

Client Case Study



Industry: Information Technology

Situation:

- A service disabled, veteran-owned technology firm lacked marketing industry experience and the necessary resources to fulfill all business needs
- Firm sought to expand client base and increase client referrals
- Required a better understanding on approaching federal government to receive federal jobs
- Experienced a decreased presence in the market due to an undefined marketing strategy

Solution:

- Integrated marketing strategy for client to approach jobs in the federal arena after conducting extensive research
- Development of a marketing plan prepared client for presentations of federal jobs
- Enhanced communication of client expertise and services by designing and creating a Corporate Identity package which included logo, brochure, and capability statement
- Implemented new message which gave target market a better understanding of clients purpose and services offered
- New web site implementation presented client with a professional image by showcasing capabilities and explaining services