



whistic

✘ CHALLENGE

Whistic is a new company trying to discover their niche market and strategy. Because the cyber security industry is relatively new and rapidly changing, it can be challenging for a new company to find their unique voice in such a loud market. In addition, Whistic's target audience is mostly C Suite employees and Vice President of Sales, and their attention can be difficult to grasp. Furthermore, the complexity of the cyber security industry makes creating effective and relevant content difficult for those who are not familiar with the industry and it's unique jargon.

✔ SOLUTION

By aligning our own primary research with the data provided by the NUVI monitoring, we were able to formulate an effective keyword and social media strategy. After creating an effective strategy for Whistic, our group was able to create timeless and compelling content for the new cybersecurity company.



RESULT

Through the NUVI monitoring and our own primary research we were able to help Whistic find their voice online and on all social networks. With our efforts and guidance, Whistic is already seeing engagement from influential people in both cyber security and sales. Additionally, Whistic now is able to utilize the content and research our team provided to consistently create content.



👍 CLIENT TESTIMONIAL

"Working with the group at UVU was a great experience. They consistently delivered outstanding work and communicated effectively throughout the course of the project. We received valuable, timeless content that we are able to use at our leisure. Thanks UVU!"

-Mike Gardner, Senior Manager of Customer Experience, Whistic

