

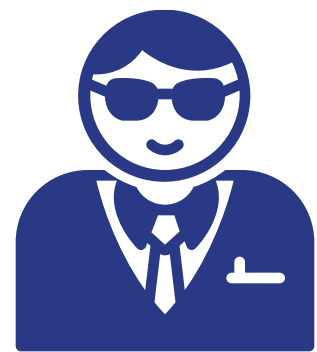


Islam Chyngozhoev, Rebekah Emmert, Hailey Fetting, Kelly Svetlichniy

# Project Brief

Expedient Technology Solutions is a leading Managed IT Service Provider focused on serving the Ohio valley. They have been providing these services while focusing on both their employees and clients to reshape the IT experience. They are consistently delivering high levels of customer service while maintaining an enjoyable and collaborative working atmosphere. Our goal is to concentrate on touch points to aid in growing their business in the greater Dayton region.

## Target Audience



**Small Business  
Owners**



**Govt. Officials,  
Hospitals, Banks, etc.**



**IT Managers and  
Professionals**





# YOUR BUSINESS IS OUR BUSINESS

## CYBER-SECURITY FOCUSED IT

- The best way to connect with consumers is to **make them the center of the messaging.**
- We communicate that we are here to enhance **YOUR** business while also adding the services that we offer



**Keywords:** Knowledgeable, Committed, Responsive

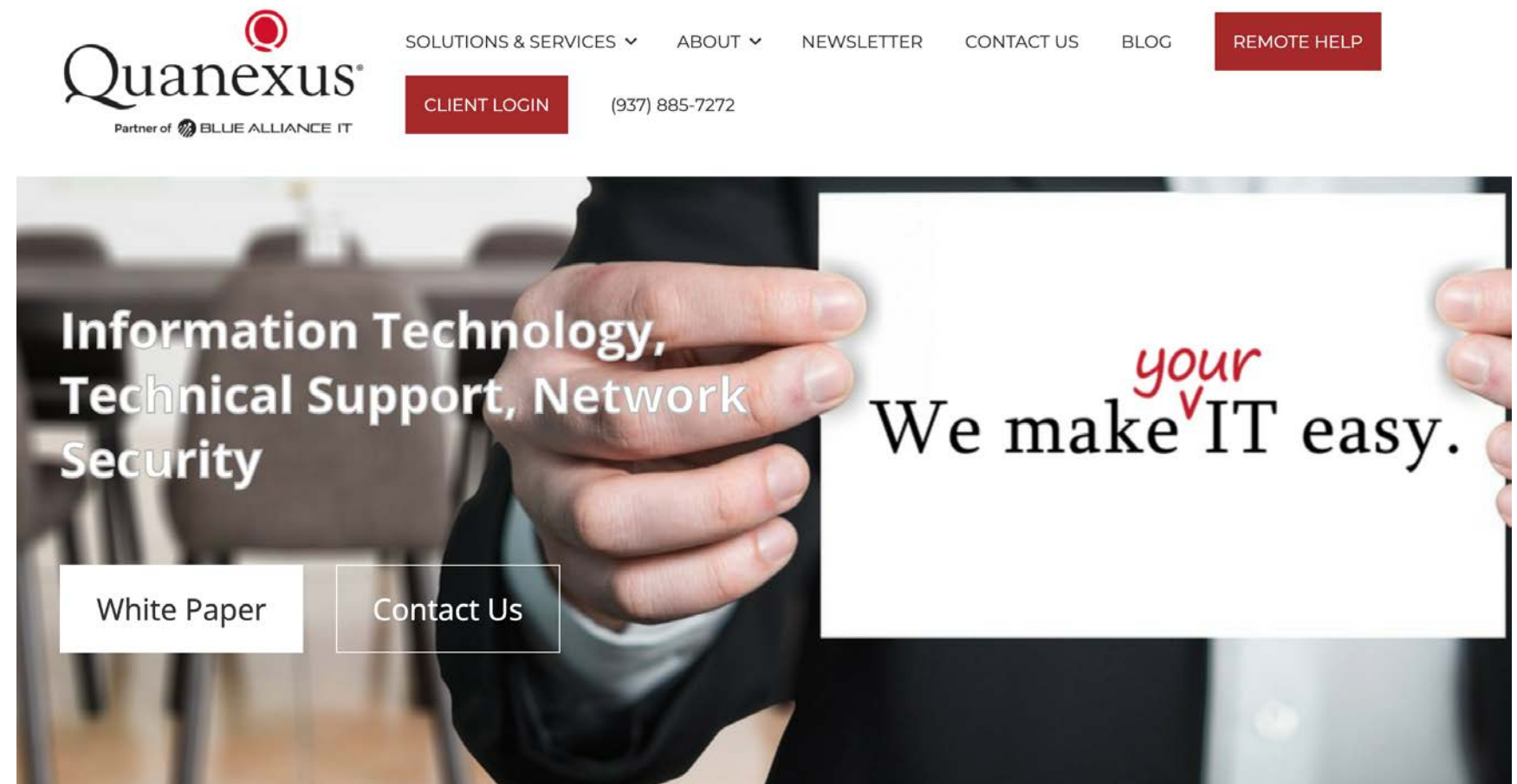
**Tagline:** Stress Free IT

**Competitors:** Matrix Systems, Quanexus

**Typeface:** Jost - Modern, warmer personality.

**Colors:** Blue (ombré), orange.

**Components:** Future, Technology, cool color palette



YOU FEEL SECURE BECAUSE  
YOU ARE SECURE.



