



CASE STUDY

Elevation Marketing brings 3 tech brands together for accelerated U.S. launch

elevationb2b.com



Background.

YNV Group is a multinational company operating several brands across three sectors: technology, real estate and financial services. Within its technology portfolio, three brands are well-recognized in their respective geographies for excellence in cybersecurity, managed services and training:

CyTek

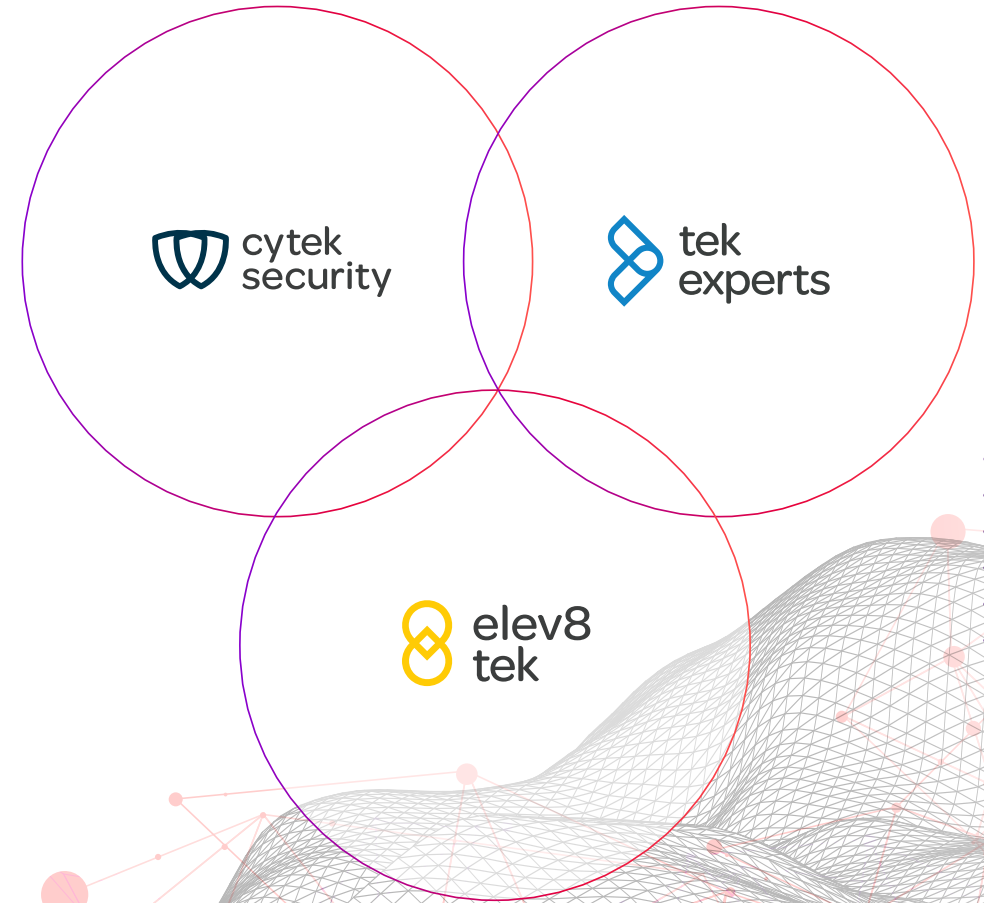
With advisory, implementation, managed security services and capability building, CyTek helps organizations harden their cybersecurity posture and practices to stay ahead of fast-evolving cyberthreats through expert cybersecurity design, monitoring and response services.

Tek Experts

Focused on tech support, customer success and tech talent outsourcing, Tek Experts offers technical managed services to its enterprise clients from campuses worldwide, helping them deliver an exceptional customer experience.

Elev8

With centralized locations across EMEA and Latin America, Elev8 is a leading partner for digital skilling and transformative education initiatives for enterprises and governments.



Challenge.

With global technology powerhouses such as AWS, Broadcom, Cisco and Microsoft already on its client list, YNV was ready to expand more broadly in the U.S. Its strategy: combine the complementary offerings and technical expertise of CyTek, Tek Experts and Elev8 into a single brand, TeKnowledge.

