



Brand Development/ Digital Marketing Initiative

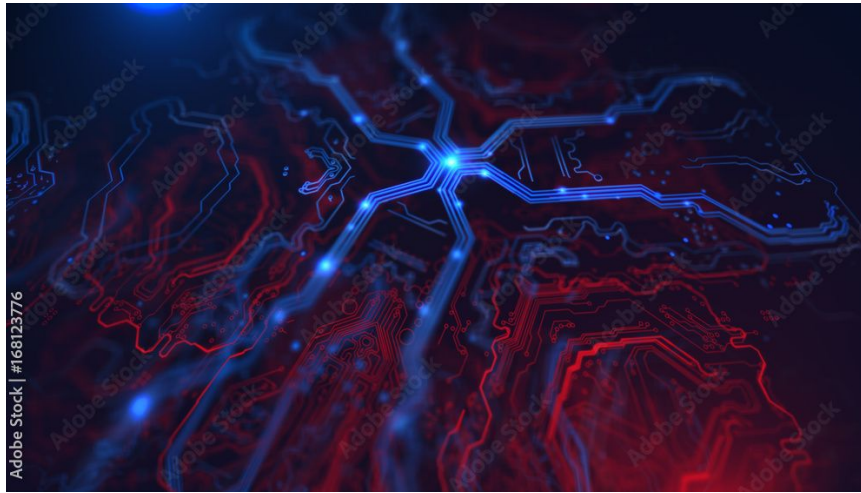
By: Claire, Gavin, & Hallie

WHAT NEEDS TO HAPPEN?

- Build a strategic marketing and sales tools necessary to reduce the loss of current customers
- Need to **attract**, **nurture**, and **increase** business by **10%**

- Healthcare organizations
- Banks
- 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