**Website Redesign**



**Improved SEO**



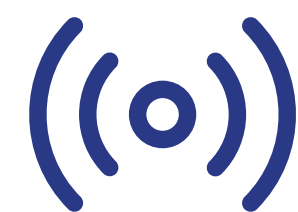
**Blip Billboards**



**Magazine  
Advertisements**



**Banner Ads**



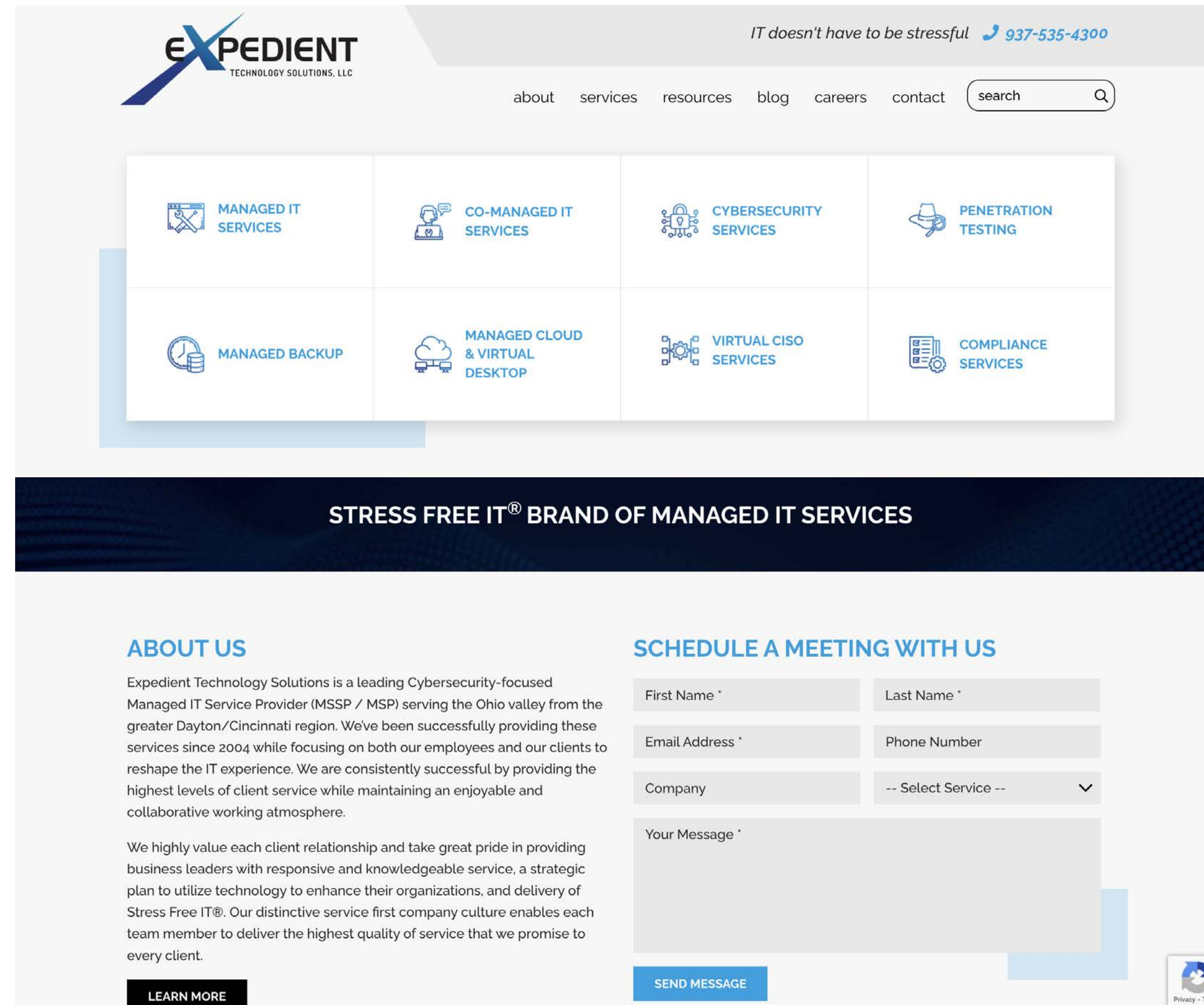
**Radio & Spotify  
Commercials**



**Business Expo Org.**



- **Added another color**
  - Diversifies and adds a pop of brightness.
  - More eye-catching
- **Included more images of people & faces**
  - Warmer, more personal feel
- **Simplified messages**
  - We need to quickly communicate our tenants and what we do without making people actually read.
- **Made a hero row**
  - Tells the audience what we do and how it relates to them - all in under 10 words



#2B3B81

#E85708

