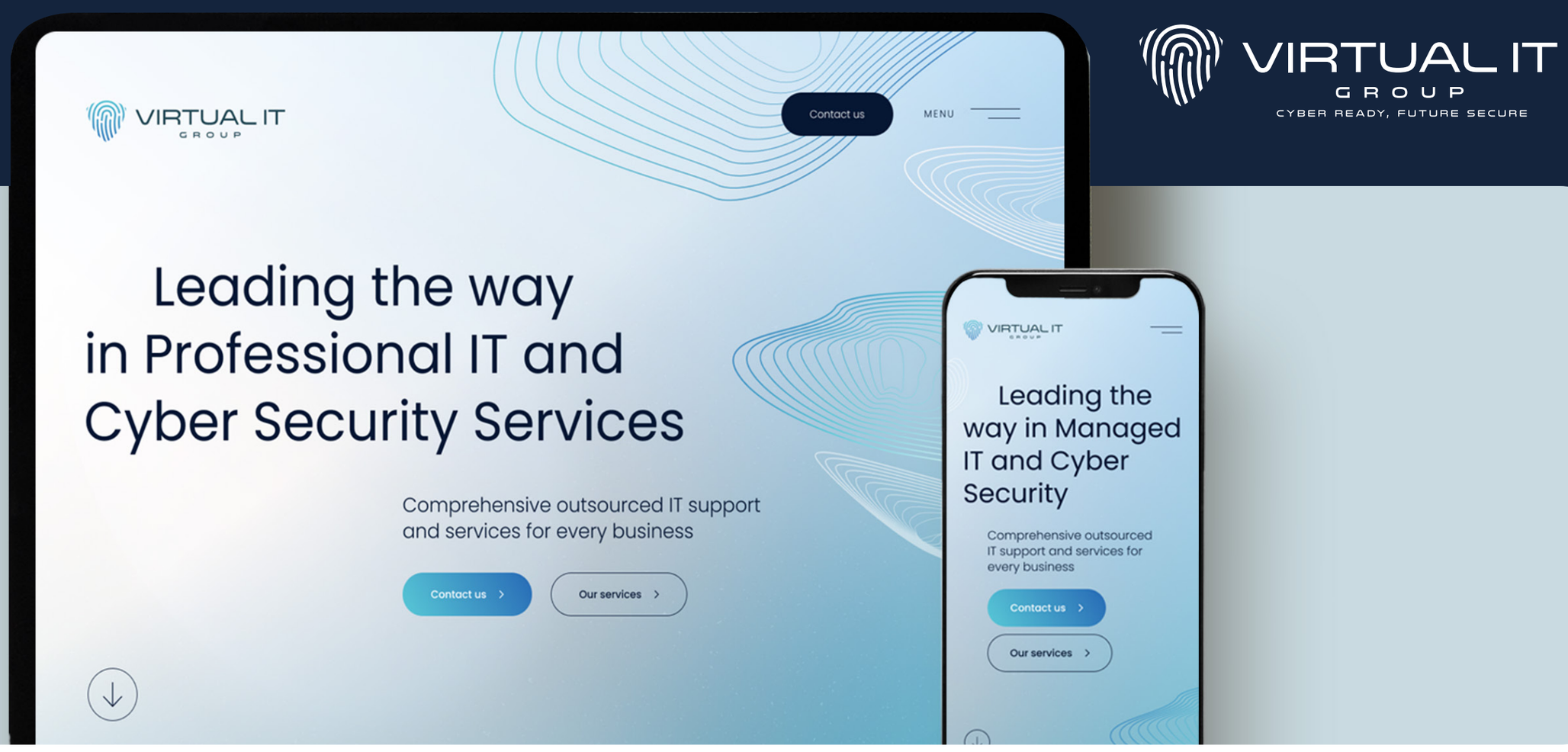
Building the marketing engine behind Virtual IT Group's growth

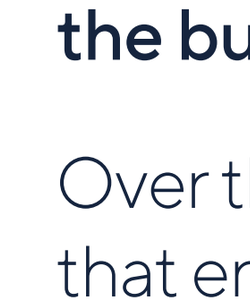


VIRTUAL IT GROUP
CYBER READY, FUTURE SECURE

Virtual IT Group (VITG) has grown rapidly over the past several years, expanding its client base and capabilities across Australia. The company delivered managed IT and cybersecurity services to hundreds of organisations across Australia, but its marketing presence was still developing. The website was small, marketing activity was limited, and the brand did not yet reflect the scale of **the business.**