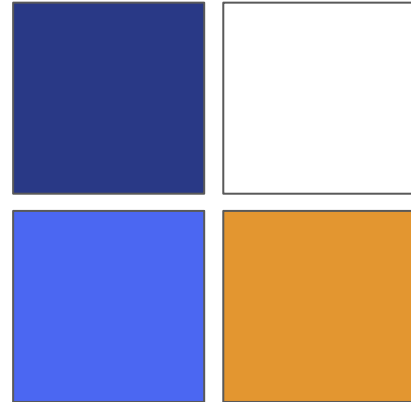




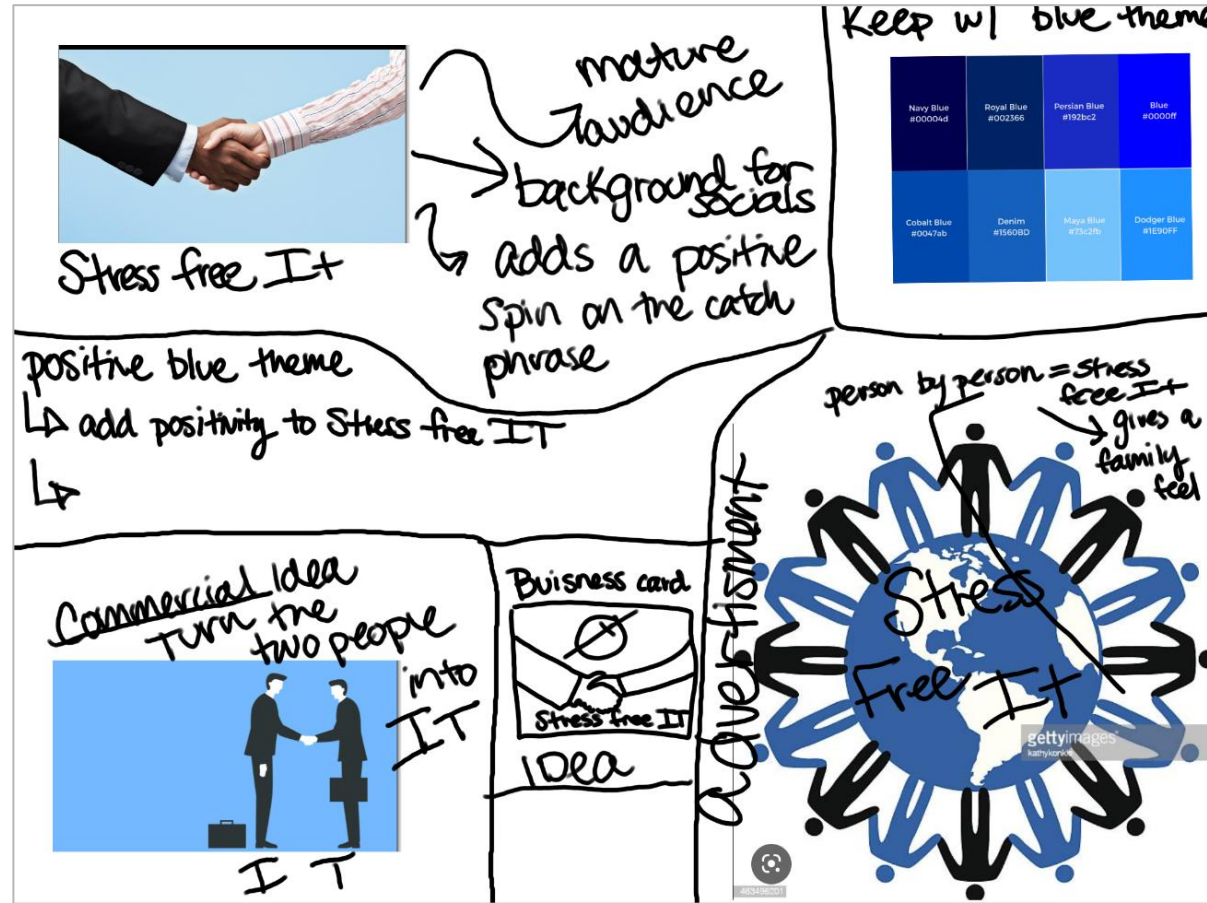
Azo Sans Regular - ABC abc 123

Azo Sans Medium - ABC abc 123

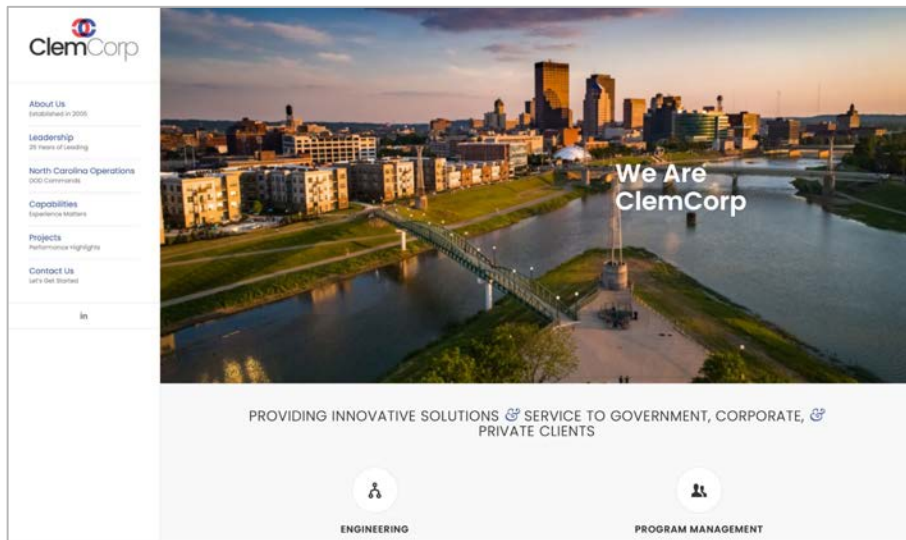
Azo Sans Bold - ABC abc 123



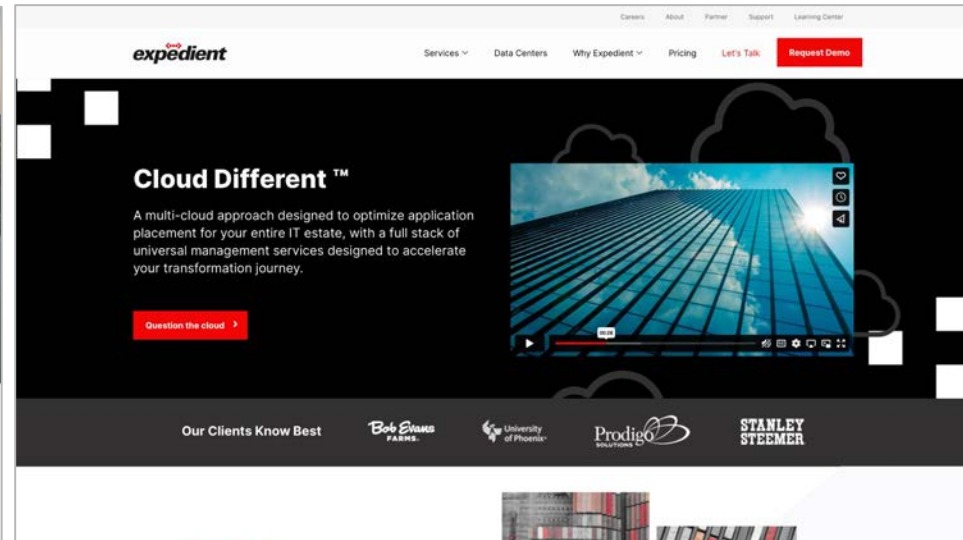
- “Protection”
- Team/community based
- “Personalized protection for your cybersecurity needs”



- “Personalized protection for your cybersecurity needs”
- Most companies in the IT industry say they provide a personalized service but their bland and impersonal brand imagery contradicts this
- Businesses are the Clients, however people make the decisions