**Current Website**

**HIRK - Expedient Technology Solutions**



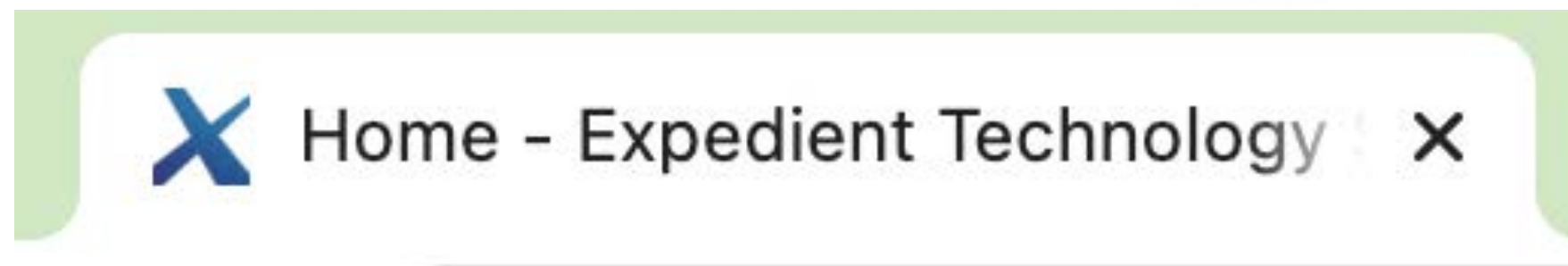


Website Redesign

HIRK - Expedient Technology Solutions



# SEO Improvement



There is NO mention of Cybersecurity, IT, etc. which is why Expedient doesn't show up in many searches online. To even begin to show up in online searches, the website title needs to include what the company does. "Expedient - Cybersecurity IT" could work, just for the website title.

75% of people never go past the first page of a google search.

Recommendation: installing a SEO plug-in and buying boosters. This will help the website be one of the first websites' at the top and seen when googled searched

