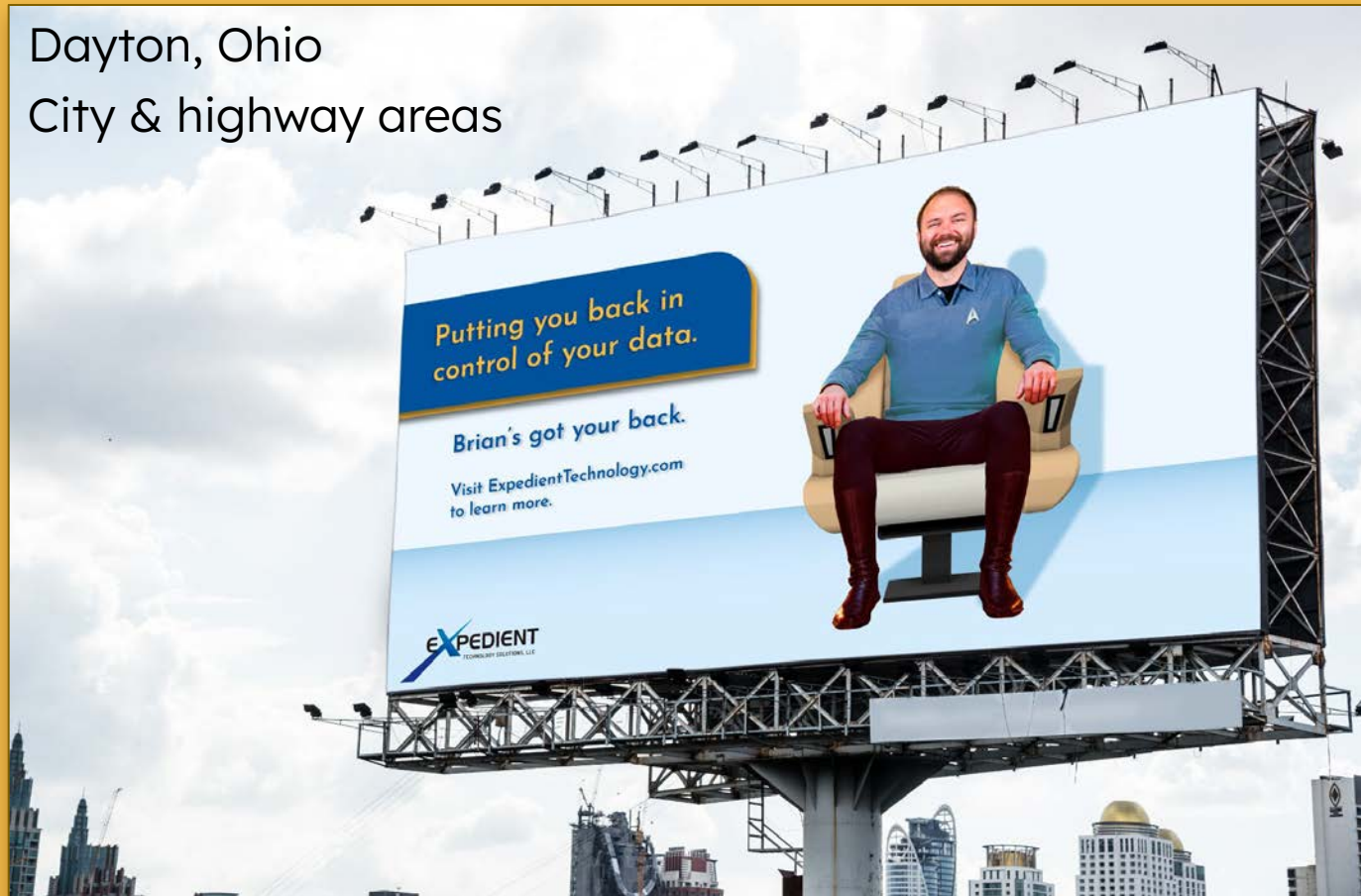
**Brian's
Got
Your
Back.**

Dayton, Ohio
City & highway areas



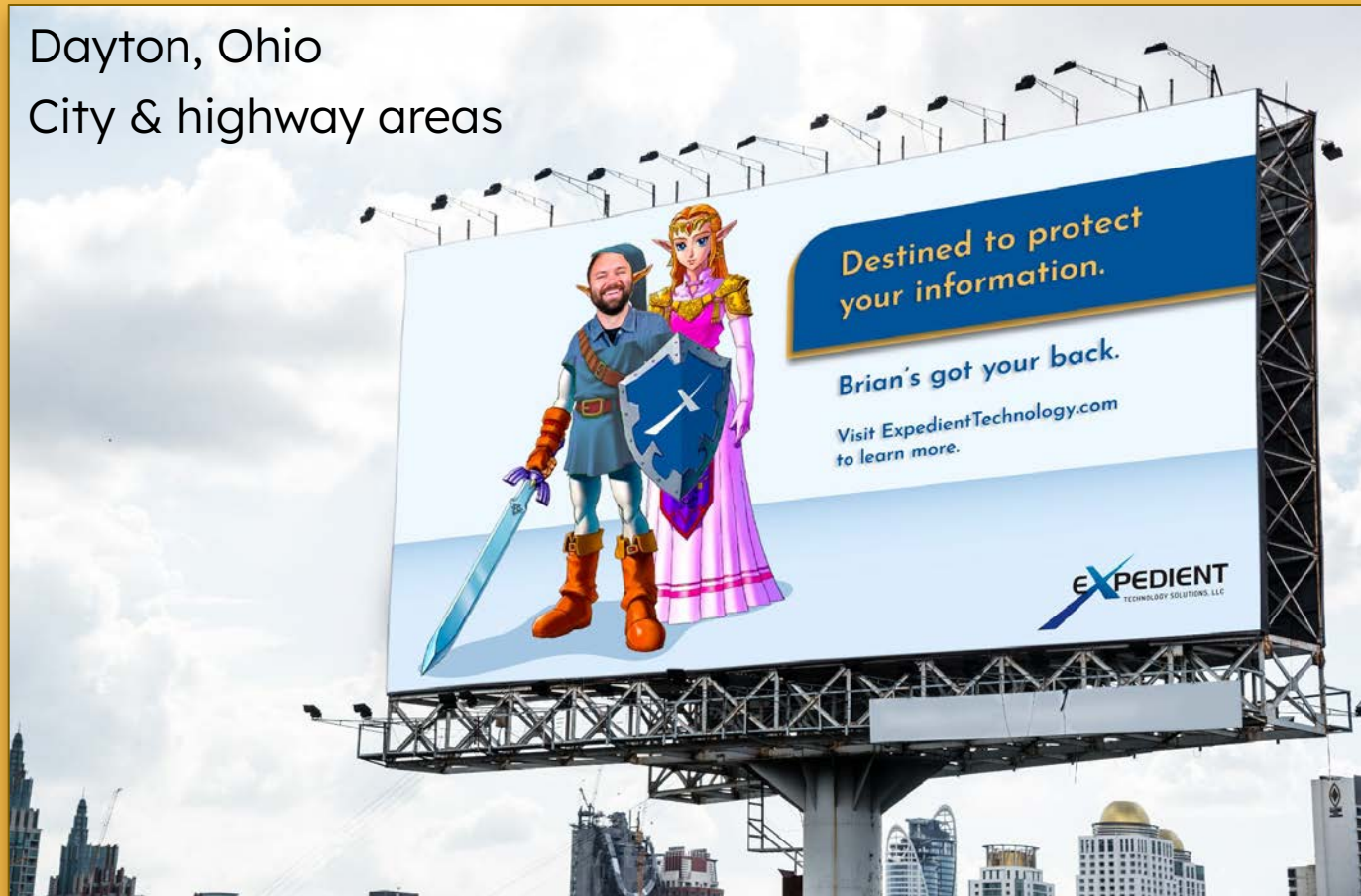
Touchpoints/Billboards

Dayton, Ohio
City & highway areas




Touchpoints/Billboards

Dayton, Ohio
City & highway areas



Touchpoints/Billboards



Scammers shall not pass.