ClemCorp



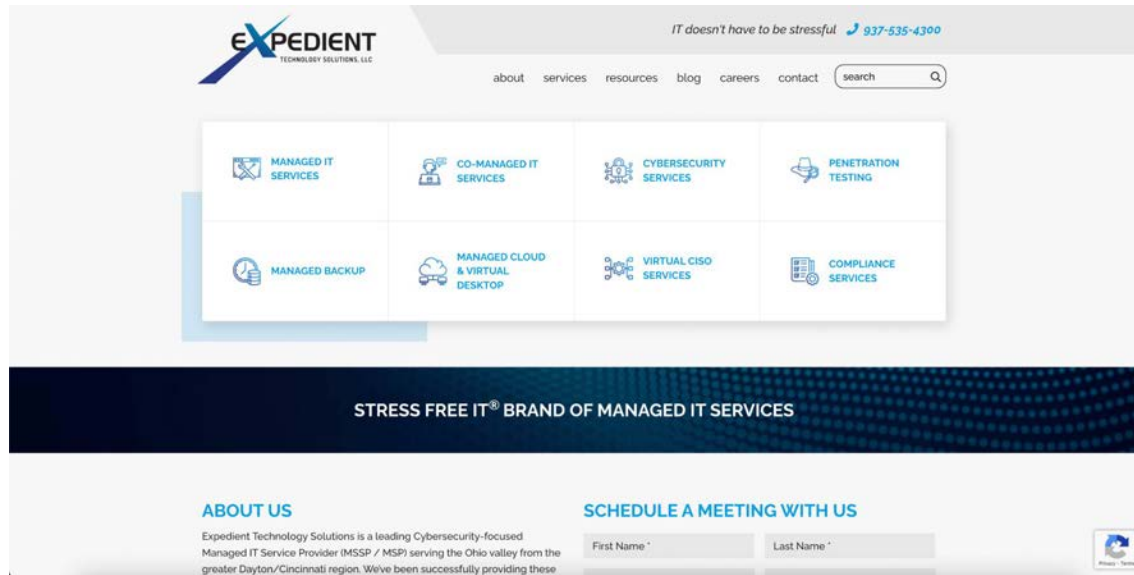
Expedient data centers

- Displaying individual personal interactions between employees and clients illustrates an environment that both clients and prospective employees find appealing.
- Actually showing and not just talking about a personal level of service across all touchpoints builds trust with the audience
- Position Expedient as the IT service provider people WANT to work with



PERSONALIZATION

- Overwhelming amount of initial options
- Mixed visual hierarchy
- Header is stuck to top
- Monochromatic design
- Confusing, repetitive footer
- No personal touch



Homepage



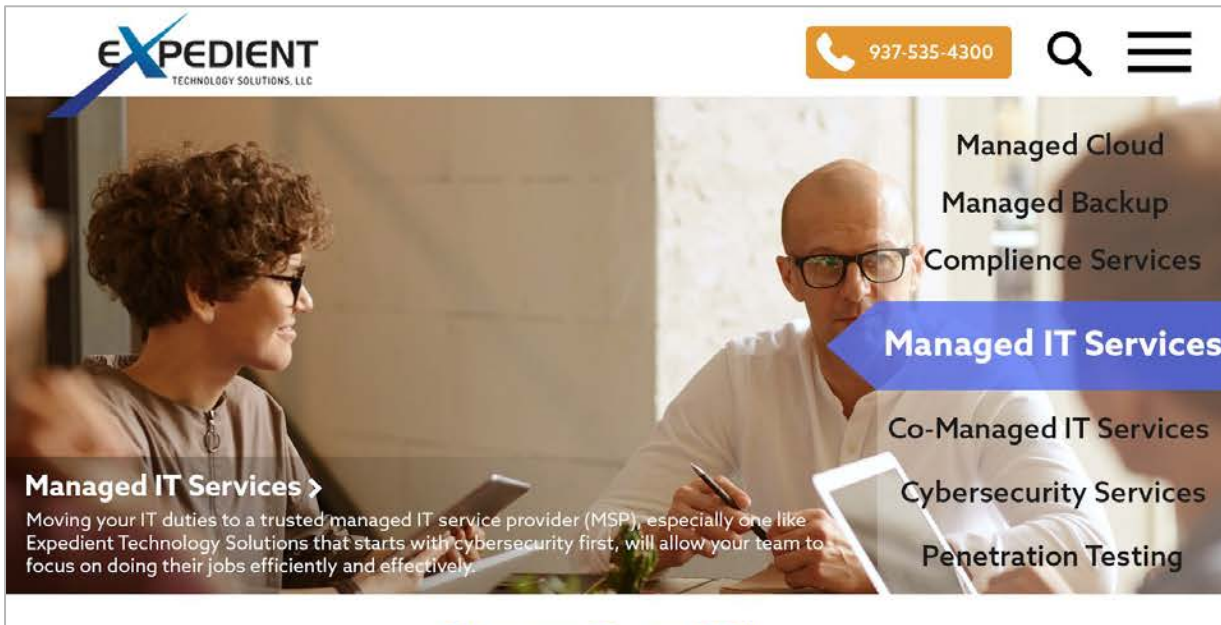
Footer

- Distinct 3 Section design
- Complimentary orange
- Content introduced and delivered the visitor's desired pace
- Strong visual hierarchy at page and site level

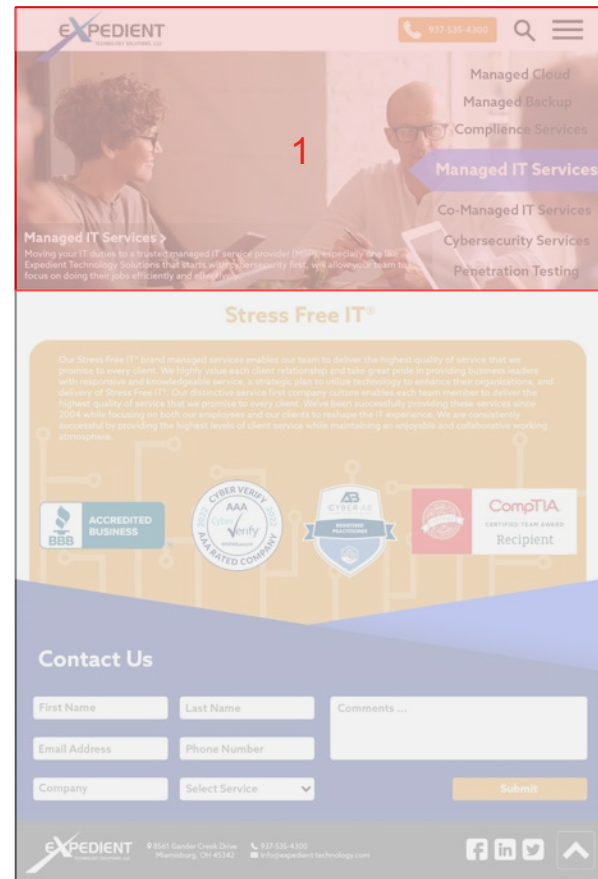


PERSONALIZATION

Section 1: Intro



- Simplified Header
- Services reemphasized
- Pictures of human client interaction



Section 2: Info

Stress Free IT®

Our Stress Free IT® brand managed services enables our team to deliver the highest quality of service that we promise to every client. We highly value each client relationship and take great pride in providing business leaders with responsive and knowledgeable service, a strategic plan to utilize technology to enhance their organizations, and delivery of Stress Free IT®. Our distinctive service first company culture enables each team member to deliver the highest quality of service that we promise to every client. We've been successfully providing these services since 2004 while focusing on both our employees and our clients to reshape the IT experience. We are consistently successful by providing the highest levels of client service while maintaining an enjoyable and collaborative working atmosphere.