## Keywords

- Cybersecurity
- IT help
- Dayton, Ohio
- Managed IT



# Digital Marketing



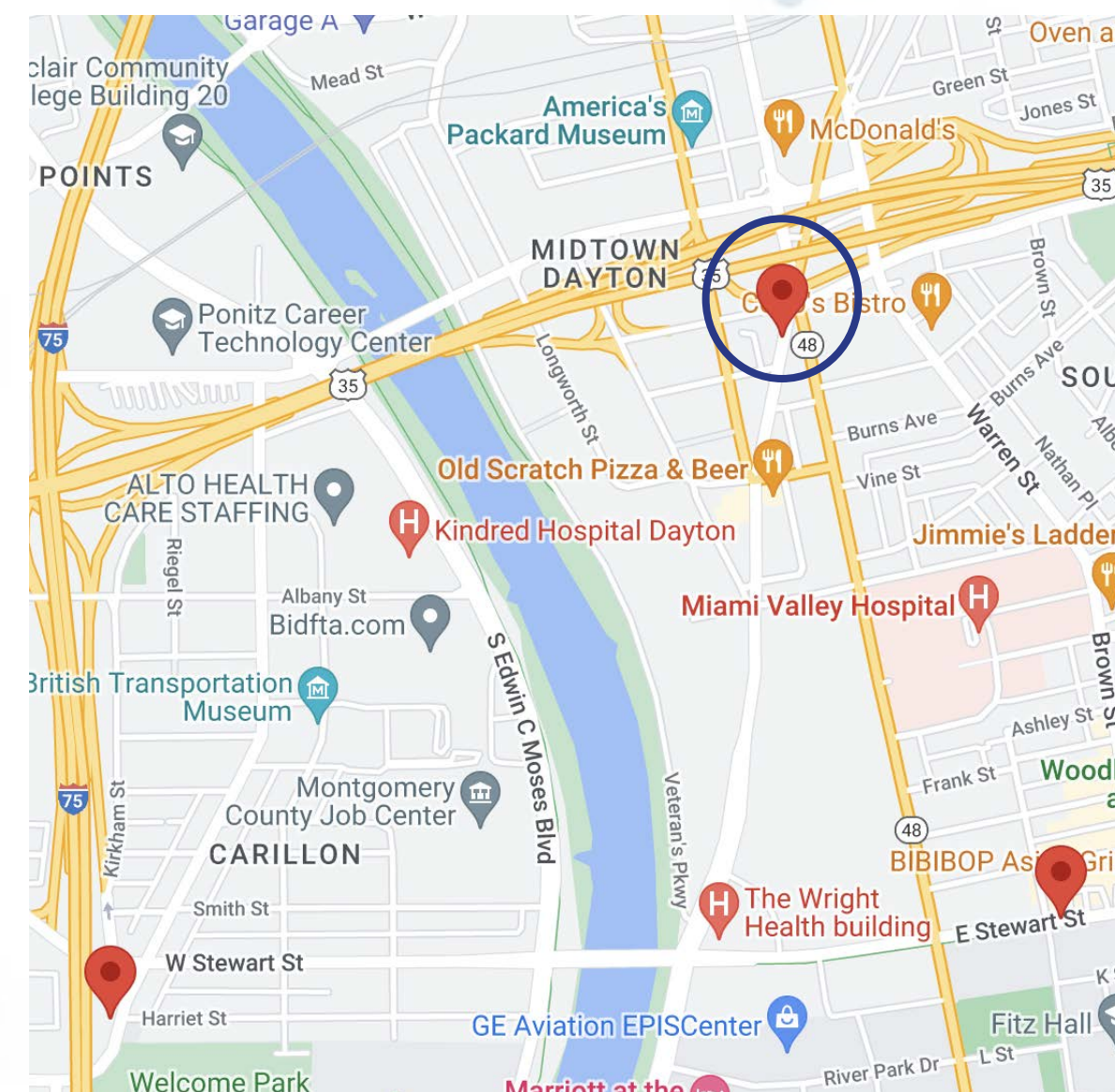


# Cybersecurity-focused IT **FOR YOU**

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC  
Stress Free IT

CALL TODAY 937-535-4300

- Around 3 different hospitals
- Near the highway (lots of traffic)



