



Everclear is the B2B marketing agency that helps venture-backed tech companies grow faster. For over 15 years, Everclear has worked with entrepreneurs, advisors and investors to re-position early-stage cybersecurity companies, develop breakthrough brand strategies and execute high-growth sales and marketing programs to help them sell more effectively into the public and private sector, from global enterprises to government, defense and intelligence agencies.

DEEP SECURITY EXPERTISE

Everclear has worked with network, endpoint and application security companies to launch hardware, software, products and services that address the industry's toughest challenges, from advanced persistent threats, phishing and malware to DDoS, social engineering and zero-day attacks.

STRONG BUYER FOCUS

Everclear understands the demands of security and IT buyers, long sales cycles and multiple decision makers. We excel at simplifying complex value propositions and translating technical product features into compelling customer benefits to help organizations gain traction and sell more effectively.

KEY INDUSTRY EXPERIENCE

The Everclear team has internal operations experience managing go-to-market strategy, product positioning and demand generation, as well as communications, PR and analyst relations for private and publicly-traded security companies, including Axent, Symantec, TruSecure and others.

REPRESENTATIVE CLIENTS





LAUNCHING A NEW CYBER RISK INTELLIGENCE BRAND

- Positioning & Strategy
- Brand Image & Identity
- Corporate Logo & Tagline
- Process Graphic Illustrations
- Collateral & Presentations
- Trade Show Presence
- Responsive Web Design
- Marketing Automation
- Explainer Video



RE-BRANDING CLOUD-BASED ACCESS CONTROL STARTUP

- Positioning & Strategy
- Brand Development
- PR & Marketing Strategy
- Web & Mobile Software UI/UX
- Web Design & Development
- Trade Show Presence
- Salesforce.com CRM
- Marketing Automation
- Lead Generation



LAUNCHING A SOCIAL ENGINEERING PROTECTION APPLIANCE

- Hardware Product Demo
- Solution Process Graphics
- Illustration & Design
- Script Writing & Editing
- Video Storyboarding
- Video FX & Animation
- Voiceover Recording



DRIVING ENDPOINT SECURITY SOFTWARE DOWNLOADS

- Software Product Demos
- Lead Generation Support
- Platform & Product Launch
- Script Writing & Editing
- Video Storyboarding
- Video FX & Animation
- Illustration & Design
- On-Hold Customer Phone Messaging



RE-BRANDING APPLICATION & DEVICE CONTROL SOLUTIONS

- Re-branding & Messaging
- Brochures & Sales Collateral
- Sales Presentations
- Web Design & Development
- Trade Show Presence
- Video Animation
- Process Graphics
- Banner Ads
- E-mail Marketing



RE-POSITIONING INFO ASSURANCE & COMPLIANCE SERVICES

- Positioning & Re-branding
- Corporate & Product Logos
- Sales Enablement Materials
- Web Design & Development
- Trade Show Presence
- Event Marketing Support
- Solutions Graphics
- E-mail Marketing



RE-BRANDING & POSITIONING SIEM & COMPLIANCE PRODUCTS

- Brand Development
- Brochures & Sales Collateral
- Sales Presentations
- Product Launch Support
- Software Packaging
- Trade Show Presence
- Banner Ads
- E-mail Marketing



RE-BRANDING RISK MANAGEMENT PRODUCTS AFTER M&A

- Brand Development
- Brochures & Sales Collateral
- Sales Presentations
- Product Launch Support
- Software Packaging
- Software Product Demos
- Process Graphics
- Banner Ads
- E-mail Marketing



HIGH-GROWTH MARKETING FOR VENTURE-BACKED TECH COMPANIES

Everclear is the B2B marketing agency that translates complex technology into enterprise value so venture-backed companies grow faster. When your company is ready to invest in high-growth marketing to accelerate sales and drive revenue, the choice is Everclear for positioning, messaging and strategy, branding, marketing and execution and content marketing, lead generation and marketing automation services.