

# Branding, Strategy, & Sales Support for Security Solutions

## PROJECT DETAILS

 Advertising & Marketing

 Aug. 2009 - Aug. 2014

 Confidential

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*“Advertas has a holistic view of the business and saw their success through the lens of our success.”*

## PROJECT SUMMARY

Advertas helped a security solutions provider launch their business. The team provided tradeshow support, website development, sales tool development, video and printed collaterals, and press release writing.

## PROJECT FEEDBACK


Thanks to Advertas, the company went from a startup to a 75% market share during their engagement. Their project management was second to none and they were able to deliver outputs on time and within the budget. The communication was clear at every phase.





## The Client

Please describe your company and your position there.

The company is created and sold security software providing two-factor identity management solutions. As a co-founder and CTO, my role was to launch and grow the business while developing innovative security solutions.

 Co-Founder & CTO, 2FA, Inc.

 IT Services

 11-50 Employees

 Austin, Texas

## The Challenge

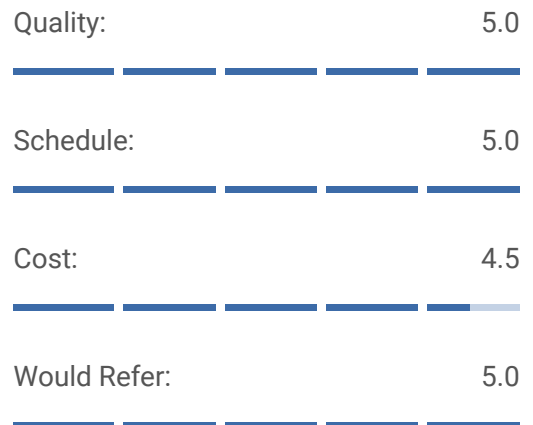
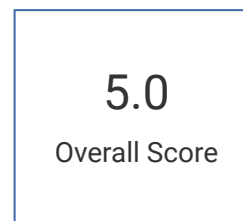
For what projects/services did your company hire Advertas?

We retained Advertas to help launch the business. The work spanned tradeshow support, website development, and development of sales tools. It grew to involve global tradeshow guidance and international support, press releases, and developing additional sales tools, including videos and printed/digital collateral to equip partners to sell our software.

What were your goals for this project?

Establish name recognition within the industry and start the funnel for both partners and inside sales.

### CLIENT RATING



## The Approach

### How did you select Advertas?

We selected Advertas because of their depth of experience and clear communication practices.

### Describe the scope of their work in detail.

As mentioned previously, the scope of work spanned multiple years and grew to accommodate our growing business and growing market, both domestically and abroad.

The work grew to involve global tradeshow guidance and international support, press releases, and developing additional sales tools, including videos and printed/digital collateral to equip partners to sell our software. We also engaged Advertas on several point solutions/requests for individual specific customer demands.

### What was the team composition?

The benefit of working with an outside agency is that the team can expand and contract with the phase of the business. Laura was consistently the project manager, but was supported by her team of specialists at each phase. These included graphic design and video editing, digital specialists for SEO & PPC, content writers, and web development.

## The Outcome

### Can you share any outcomes from the project that demonstrate progress or success?

The company went from startup to a 75% market share in target verticals during the engagement and was successfully acquired a short time later. During the due diligence process, the feedback we received from acquiring investors was a criticism that we hadn't spent more on marketing.



## How effective was the workflow between your team and theirs?

Project management was second to none. All projects were on time, in budget, and communication was crystal clear at every phase. The team did a good job of communicating potential areas of scope expansion and setting our expectations. They did an excellent job with being "professional communicators".

## What did you find most impressive about this company?

Advertas has a holistic view of the business and saw their success through the lens of our success. They were able to advise on effective go-to-market strategies, while understanding the nuances common to our industry.

In addition, they worked very well within our budget - both as a startup in advising less-expensive solutions that were still effective, and as we grew - advising where we could get the most out of our marketing budget without spending unnecessarily.

I felt their advice helped us avoid many of the pitfalls of others in our industry, allowing our business to remain profitable, even when our competition was taking significant losses.

## Are there any areas for improvement?

At the start, their graphic artist was good, but his style didn't align with our preferences. They solved it by hiring a new one that was much more adaptable to our preferences and we ended up quite happy with the work.