# YOUR BUSINESS is **OUR BUSINESS**

Cybersecurity-focused IT

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC  
Stress Free IT

CALL TODAY 937-535-4300

**Billboards**

**HIRK - Expedient Technology Solutions**



**YOUR BUSINESS**  
is  
**OUR BUSINESS**  
Cybersecurity-focused IT

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**Billboard**

**HIRK - Expedient Technology Solutions**



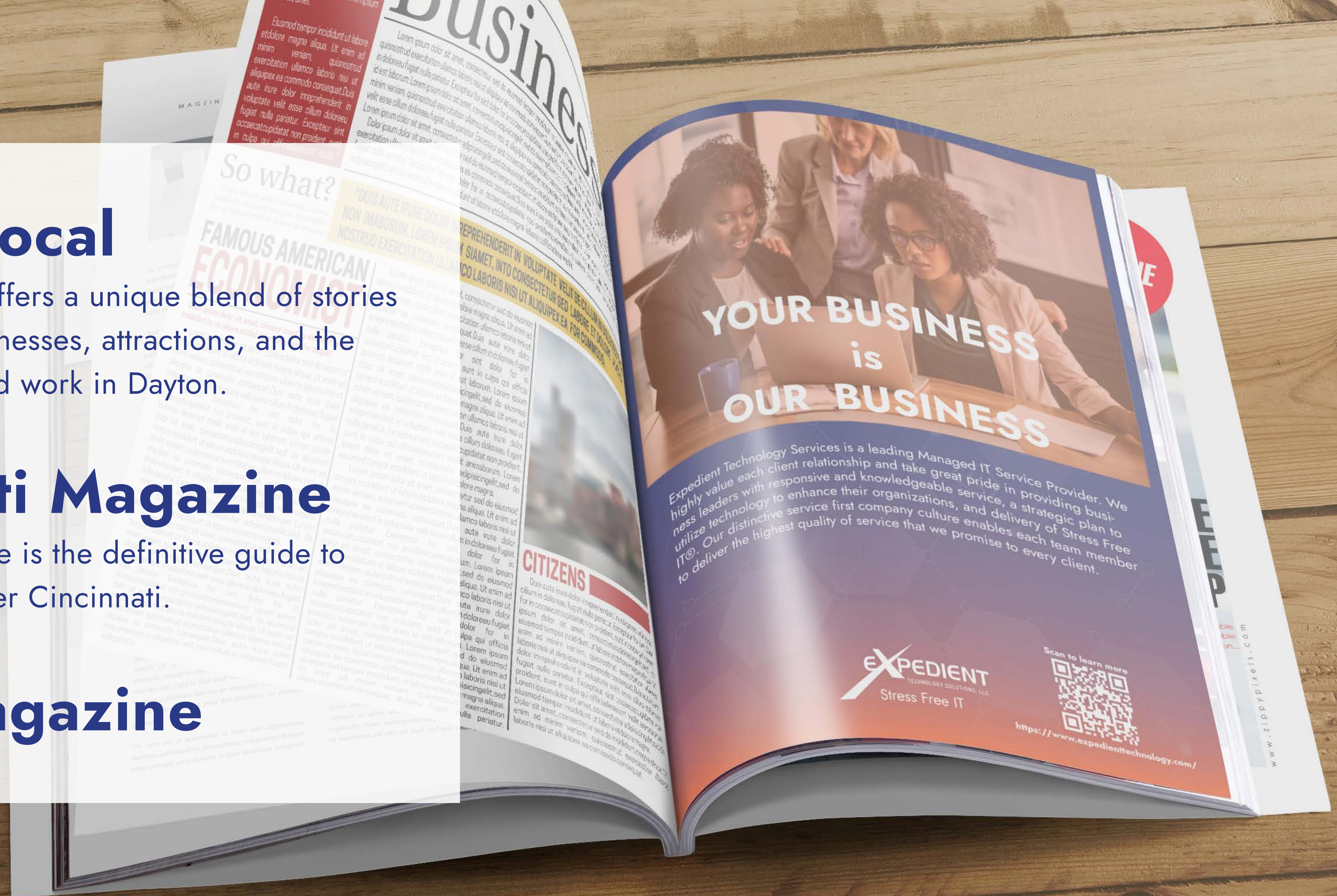
# Dayton Local

Dayton Magazine offers a unique blend of stories featuring local businesses, attractions, and the people who live and work in Dayton.

# Cincinnati Magazine

Cincinnati Magazine is the definitive guide to living well in Greater Cincinnati.

