

StartupFactory™

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Case Study: WebLOQ, Inc.



WebLOQ, Inc.


Headquarters: Monterey, CA
Product: Email security solution
Market: Enterprise & SMB security

Key Challenges

Prospects did not understand how easily email security could be compromised. Product introductions followed no particular protocol. PR was nonexistent. Corporate identity needed update. No existing trade show exhibit. No ads.


StartupFactory developed an updated corporate identity. A new strategy was defined that called for print ads serving key vertical markets. Numerous press releases and feature articles were pitched and published in trade press. A small, flexible, easily modified trade show exhibit was developed to serve vertical markets. Collateral and web development that reflected the strategy and messaging were employed. The result was improved customer understanding, steady adoption of the new email security technology, increased interest in products, consistent, positive media coverage, and steady growth in sales activity through startup phase.

SOLVING YOUR TOUGHEST IT SECURITY PROBLEM HAS NEVER BEEN EASIER.

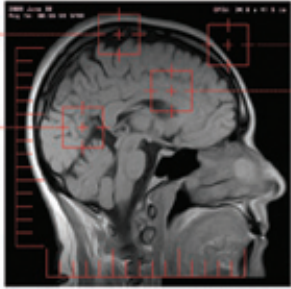


Privacy is the solution. WebLOQ delivers the ultimate solution to your IT security and data loss problem by making advanced critical business communications and transactions entirely and completely private. Your sensitive email, identities, documents and e-files become virtually invisible to hackers, spammers, phishing, data thieves and other malicious parties. And, the WebLOQ ePrivacy solution is 100% legally compliant—allowing you to effectively meet regulatory requirements like SOX, GLBA, H1 CR and HIPAA. The benefits are clear. WebLOQ provides a fully secure, easy-to-use ePrivacy solution that keeps you and your organization safe and responsible for cyber-crime. Simply download and you can begin to protect your business' sensitive communications with... (text continues)

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FAST RELIEF FOR PAINFUL IT SECURITY, DOCUMENT EXCHANGE AND HIPAA COMPLIANCE.



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Program Elements

- Print Advertising
- Public Relations
- Trade Show Support
- Web Support
- Collateral Materials