

If your message isn't working, then you're not winning new business. Whether you feel your message isn't resonating, your organization is preparing for a new round of fundraising or a new launch, you've just gone through a merger or acquisition, or looking to reach new markets, your message is the core of your brand and marketing strategy and we can ensure that it works for your organization.

Why LaunchTech?

Our team of technical writers and communication experts craft unique content tailored to your specific objectives and audiences. Whether you're in need of new website content, use cases or customer case studies that complement your marketing team's SEO efforts, or are overhauling your entire brand, messaging is at the root of these efforts. We will work with your leadership team to craft a framework that defines market trends, customer challenges, competitive advantage, and business value of your brand.

Our process is as follows:

- Conduct a messaging exercise with your company leadership
- Define and document company and product positioning
- Validate that positioning with analysts and CISOs
- Document in a messaging framework that serves as the basis for all marketing content

Pricing

Starting Cost:

\$15,000/mo*

for a term of two or three months

*Bundled pricing available;
[contact sales](#) for more information



"I have worked closely with the LaunchTech team for almost two years and can only say great things about the service level they provide. Their expertise in the cyber marketplace and connections in the industry helped elevate our company's exposure and increased our ability to reach clients. They have a passion for what they do and they do it with integrity. Great people and great results."

- D3 Security

Ready to get started?

Email sales@cyberriskalliance.com to learn more today.

Other areas we can help:

MEDIA RELATIONS

ANALYST RELATIONS

CONTENT DEVELOPMENT



CyberRisk Alliance provides business intelligence that helps the cybersecurity ecosystem connect, share knowledge, and make smarter and faster decisions.
Learn more at www.cyberriskalliance.com.