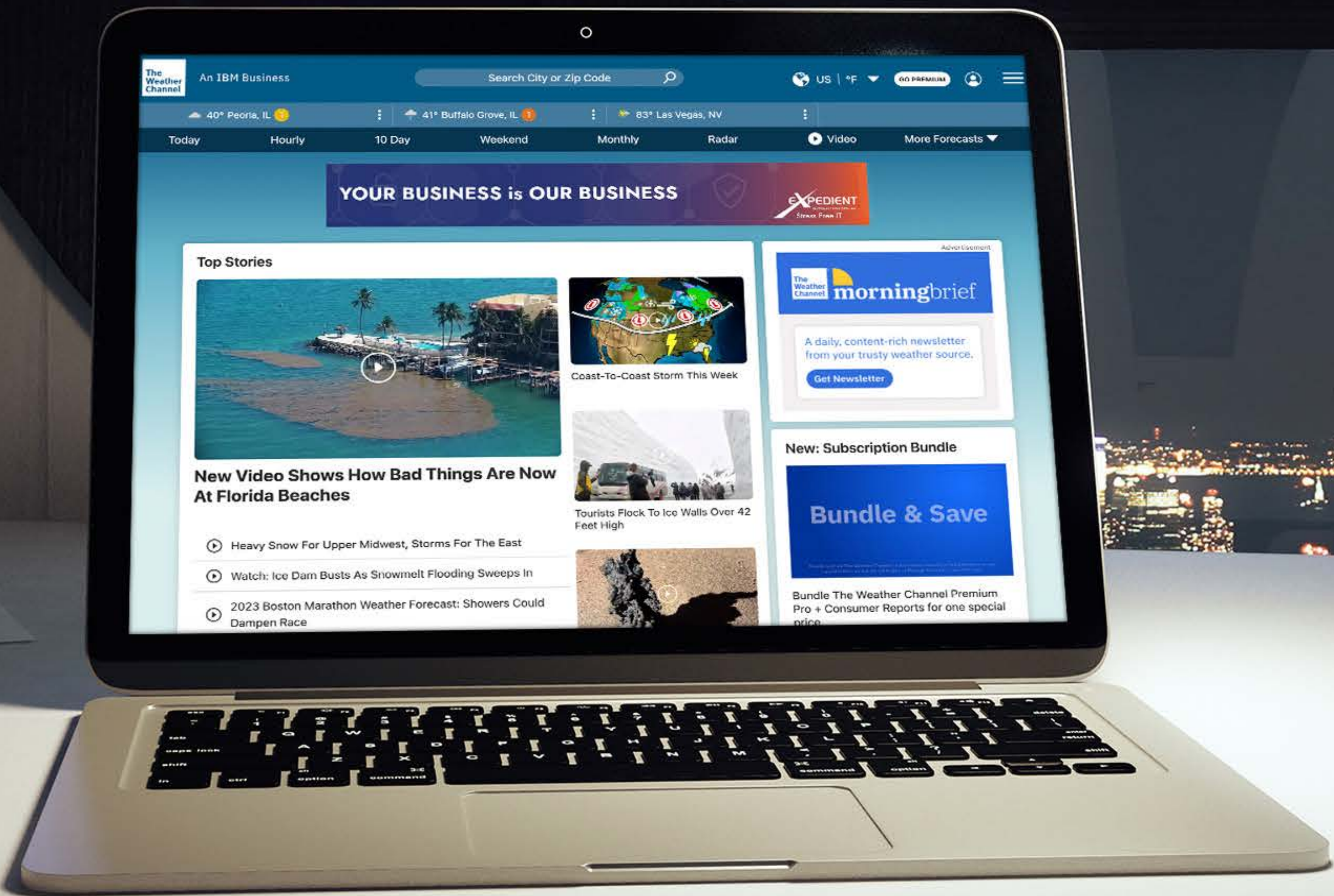
# Cincy Magazine











## Possible Websites

- The Weather Channel (Mockup)
- VPN
- WebMD



# Script

*(Sounds of typing, clicking, phone ringing, etc).*

You have a lot happening, all the time. And your company does too.

*(Woosh sound of the power going out, and all of the other sounds stop, followed by a code-red alert sound.)*

You don't have time for cybersecurity crisis. That's why you should leave it to us.

Expedient Technology Solutions are leading Managed IT Service Provider in the Ohio valley region. 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 your organizations.

Visit us at <https://www.expedienttechnology.com/>

Expedient Technology - Stress Free IT

## Possible Stations

### **WTUE 104.7**

Classic rock formatted radio station with studios in Dayton.

### **WMMX 107.7**

Commercial FM radio station broadcasting a hot adult contemporary format.

### **WZLR THE EAGLE**

A radio station broadcasting a 1980s classic hits format.