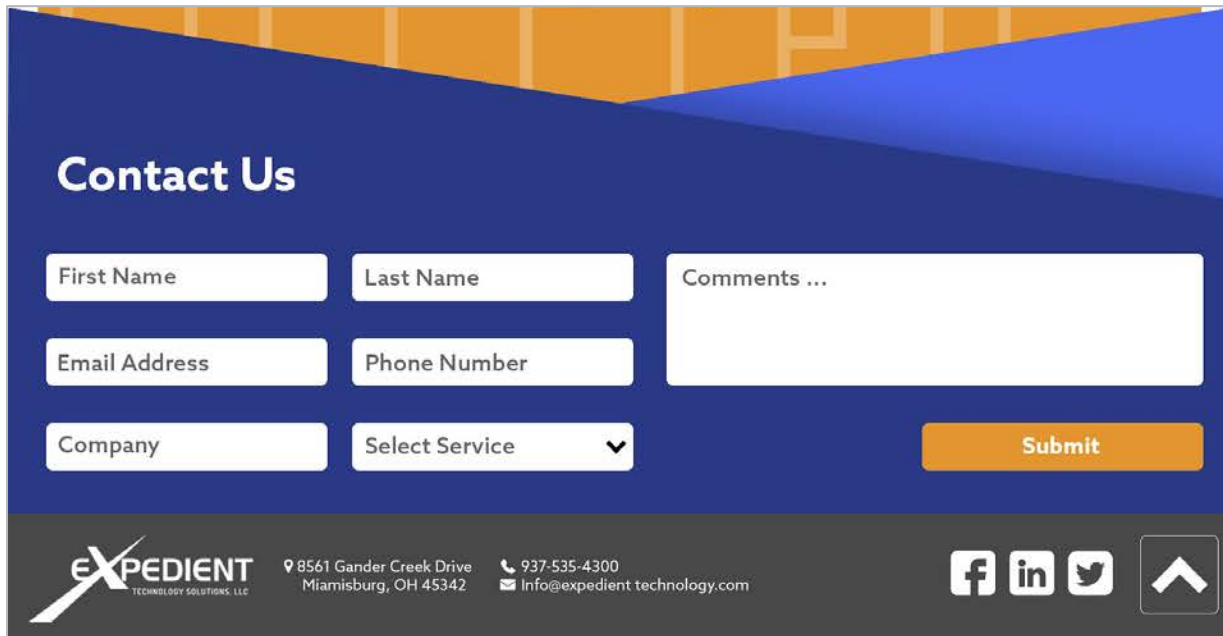


CompTIA
CERTIFIED TEAM AWARD
Recipient

- Color Contrast
- Certifications on display
- Provides context for new visitors



Section 3: Closing



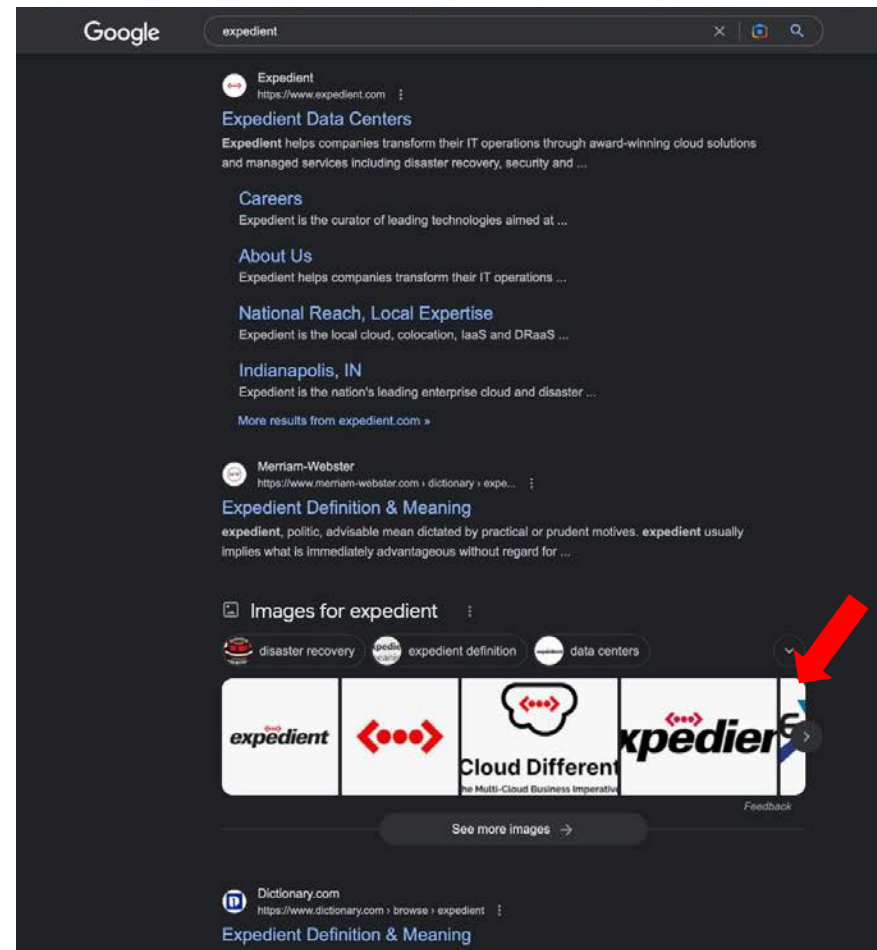
The original website contact form features a dark blue header with a white 'Contact Us' title. Below the title are input fields for 'First Name', 'Last Name', 'Email Address', 'Phone Number', and 'Company'. A 'Comments ...' text area is positioned to the right of the 'Last Name' and 'Phone Number' fields. A 'Select Service' dropdown menu is located below the 'Company' field. An orange 'Submit' button is centered at the bottom of the form. The footer includes the EXPEDIENT logo, address (8561 Gander Creek Drive, Miamisburg, OH 45342), phone number (937-535-4300), email (Info@expedient technology.com), and social media icons for Facebook, LinkedIn, Twitter, and a back-to-top arrow.

