

LAYING THE STRATEGIC FOUNDATION FOR A CYBERSECURITY COMPANY'S RAPID GROWTH

BACKGROUND

Everything Blockchain Inc. (EBI), (OTCMKTS: EBZT), is a technology company that is blending blockchain, database management and zero trust data protection to deliver disruptive new ways to store, manage, and protect data. Founded in 2017 and headquartered in Jacksonville, Florida, the company acquired several firms in 2021 to build a blockchain-powered platform focused on next-generation data management and protection challenges. EBI's current lines of business include: EB Advise (expert blockchain consulting services), EB Build (a patent-pending blockchain-powered database management system), and EB Control (a patented data protection and rights management application).

THE SITUATION

Under the leadership of CEO, Toney Jennings, the company's advances in blockchain engineering deliver the essential elements needed for real-world business use: speed, security, and resiliency. "We envision a future where every transaction is trusted, and blockchain is used to attain carbon neutrality, improve healthcare access,

support national defense, and ensure the rights of data ownership are maintained forever," said Toney when he first reached out to, Laura

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Patterson, president of VisionEdge Marketing, whom he had worked at prior cybersecurity and data security firms. Laura and he discussed how she could help lay the foundation to help accelerate the company's growth.

THE NEED

The company had secured an agency to support some brand identity and

initial messaging and was preparing to launch its first product, a SaaS (software-as-a-service) data protection and rights management application, EB Control.

They needed someone to take the helm of the Marketing organization to support the company's growth initiative. Toney and the leadership team wanted someone with experience in the data security/cybersecurity industry to build out the Marketing infrastructure, develop the positioning and messaging for the company, prepare for and launch EB Control, develop the Go-to-Market strategy, and lay the groundwork for the launch of EB Build.

“The Marketing outcomes surpassed our expectations and Laura laid the strategic foundation for our success going forward.”

THE DECISION

“When I joined EBI, there was very little infrastructure to support a Go-to-Market strategy or any kind of demand generation,” explained Toney. “I knew this was critical if we were going to make headway on the launch and time was not in our favor.” Toney wanted

with cybersecurity/data security/data privacy industry experience with whom he had previously worked. Laura and the VisionEdge Marketing team had been working with firms in the industry since 2003. Laura and Toney had previously worked together when Toney had led some of these companies.

“We wanted to launch EB Control in less than 90 days. I knew we needed we had a heavy lift to build out the Marketing foundation and strategy, including messaging for EBI and EB Control, websites for the company and EB Control, an EB Control launch and demand generation plan,” added Toney. “To make this happen, things needed to be done in parallel, rapidly. I felt that if anyone could move the ball down the field quickly, it would be Laura.”

Toney brought Laura on board as their interim CMO.

THE PROCESS

The company was hoping to launch EB Control within 60-90 days from when Laura jumped in. An extremely ambitious expectation. There wasn't a website, there were no Marketing processes or platforms, there were no people to assess, and the rest of the leadership team was heads down on product development and acquiring partners. This was a roll up your sleeves and “get it done” situation.

The team believed that consumers and small to medium firms needed to be the initial target market with large

enterprise businesses being the ultimate target market, once key product features and functionality were completed.

The first several weeks focused on soaking up as much information as possible about the product and how things had been done, what is being done, reviewing competitors' sites and content, and participating in competitor product demos and trials. During this time, she connected with other members of the leadership team to understand their expectations; assessed the Marketing processes, platforms, people, and budget; evaluated the baseline of the marketing strategy and developed a Go-to-Market roadmap, established the measures for success and performance targets, identified quick wins, and created a measurable launch plan.

Despite the short runway, within the first 90 days the:

1. Competitive reviews and messaging were completed.
2. HubSpot, the CRM solution of choice, was purchased and implemented.
3. Brand strategy and identity, messaging, and positioning for both EBI and EB were created.
4. EBI and EB Control websites and the product demo were developed.
5. Social media platforms were updated.
6. Targeted user beta test for EB Control was conducted.
7. Sales and partner materials were developed.

8. Initial blog posts were written.

9. Social media platforms were revised, and a new social media strategy was created and implemented.

10. Posts were produced, and initial performance targets and measures were established.

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Advertising and email campaigns were implemented shortly after the product was launched. A regular cadence of content, social media, and an email campaign was then put into motion.

With EB Build preparing to come to market, all of these same efforts were being teed up. Laura initiated competitive research and facilitated several messaging and strategy sessions for EB Build to lay the groundwork for its launch. It was time for the company to find a permanent CMO.

THE RESULTS

“The Marketing outcomes surpassed our expectations and Laura laid the strategic foundation for our success going forward,” added Toney. “We're an organization that values data and the proof is really in the

numbers." Some of the primary results achieved included:

- 22% increase in EBI's domain authority
- 27% increase in EBI's SEO visibility
- 700% increase in EBC's domain authority
- 200%+ increase in the amount of time visitors spent on each site.
- Significantly increased the traffic to both the EBI and EBC websites.
- Significantly grew social media followers and engagement on all platforms which cost-effectively expanded EBI's reach.
- 35% average email open rate and 1700 new contacts for EB Control
- 200% increase in the call-to-action conversion rate for EB Control
- 400% increase in trial interest for EB Control
- 12,000 downloads of the EB Control app

ABOUT VISIONEDGE MARKETING

VisionEdge Marketing is a trusted expert that delivers processes, methodologies, and best practices designed to help you achieve your growth goals faster and with greater confidence. Our core capabilities in data-driven insights, growth strategy, customer-centricity, performance management, and operational excellence, deliver results, close the gaps, and upskill your team. Founded in 1999, VisionEdge Marketing is headquartered in Austin, Texas.

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