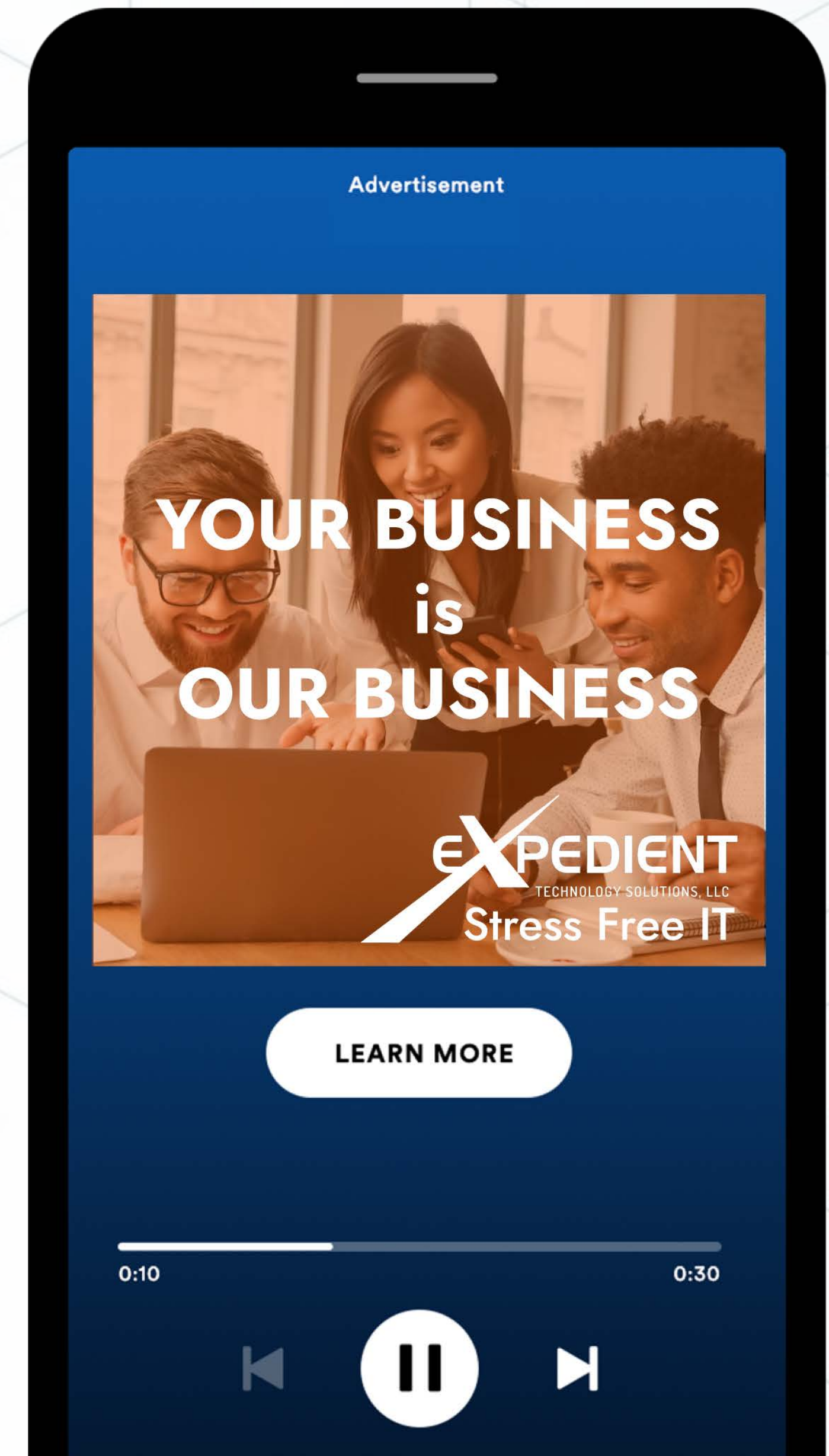
# Script

*(Music fade in 5 sec)*

*(Male Voice over)*

Your business is our business at Expedient Technology Services. We are a leading Managed IT Service Provider in the Ohio valley region. 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. Click here to learn more about our services! **(20 sec)**

*(Music fade out 5 sec)*





OhioX is a nonprofit membership organization that represents and connects those committed to growing Ohio's economy through technology and innovation. Membership is open to all - including Ohio's BigCos, small businesses, startups, health care systems, universities and research institutions, venture funds, investors, services providers and nonprofits.

**YOUR  
BUSINESS  
IS OUR  
BUSINESS.**

**EXPEDIENT**  
TECHNOLOGY SOLUTIONS, LLC  
**STRESS FREE IT**


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

**OhioX**

**Expo Sponsor Events**

**HIRK - Expedient Technology Solutions**



- 
- A man with curly hair and glasses is shown in profile, working on a laptop. He is wearing a light blue button-down shirt. The background is a blurred office environment with other people and computer monitors.
- The best way to connect with potential leads is to **make them the center of the messaging.**
    - “YOUR BUSINESS IS OUR BUSINESS”: Cybersecurity - focused IT
  - We communicate that **we are here to enhance YOUR business** while also adding what we actually do.
  - This campaign is necessary in order to attract more leads while also creating a brand image that **demonstrates knowledge, commitment, and responsiveness**



