



ECHO EIGHTY

Specialised Digital Marketing for Defence and Security Customers.

Explore this deck or find us online to learn more.



At Echo Eighty, we support business in the digital landscape, generating new relationships and opportunities based on your exact goals.

Our Full Suite of Services Include:

- Graphic Design
- Multimedia Content
- Research
- Web Design & Development
- SEO & Analytics
- Social Media





Outmanoeuvre the competition.

We provide agile marketing strategies to reach customers, talent and investment.

Much of the current defence marketplace is built on historic relationships, stale contracts, and handshake deals. Progress moves at the speed of the customer.

All businesses can succumb to this inertia, relying on existing methods and product applications. Marketing takes a backseat when you are on first-name basis with your key buyers.

By taking the marketing initiative, operating in the defence and security sectors becomes an energetic, proactive resource for your business. By taking the marketing initiative you can extend your reach in the sector, and become more attractive in adjacent markets.

We do this by understanding your goals and building an effective marketing plan around your proposition.



Coded to compete.

An effective website is the centrepiece of all digital communications.

It is where any buyer will form their first impression and decide if you have the capability they require.

We consult with procurement experts within the marketplace and understand the information they expect for sourcing the marketplace and qualifying their RFP/RFQ activities.

Using modern web technologies, we build websites to showcase your key products, services, achievements, case studies and essential company information to provide the perfect reference point for potential customers.

Security is at the forefront of our approach and considered at each step of the process, protecting you and giving your customers the confidence that their sensitive data is adequately secured against bad actors.



**Reach key decision
makers around the globe.**
**We provide effective,
consistent messaging
across all major social
platforms.**

Social networks and social media allow businesses to target key decision makers in relevant markets around the world.

Drawing on extensive experience in content development and curation, we position our clients to attract and engage a wider range of existing customer types, or new audiences to meet your business intent.

Social media evolves on a daily basis, and dedicated expertise is needed to consistently grow an engaged audience. We employ a variety of automated tools, trackers, and management platforms to boost the effectiveness of any campaign.



**A man with a rifle.
A missile. A ship.
Step away from stagnant
visuals with a modern,
dynamic brand identity.**

Visual identity is homogeneous across the majority of defence and security providers. The reason is simple – companies believe that their capabilities, products and services speak for themselves.

The human element of the purchasing process should not be ignored. Attractive brands stand out and stay front-of-mind to buyers, advocates and investors. Top tier talent will always want to work at aspirational companies.

Our design team produces immediately identifiable, effective and engaging brand identities that differentiate you from your competitors and communicate your company values.



Complex campaigns delivered with simplicity.

We ensure your message reaches audiences in the best possible way.

We work with you to understand the demands of your business and build robust marketing systems to deliver consistent results, with the flexibility to optimise performance over time and execute campaigns with the end goal firmly in sight.

Automation plays a key role in eliminating wasted time and unnecessary costs while improving customer journeys and your bottom line. These tools provide personalised messaging to the desired audiences, allowing you to focus solely on the organic leads they generate.

We also provide a full suite of multimedia services to create value and impact - including videography, animation, and photography, as well as copywriting and audio services. We will help you craft the messages that land with both external and internal audiences, keeping your functions and people aligned.

