



Shown above: new website, whitepaper, email, new logo, sales brochure.

## Challenge

Founded in 1989 as dcVAST with a history of success in client/server and on-premise software and IT infrastructure services, the firm sought to embrace new cloud technologies to achieve rapid growth.

## Results

Existing customers embraced the new and improved VAST IT Services, becoming early adopters of new cloud technologies. Concerted and ongoing marketing campaigns achieved sales lead generation and new customer acquisition. Monthly reporting identifies growth metrics and sales results. *VAST is truly without Limits.*

## Solution

Modern Marketing Partners (MMP) rebranded dcVAST as VAST IT Services with a stronger brand name and logo, modern graphic theme, and a stunning website to support cloud services from AWS, Microsoft Azure, and Google Cloud Platform. A complete content marketing initiative was implemented including blogging, whitepapers, case studies and collateral.

Inbound marketing using automation tools distributed the content via email, webcasts and live events. A combination of search engine optimization (SEO) and paid search delivered double-digit web traffic increases.