

Video No. 5213

13400888888.000000

SEEGEE

CASE STUDY

3H
HO
OE
3HC





INSIGHT:

For some companies, they want for their clients to feel safe, secure and ready for the future. At SeeGee, this mandate was critical to ensuring that clients had best-of-breed security technology solutions, backed by a team of technology professionals capable of ensuring the integrity of networks and platforms across complex organisations.

Through independent technology consultation, SeeGee has worked exclusively with Fortune 500 companies, that value the integrity and safeguarding of their technology and that of the data belonging to their consumer-based clients.

Having grown the company to a mid-tier size and with more than 50 clients in the Fortune 500 category, SeeGee saw an opportunity to utilize marketing and brand building, to ultimately capitalize on the value of the company.

That's when they interviewed more than a dozen marketing firms in Atlanta, and their choice was clear. They needed a Marketing Eye.

CHALLENGE

To fast-track the businesses growth, and leverage the acquisition of an IT staffing firm, SeeGee needed to go to the market with a fresh outlook, without diminishing the brands value.

The three areas of the business:

- IT Security Technology (Reseller)
- IT Consulting
- IT Staffing

Ensuring that the different business units were maximizing the potential of the clients that were within the SeeGee family, a marketing partner needed to not only provide the key messages and marketing materials, but incentivise the sales consultants, and IT professionals to want to promote other areas of the business.

In addition, SeeGee had relied on old-fashion sales to build the business, and now with a sale of the company imminent, they needed to build the brand and ensure all brand assets were consistent across communications, visual imagery and look and feel.

SOLUTION

Marketing Eye refreshed the identity mark for SeeGee without losing the value of the asset, after re-establishing the company's goals, position in the market, and vision for the future. In addition, a comprehensive 12-month marketing strategy was developed, aligned to sales goals of the company and incorporating all areas of the business. This strategy incorporated the refresh of brand collateral, key messaging guide, lead generation campaigns, website development, content writing, digital marketing, sales decks, events and public relations.

RESULT

The company grew by 22 percent, and was acquired by a competitor. The new area of staffing had in excess of a \$1 million in additional revenue during that year-long period.

The client, Megan Burton, then went on to start one of the first cryptocurrency exchanges, in which she hired Marketing Eye to name the brand, and develop its marketing strategy and communications.

SeeGee has been one of the most active endorses of the Marketing Eye brand in the Georgia market and has referred the company to many companies that have become clients.





ABOUT MARKETING EYE

Based out of the Atlanta Tech Village, Marketing Eye Atlanta is your one stop shop for all of your marketing needs. We essentially become the marketing department for small to medium sized businesses at a low monthly fee. Unlike the typical marketing agency, we integrate technologies into our strategy to ensure we deliver measurable results with the companies we work with.

+1 404.626.8070
www.marketingeyeatlanta.com