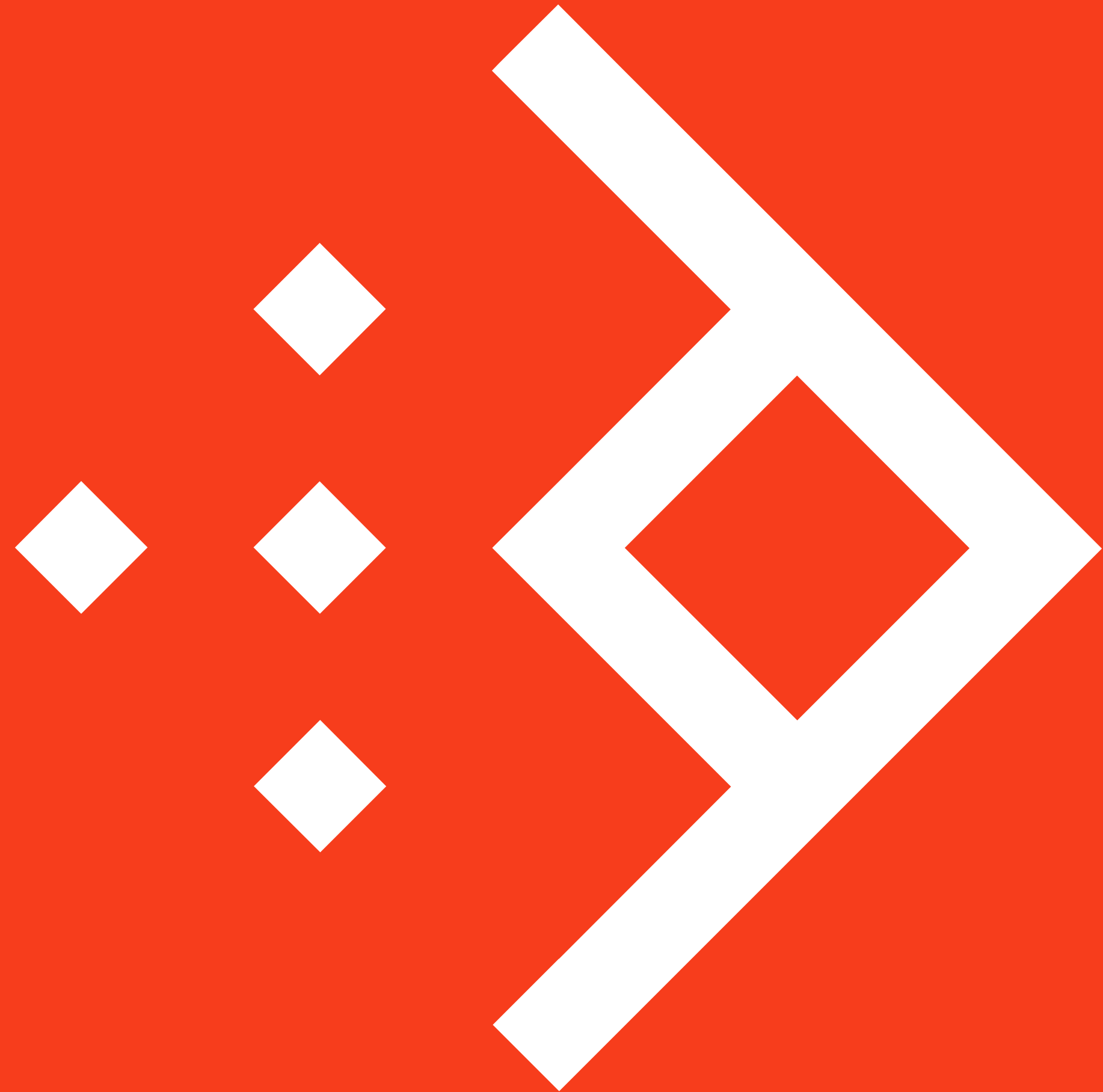


**Broad, forward-
thinking expertise.**

**We welcome enquiries
from businesses of all
sizes looking to modernise
their digital marketing.**

We support organisations and teams working in adjacent industries and sectors, including:

- Cybersecurity
- Web & IT Services
- Local Government
- Charitable Organisations & NGOs
- Green Industries
- Biotechnology
- Manufacturing & Engineering



Accelerate your business goals with a compelling marketing presence.

We work with companies of any size, or can support the development, launch and success of individual projects and campaigns. Get in touch today to grow your online reach and attract valuable customers to your products and services.

 echoeighty.com

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Thank you for your time.

 echoeighty.com



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