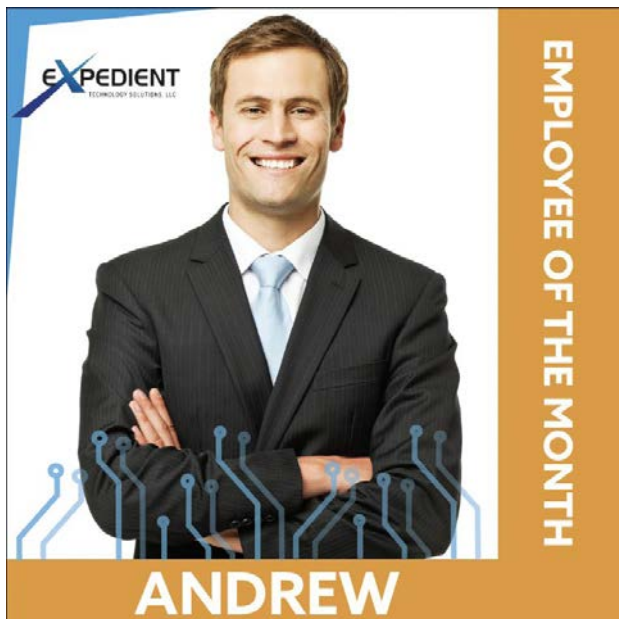
- Content divided by structure and color
- Consultation is the end result
- Simplified footer



The redesigned website contact form features a light purple header with a white 'Contact Us' title. Below the title are input fields for 'First Name', 'Last Name', 'Email Address', 'Phone Number', and 'Company'. A 'Comments ...' text area is positioned to the right of the 'Last Name' and 'Phone Number' fields. A 'Select Service' dropdown menu is located below the 'Company' field. An orange 'Submit' button is centered at the bottom of the form. The footer includes the EXPEDIENT logo, address (8561 Gander Creek Drive, Miamisburg, OH 45342), phone number (937-535-4300), email (Info@expedient technology.com), and social media icons for Facebook, LinkedIn, Twitter, and a back-to-top arrow. A red circle with the number '3' is placed over the 'Last Name' field.

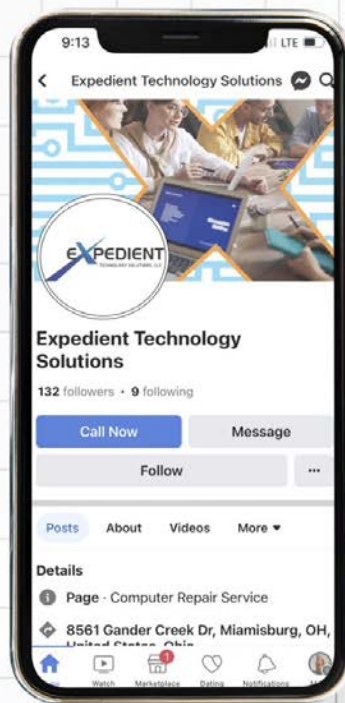
- Search Results
 - “Expedient”
 - 13th result (second page)
 - “Expedient IT”
 - 2nd result
 - “Expedient Security”
 - 9th result (second page)
 - “Expedient Tech”
 - 1st result
- Competitors appear first for majority of searches
- Name length disadvantage
- Ahrefs SEO has specific keyword tools to help boost search rankings