Brian's got your back.
[Click here to learn more.](#)

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC



Protect your company
from the dark side...
of the internet.

Brian's got your back.
[Click here to learn more.](#)

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC

Websites

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

cybersecurity-insiders.com

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HUMAN RESOURCES
The Cybersecurity Talent Gap – Where do We Go from Here?

GUIDE
SSE Decoded: Answers to Your Questions About Secure Service Edge

HOW TO
The Double-edged Sword of Hybrid Work

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Advertisement

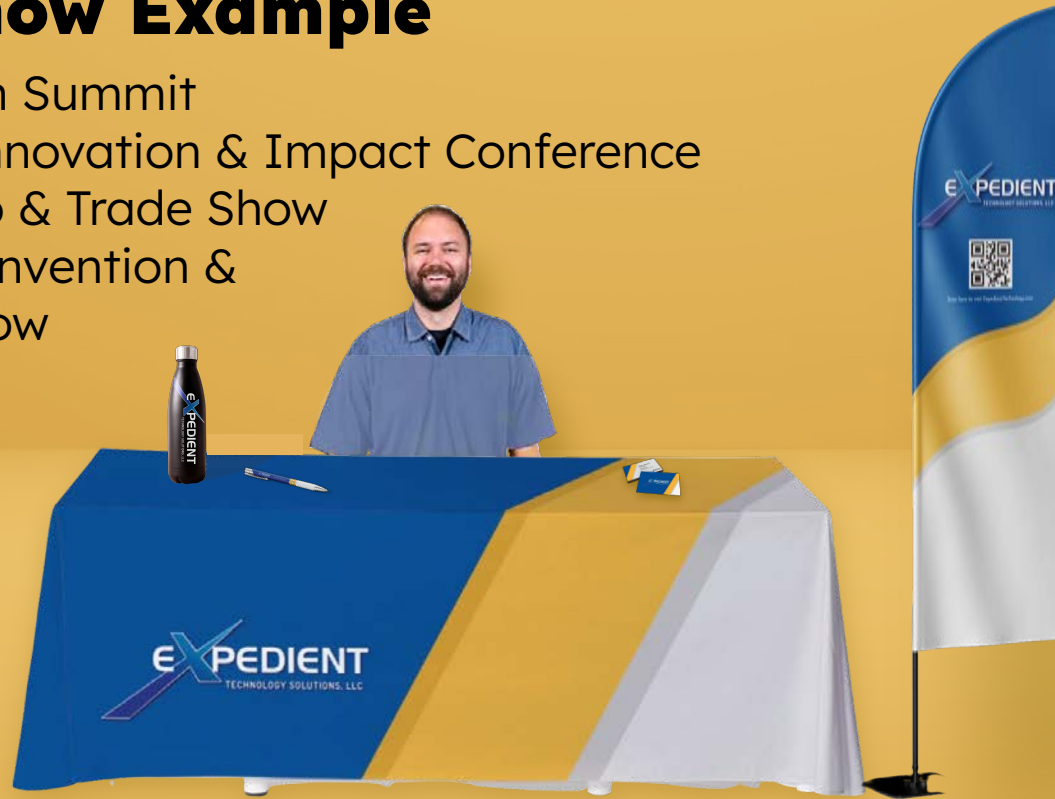
Touchpoints/Digital Advertisements

The screenshot displays the Spotify desktop application interface. At the top, there is a navigation bar with a search bar, an 'UPGRADE' button, and a user profile for Michael D'Alimonte. Below the navigation bar, a large banner advertisement for Expedient is featured, showing a man holding a blue umbrella and the text 'Protect your company from the dark side... of the internet.' and 'Brian's got your back. Click here to learn more.' The left sidebar contains navigation options: 'Browse', 'Radio', 'YOUR MUSIC' (with sub-items 'Songs', 'Albums', 'Artists', 'Stations', 'Local Files'), and 'PLAYLISTS' (with a 'New Playlist' button). The main content area shows a 'Music for any moment' section with three recommended playlists: 'Confidence Boost', 'Folk & Friends', and 'All About Country'. On the right, a 'See what your friends are playing' section includes a 'FIND FRIENDS' button and a list of friends' activity, such as 'Julia Eger' listening to 'Heartbeats' and 'The Indie Mix'.

