

The Challenge

eTrepid, an IT, cybersecurity, auditing, and compliance service provider for small businesses, needed help in developing a brand new line of business focused on providing their services to the U.S. Federal Government. This involved leveraging our depth of domain experience to complete a market opportunity and competitive analysis to inform the development of an SEO-focused marketing strategy.

The Solution

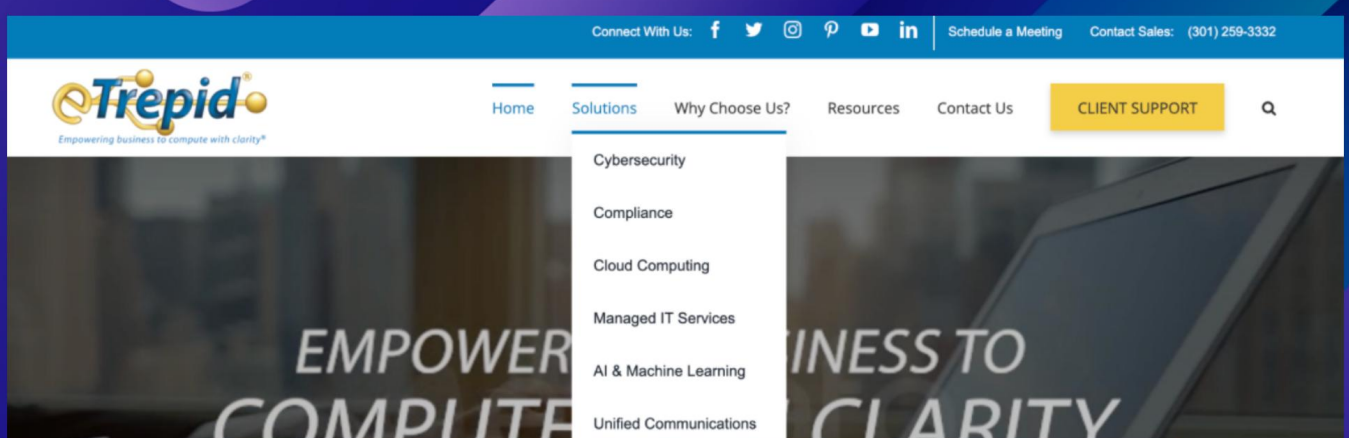
We scraped data from multiple publically available unstructured sources and compiled them to generate meaningful insights. These insights, paired with our 10+ year relationship with the firm, allowed us to help craft eTrepid's application to stand out in a competitive landscape.

With our support throughout several interim steps including the negotiation phase, eTrepid was ultimately accepted into the GSA IT-70 contract vehicle allowing them to provide services to the federal government!



This was a huge win for the team as it remains a critical path and challenge to overcome when attempting to participate in the \$400B Federal Contracting market. eTrepid is now well on its way to executing our marketing strategy and continues to be one of our most successful partnerships.

The Results



We also developed and managed the implementation of a new marketing strategy to win new government contracts.