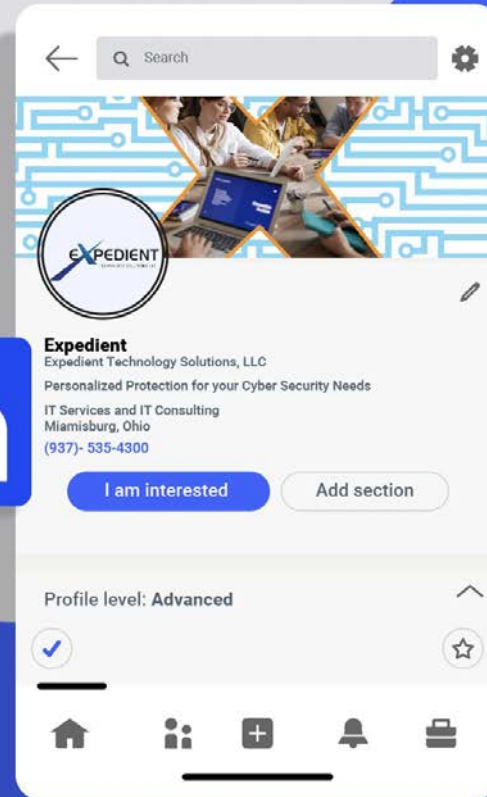
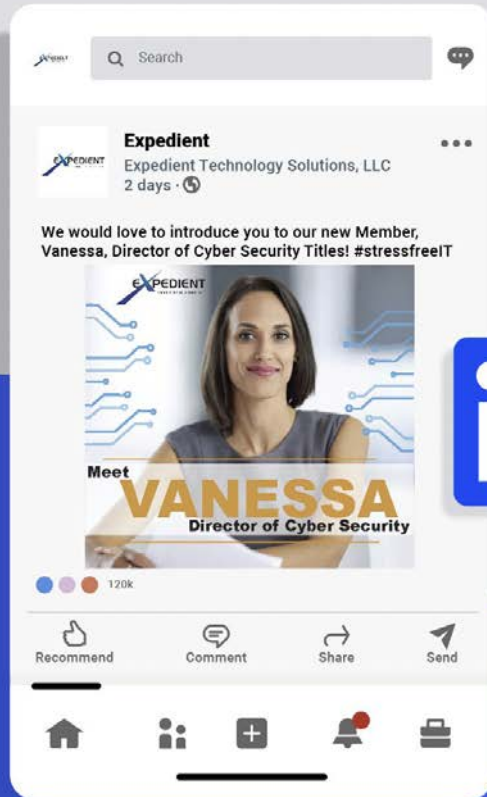
- Personalized posts
- Connect with the audience





twitter

facebook



Personalized Protection
for your Cybersecurity Needs

ISO 27001
Access2Business
CompTIA
Cybersecurity Institute
Cybersecurity Institute

[Click here to get a quote!](#)

EXPEDIENT
Cybersecurity Solutions LLC

- Keeping a constant layout design to build more brand recognition

The screenshot shows a web browser at the URL [techtarget.com/searchsecurity/news/36553543/Fortra-completes-GoAnywhere-MFT-investigation](https://www.techtarget.com/searchsecurity/news/36553543/Fortra-completes-GoAnywhere-MFT-investigation). The TechTarget navigation bar includes links for News, Features, Tips, Webinars, and More. The main content area on the left contains an article about Fortra's investigation into a GoAnywhere MFT breach. A vertical sidebar on the left has social media icons for Twitter, LinkedIn, Facebook, and Email. A large banner advertisement for EXPEDIENT is positioned in the center, featuring the text 'Personalized Protection for your Cybersecurity Needs' and 'Stress Free IT'. To the right of the banner, there are sections for 'Sponsored News' and 'Related Content'.

While fallout might continue, Fortra has completed its final investigation into the GoAnywhere managed file transfer breach that occurred earlier this year.

In January, threat actors exploited a zero-day vulnerability, now tracked as CVE-2023-0669, that affected Fortra's GoAnywhere MFT software. Cybersecurity reporter Brian Krebs publicly disclosed the critical remote code injection flaw on Feb. 2, but Fortra did not release a patch until Feb. 7. Subsequently, the Clop ransomware gang exploited a [high number of vulnerable enterprises](#).

Fortra published findings from the GoAnywhere MFT investigation with Palo Alto Networks' Unit 42 threat intelligence team in a [blog post](#) Monday. While the investigation summary did not reveal who was behind the attack or the scope -- despite significant fallout -- the software vendor did provide a timeline and actionable steps.

Fortra confirmed that the initial attack vector was the previously unknown vulnerability CVE-2023-0669, which attackers exploited to create user accounts in

EXPEDIENT
Personalized Protection for your Cybersecurity Needs
Stress Free IT
[Click here to get a quote!](#)

Sponsored News

- Defeating Ransomware With Recovery From Backup - Exagrid
- Modernizing Cyber Resilience Using a Services-Based Model - Dell Technologies
- When Disaster Strikes, Backup Storage Matters - Exagrid

[See More](#)

Related Content

- More victims emerge from Fortra GoAnywhere zero-day -- Security

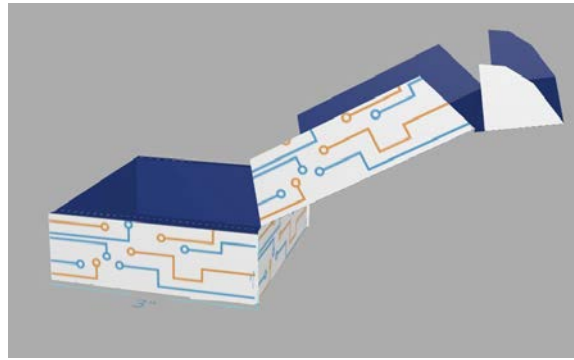
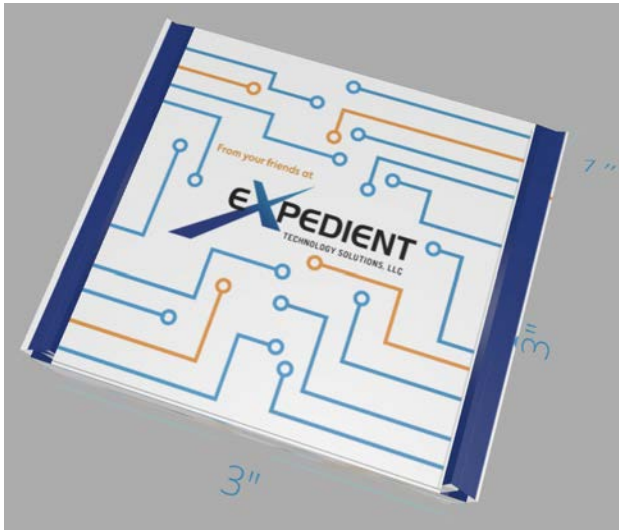
Potential websites to put your ads into