Touchpoints/Digital Advertisements

Trade Show Example

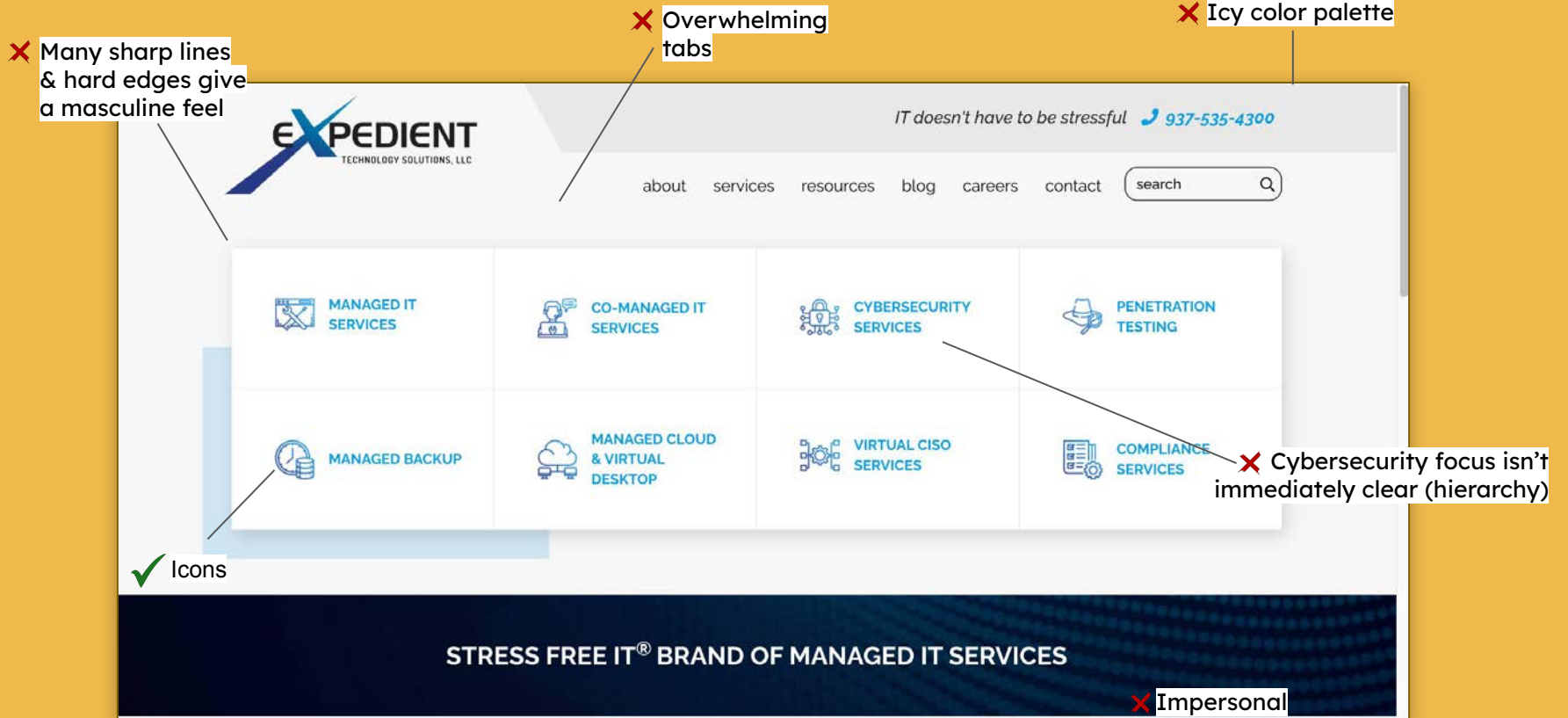
- Ohio Tech Summit
- Exhibit Innovation & Impact Conference
- B2B Expo & Trade Show
- CBAO Convention & Trade Show