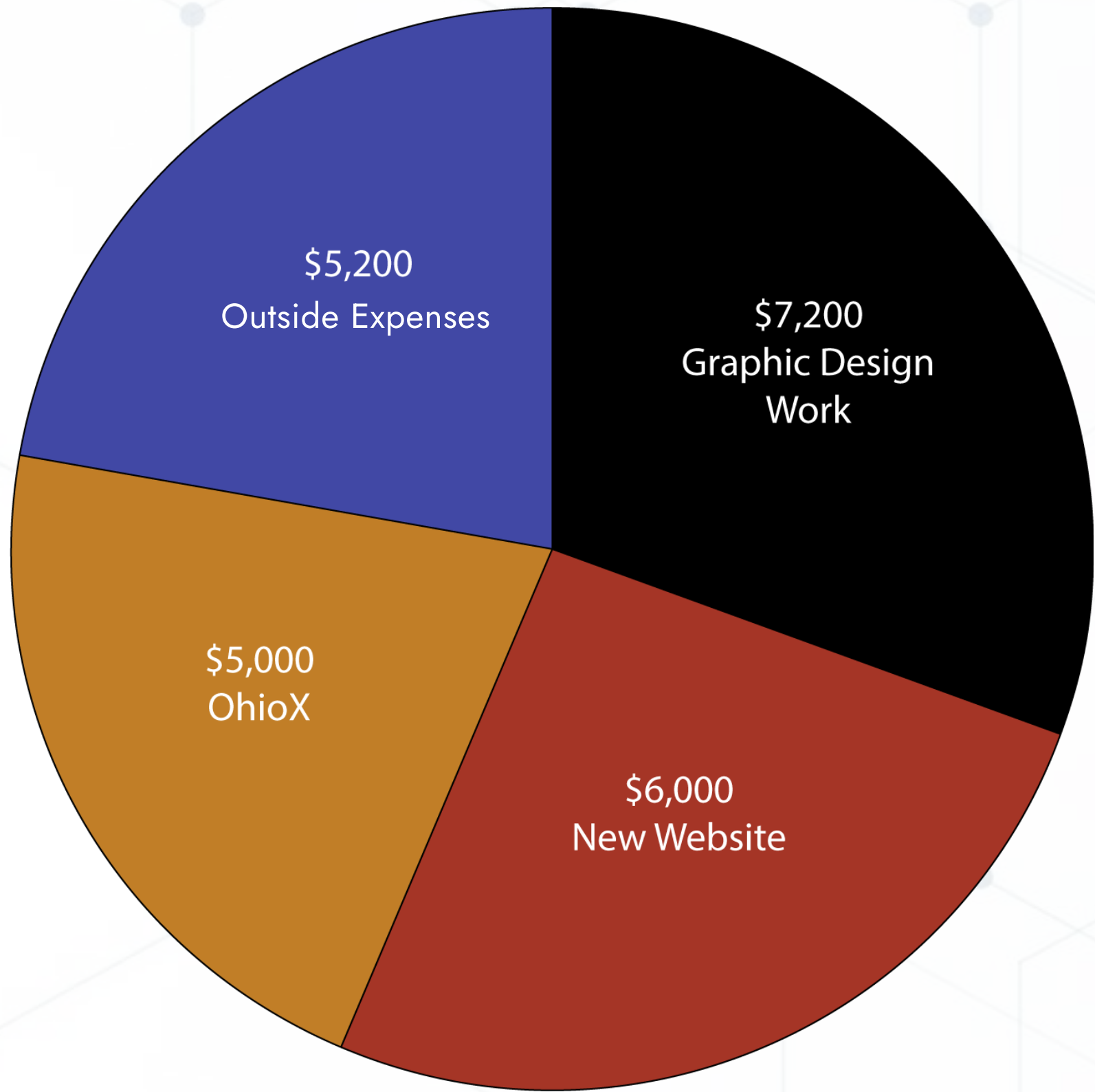
# Budgeting



# Budget

Media Service	Price
SEO	\$500 / month
Billboard	\$1,400 / month
Magazine	\$2,500 / month
Banner Ad	\$250 / month
Radio	\$3,000 / month
Spotify	\$300 / month

Initial Spending Agency Services



Paid Media (6 months) - \$48,200

Agency Services (12 months) - \$125,000  
\$18,200 (iy) + \$96,600 (pm1y) + \$5,200 (oe)





**Thank You :)**

:)