

ITDatabase's Situation:

ITDatabase is the world's first research tool designed specifically for tech media. After development, the company was planning a beta version to attract industry insiders to participate in a free trial. From there, ITDatabase needed to build a public presence in anticipation of full launch of the service. They came to Viewstream in need of a brand identity, a public web site and blog, and skilled design recommendations. Viewstream helped answer some important questions:

- ❖ **How can ITDatabase position itself to attract a wide audience of technology marketers, pr pros, journalists and industry experts?**
- ❖ **Beyond the application's navigation, what graphical elements would improve the user experience?**
- ❖ **How would ITDatabase define its early sales cycle and execute a customer outreach strategy?**

Viewstream knew how to combine distinctive messaging, creative design and sharp sales strategy to give ITDatabase an edge from the beginning.

Viewstream's Solution:

Viewstream worked with ITDatabase founder Travis Van to create a **comprehensive brand strategy**. With key messaging in mind, Viewstream created the ITDatabase.com website and helped develop the look and feel for the pioneering ITDatabase application.

- ❖ **Messaging and Design**
Viewstream crafted a brand identity that hones in on key features of the service and conveys the innovative nature of this service.
- ❖ **Effective Social Content Marketing**
The website incorporates video, rss feeds, a custom WordPress blog and more to bring people back again and again.
- ❖ **Sales Channeling**
Viewstream helped architect an initial sales funnel, including defining the conversion process, SEO strategy and implementing landing pages.

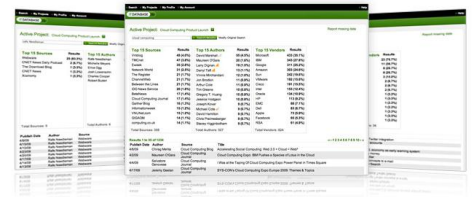
Highlights/Results:

- ❖ Over 6,000 unique site visitors and more than 400 companies participating in a "Free Trial" in first three months of launch.
- ❖ Product featured in key industry publications (PRWeek, CNET, InformationWeek)
- ❖ Attracted industry partnerships (Business Wire, others)

To view the ITDatabase webpage, visit: <http://www.itdatabase.com>



Viewstream developed integrated branding, messaging and design for the IT news research service ITDatabase.



Viewstream's solutions included "look and feel" development and a custom WordPress blog.