Touchpoints/Expo Table



Touchpoints/Expo Table



Touchpoints/Current Website Homepage



Touchpoints/Updated Website Homepage



Depicts feelings of disappointment

Impersonal imagery



Expedient Technology Solutions, LLC

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

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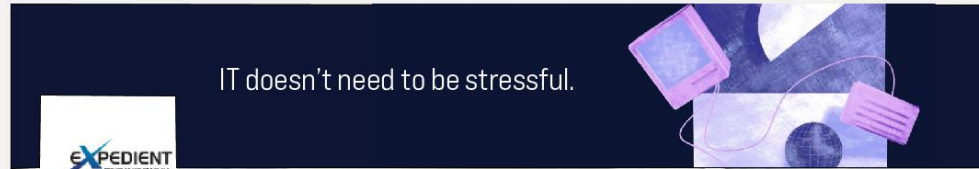
About

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 Solutions (ETS) is a leading ... [see more](#)

[See all details](#)

Recently posted videos

Touchpoints/Current LinkedIn



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Recently posted videos

Callback to
revamped website

Touchpoints/Updated LinkedIn



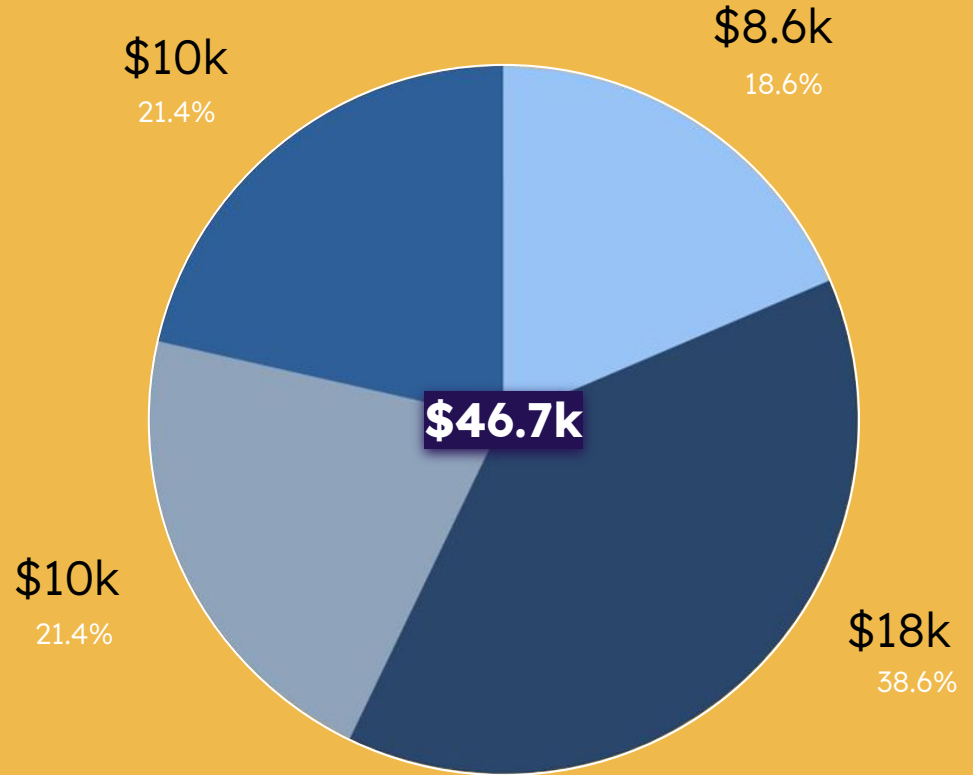
Touchpoints/Facebook



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



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