While TeKnowledge boasted an impressive portfolio, the brand was a new player in the hypercompetitive U.S. technology market, where cybersecurity, managed services and training were already dominated by established players. Raising brand awareness would be priority number one, but the company also wanted to build a pipeline of qualified leads immediately to hit the ground running and offset the cost of the launch. And they wanted to do it all in 60 days.

Despite the tight timeline, only the new brand name had been defined. The company lacked critical fundamentals, from brand expression and foundational messaging, to marketing and sales enablement assets, to launch plans for integrated digital, PR and traditional media campaigns. They also lacked a unified website and social accounts, and there was no strategy in place for weaving the three entities together or infusing the new TeKnowledge brand into the sub-brands during an initial launch phase.

Case studies, which are so important to buyers as they research solutions, were either limited to the sub-brands, highlighted an irrelevant geography, or focused on work for government organizations instead of the enterprise audience TeKnowledge was targeting. Furthermore, the \$1+ billion companies and C-suite audiences they initially wanted to target were too high-level for an organization with no brand equity.

TeKnowledge engaged Elevation Marketing to ready their brand for launch in a hyper-accelerated timeframe and prepare integrated marketing plans to promote awareness and jumpstart an aggressive lead-generation effort within the first month in market.



For companies grappling with cybersecurity, digital transformation and the tech talent crunch, TeKnowledge offered a tantalizing portfolio of expertise and global capabilities.

Strategy.

Prioritization and organization are the keys to a successful brand launch, and they are critical when the goal is to go from zero brand awareness to qualified leads in an accelerated timeline. **Elevation employed a four-part brand readiness and launch strategy to introduce the company to the market and generate the intrigue required to pique prospects' interest.** Since companies in TeKnowledge's sphere of interest were likely already engaged with established competitors in cybersecurity, managed services and training, the right foundation and tactics were essential in earning the opportunity to engage potential customers.



Phase 1

Advisory & Prioritization

With an eye to the U.S. technology market specifically, Elevation took a deep dive into the research and strategic planning YNV had already engaged in, broadening target personas to include high-value influencers and decision-makers beyond the C-suite and smaller enterprise companies more apt to engage with new partners for business-critical services. Elevation then worked quickly to deconflict and prioritize the project's myriad elements, building detailed and harmonized workstreams to give the company the foundation it needed to go live.



Phase 2

Launch Planning & Readiness

As priorities came into view, Elevation's account team defined detailed pre- and post-launch timelines encompassing the creation of foundational brand necessities, a brand website and marketing and sales enablement assets. Elevation also developed interwoven launch and early go-to-market plans for internal communications, public relations and digital media. Client engagement cadences were established, with weekly check-ins to assess progress and remove roadblocks, daily check-ins for content approval and the participation of subject matter experts as required.



Phase 3

Brand Expression & Assets

Concurrent with launch planning and readiness, Elevation's creative and content teams began developing foundational design elements and messaging frameworks. Deployed across websites, assets and social accounts, a harmonious brand expression would enable TeKnowledge to stand out in a crowded field while embracing key elements of its sub-brands. Elevation then produced a full complement of branded templates for internal and external use, an initial tranche of assets for every stage of the buyer's journey, and business card and building signage designs.



Phase 4

Launch & Campaign Execution

Typically, building brand awareness precedes a full court press on generating leads. TeKnowledge wanted to get out of the gates faster than that and set aggressive targets to help their sales team get in front of buyers quickly. They knew the market was competitive, but they were confident that they could sell their unique value proposition once doors opened to conversation.



Building a brand.

Branding is perception engineering. Every detail matters. To have the greatest impact, design and messaging must influence prospects emotionally and rationally. **They must also weave in elements that immediately identify the brand as “in the know” about the industry and its customers.**

TeKnowledge was looking for a fresh perspective from Elevation. They wanted to incorporate familiar elements from its already-established sub-brands into something altogether new, with qualities that would enable TeKnowledge to stand with, yet stand out from, leading technology companies.