- Tech Target
 - <https://www.techtarget.com/>
- The CDW
 - <https://www.cdw.com/>
- IBM
 - <https://www.ibm.com/topics/cybersecurity>

- Digital media cannot reach everyone
- Advertisements are more relatable when the subject matter relates to a viewers current mindset
- Lamar advertising offers “Bulletin” style billboards in high traffic areas in Dayton and the surrounding area



- Personal connections are best made in person
- Places the power to convince clients in the hands of the employees
- Trade shows
 - Returning Appearances
 - Technology First Taste of IT Conference
 - New opportunities
 - Annual Business to Business and Trade Show, etc.
- Personal IT service brand appears more approachable when surrounded by cold, impersonal IT & Tech companies



- Hand out at trade show
- Mail out
- Personalized
- ROI is leads

Our Customers Have Lots to Say!

"You guys are always so nice and helpful. It's a change from a few past IT experiences I have had where the customer service is not friendly and very condescending. Thank you for being easy to work with."

"We are impressed that you had the full backup and were able to set it up on the loaner server. We didn't think the restoration would even get that far. Thanks!"

"Super helpful and timely. Never had a better experience with an IT person!"

"Thank you for collaborating with me on this project. You helped me deliver a new capability to my client which they greatly appreciate. You devised a much better way for redirecting emails than what I had envisioned. I'm grateful for your improvement."

"Every time I have reached out to a member of Expedient, they have been nothing short of FANTASTIC! So helpful and willing to make sure I'm taken care of. Thanks for all that you do!"

Looking for a Job?

If you are just looking for a "job," this is not the company for you. If, however, you want to grow your skills, be part of a great team, share in a company vision, have a direct impact on clients, and be an integral part of a successful company, this may be the company you're looking for.

EXPEDIENT
TECHNOLOGY SOLUTIONS, LLC

Personalized protection for your cybersecurity needs!

Welcome to Expedient!

What we offer

- Managed IT Services
- Co-Managed IT Services
- Cybersecurity Services
- Penetration Services
- Managed Backup
- Managed Cloud & Virtual Desktop
- Virtual Ciso Services
- Compliance Services
- Stress Free IT

Expedient takes a proactive approach to protect your data. Therefore, we train your existing IT personal to handle any problems that arise while we are own our way!

We Train Your IT Workers!

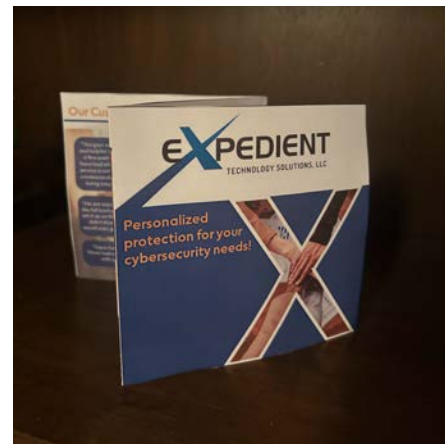
CONTACT US TODAY!

Phone #
937-535-4300

Email
info@expedienttechnology.com

Socials
@ExpedientTech

Address
8561 Gander Creek Drive,
Miamisburg, OH 45342

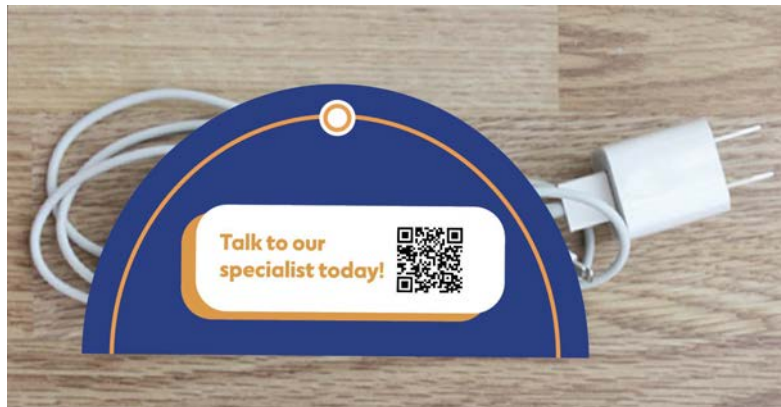




- B2B
- Handout @ trade show
- Personalized Protection
- Call to action
- ROI is free advertisements







- Only get it in the B2B
- Personalized Protection
- Call to action
- ROI is free advertisements



Cord Taco



Pamphlet



Card/Sticker

- Easy access to your website by simply scanning the qr code
- Intriguing banner makes audience more prone to reading

