



When we began work with Verasolve, we had a limited PR and marketing presence. Perfecta has been growing quite quickly over the past few years, and we knew it was time for us to increase our branding and publicity efforts. The Verasolve team came in and immediately conducted an audit of our existing materials and marketing measures, subsequently developing a strategic plan spanning marketing, branding and PR initiatives.

One of our main goals was to build name recognition through thought leadership and award wins. The Verasolve team worked with our team to draft and submit award applications, leading to several wins, including Trending 40, Future 50, and multiple finalist spots like ACG Corporate Growth and EY Entrepreneur of the Year.

The team also pitched Perfecta as a thought leader, leading to placements like the most recent one—a feature in Homeland Security Today.

As a Verasolve client, we were provided with an entire team, including high-level strategic leadership from the director of PR and branding and the chief marketing officer, and execution from a team of talented senior PR and marketing specialists. We couldn't have been more pleased with the products they provided.

From increasing our social media impressions to helping with collateral, writing articles, pitching press releases, research, working with corporate social responsibility initiatives and more, the Verasolve team was ready to assist us with any and every project. For example, in the past two months, Verasolve's social messaging on LinkedIn alone has led to nearly 10,000 impressions and 185 direct clicks.

We highly recommend working with this organization, whether you're just starting out with PR, marketing and branding initiatives, or if your in-house team could use a team of industry experts.

We appreciate everything they have done for our team here at Perfecta.

A handwritten signature in green ink, appearing to read "George Zouilas", written over a horizontal line.

George Zouilas
Chief Executive Officer