Messaging

Elevation crafted messaging that intertwined each sub-brand’s strengths into a narrative firmly grounded in the challenges, priorities and aspirations of its customers. The messaging enabled TeKnowledge to represent the brand holistically, while still providing the details required to influence a tech-savvy buying audience.

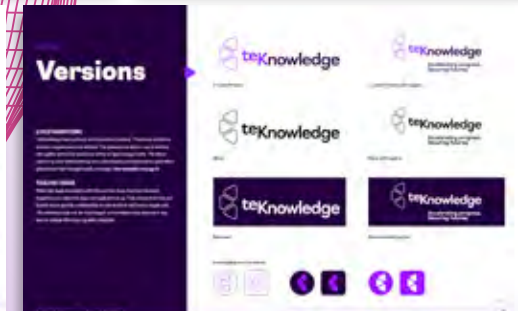
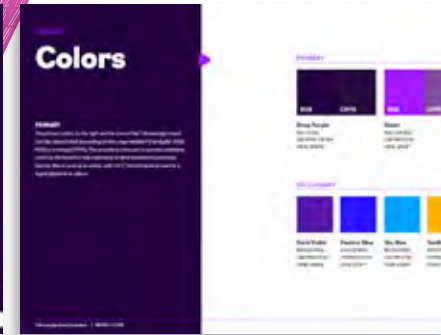
Creative

Elevation created a dynamic, modern take on its parent company’s brand, using elements inherent in the visual expression of the YNV Group and its sub-brands to produce something distinctive and instantly recognizable in the market. Soft-edged triangles were reimagined with angular corners to form the shape of the “K” in TeKnowledge, which became the brand’s new icon. Individually, the triangles hinted at the speed of innovation and conveyed interconnectedness. The “K” and standalone triangles also framed photography within them, a unique way to present imagery when desired. Brand colors were enriched for a bright, saturated palette that showcased TeKnowledge as a brand worth exploring during its North American debut.



Deliverables.

- Research
- Strategy refocusing
- Messaging
- Logo development
- Creative expression
- Brand guidelines
- Launch and initial go-to-market plans
- PR, digital and traditional media strategies
- Internal communications plan
- Website
- Digital media
 - Social channels
 - Paid media
 - Organic search
- Marketing and sales enablement assets
 - Case studies
 - Data sheets
 - Brochures
 - Sales presentations
 - Executive profiles
- Template library
 - Presentation
 - Email
 - Business cards
 - Signage
 - Email signature
 - Email campaigns
 - Landing pages
 - C-suite reporting



Tri-Fold Brochure





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The tech industry's rapid evolution creates a skill gap. We bridge the gap with top tech talent and enhance your current team's skills through our training programs.

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Driving Digital Excellence: The TeKnowledge Way

TeKnowledge IT Managed Services Where Elite Talent and Exceptional Customer Experiences Converge to Drive Your Business Forward

Unlock Growth, Innovation, and Leadership Excellence with Our Expert-Led Enterprise Managed Service Solutions

- Unmatched Technical Support and Expertise
- Pioneering Technical Solutions for Modern Challenges
- A Global Force in Technology Services

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Six Reasons You Need TeKnowledge for Enterprise Technical Support

TeKnowledge.com



Results.

"On the eve of our TeKnowledge launch, I am truly overwhelmed by the incredible job your entire team has done in just 54 days! The critical job we asked you to perform was beyond my understanding of extraordinary. You have delivered in spades."

Jyllene Miller

Chief Revenue & Growth Officer, TeKnowledge

60 days

Unified brand launched successfully in new geography 60 days from agency engagement

553,000

estimated views based on audience reach and engagement on social media

212.5M

Press release syndicated across 396 sites with 212.5M unique monthly visitors

Robust template, marketing and sales enablement library of assets established

65%

2,455 website sessions on day of launch, with organic search contributing 65% of traffic

"The output is amazing, everything looks beautiful, and we can hit the ground running with a library of collateral that we already have prospective customers to send to."

Aileen Allkins

CEO, TeKnowledge

ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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