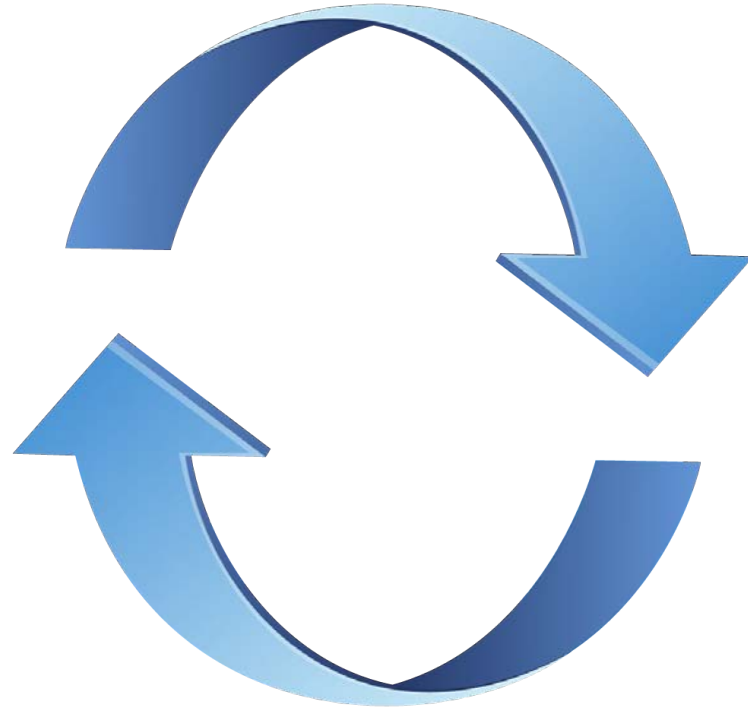




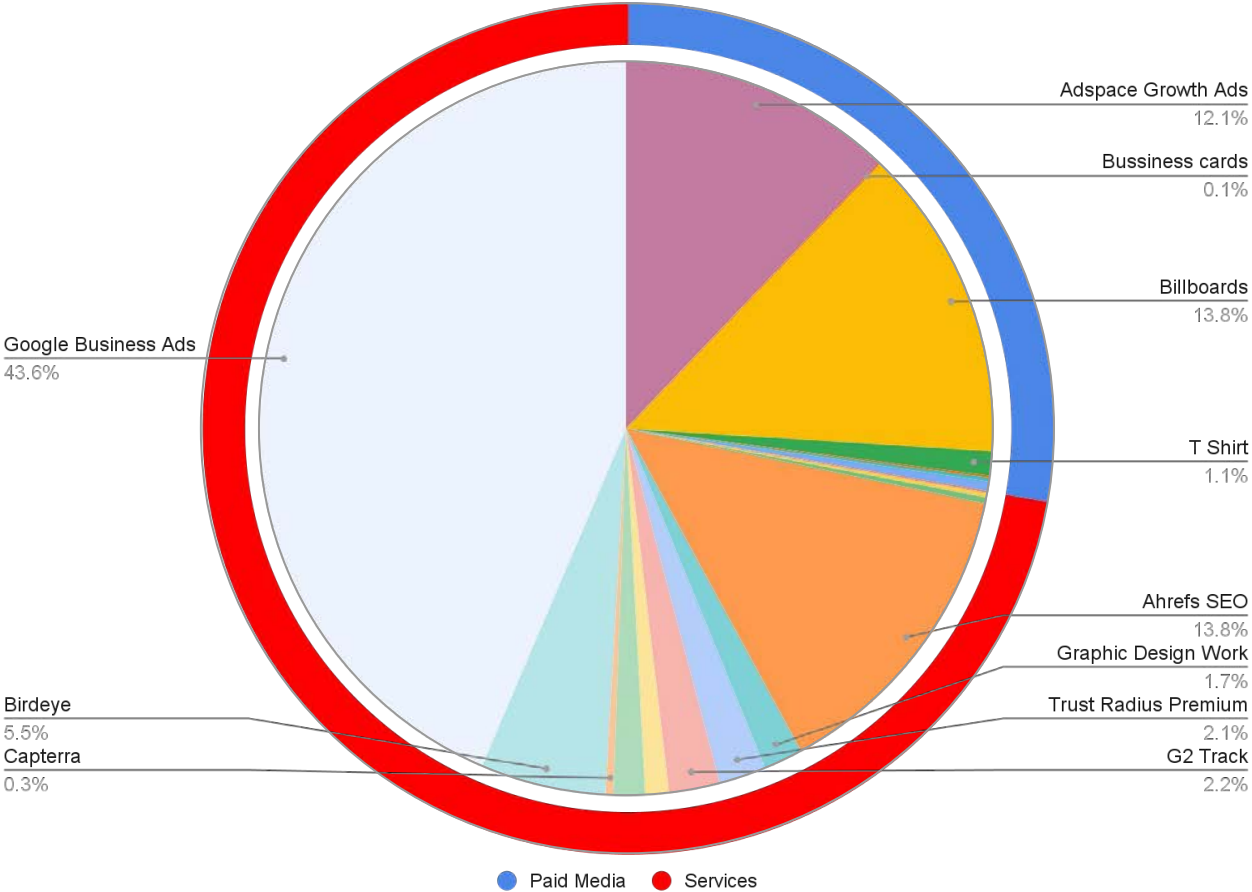
- Trade show toolkit
 - Business to Business Mailer
 - Informational Pamphlet
 - Sticker
 - Business Cards
 - Cord Taco
 - Vertical Banner
 - T-shirt
- Strong enough to stand on their own
- Combine to create a friendly and approachable looking brand for trade show environments



- Become recognizable
- Great ROI
 - Sticker
 - Cord Taco
 - Pamphlet
 - T-shirt
- Personalized IT



Expense	Time / Number	Price \$
Adspace Growth Ads		21,000
Business cards	500	90
Billboards	3 for 12 months	24,000
T Shirt	200	1,870
Sticker	666	156
Trade Show Banner	2	300
Cord Taco	500	700
Mailer	500	134.45
Box	200	358
B2B Shipping	50	472.50
Ahrefs SEO	2 years	23,976
Graphic Design Work	Upfront	3,000
Trustradius Premium	1 year	3,600
G2 Track	1 year	3,900
Clutch Sponsor	1 year	1,800
Linkedin Sales Navigator	2 years	2,400
Capterra	1 year	600
Birdeye	2 years	9600
Google Business Ads		75,652



Thank you