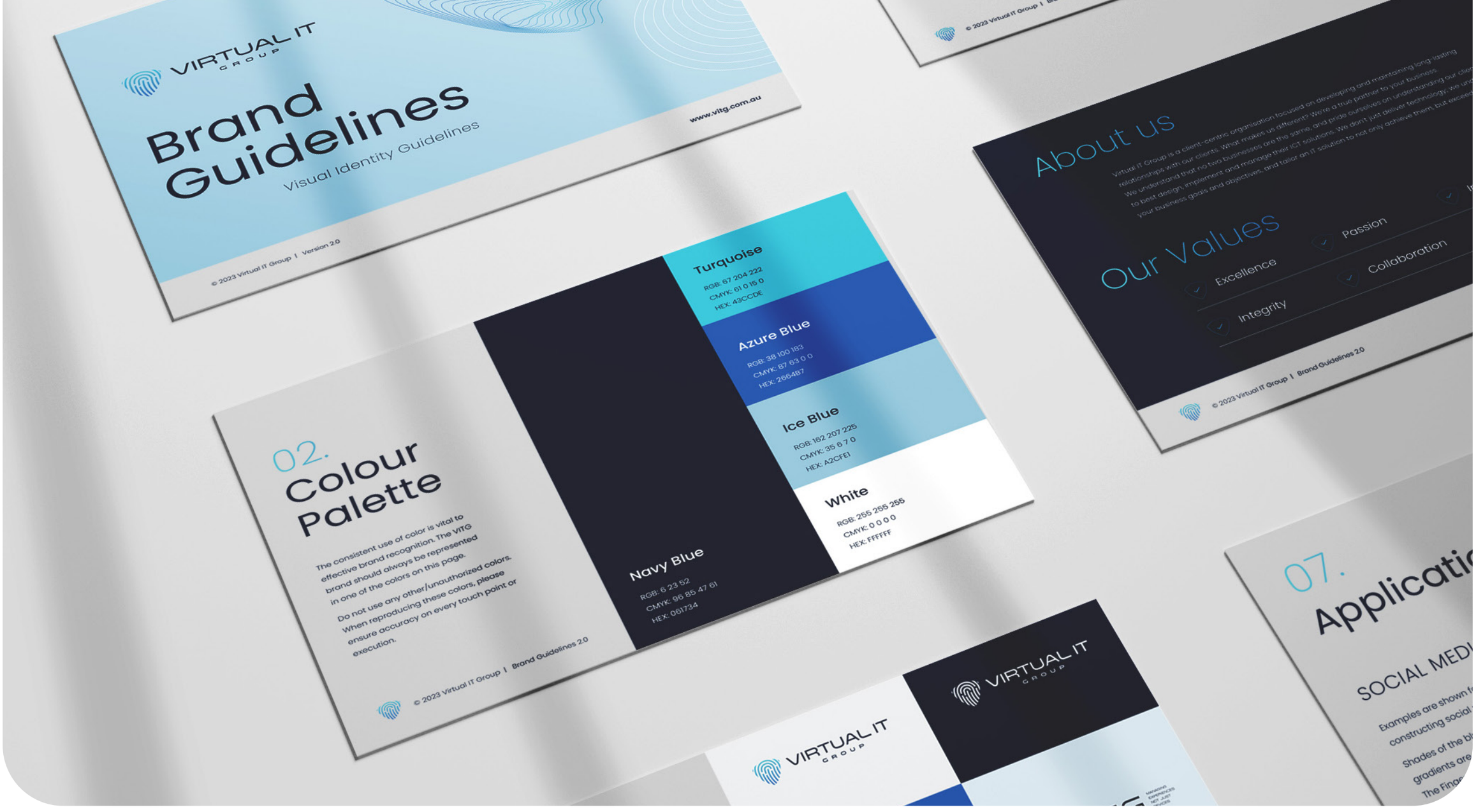
Over the following years, align.me worked closely with VITG to build that engine – strengthening the brand, improving digital visibility, and supporting demand generation as the business scaled.

Today, VITG runs its own internal marketing function, a natural graduation after years of building the brand, marketing foundations, and demand generation capability together.

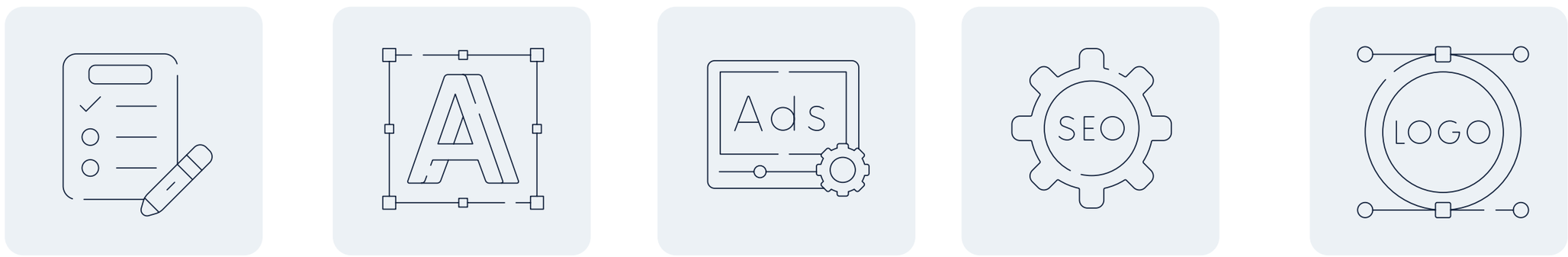


"It was a privilege to be part of those early days of 'maturing' VITG as a brand, and to see the partnership between VITG and align.me flourish into something truly impactful. The growth and transformation you've described is incredible, and it's a credit to the hard work and collaboration on both sides."

Nic Ferraro, former Chief Customer Officer, Virtual IT Group



What we did



Strategic planning

Copy & design

Campaign management & optimisation

SEO

Employer branding

The challenge

While VITG had strong technical capabilities and an expanding client base – $10 million in revenue, 300 clients, a team of 30 people – it lacked a structured marketing strategy and the infrastructure needed to support long-term demand generation.

The company was also entering a period of rapid expansion, including multiple acquisitions and new service offerings. Maintaining a consistent brand and clear messaging across this growth was becoming increasingly important.

VITG needed more than isolated marketing activity. It needed a coordinated marketing engine to support the company's long-term growth.

The strategy

Working closely with VITG leadership, align.me helped establish the strategic foundations of the company's marketing function.

This included refining the brand's positioning, developing messaging to resonate with both business leaders and technical audiences, and building a consistent narrative across marketing channels.

A major milestone was the VITG brand refresh and website rebuild. The new site strengthened the brand and improved user experience, search visibility, and lead generation.

Alongside these foundations, align.me supported ongoing marketing execution across multiple channels, including blogs, website content, email marketing, social media, and digital advertising.

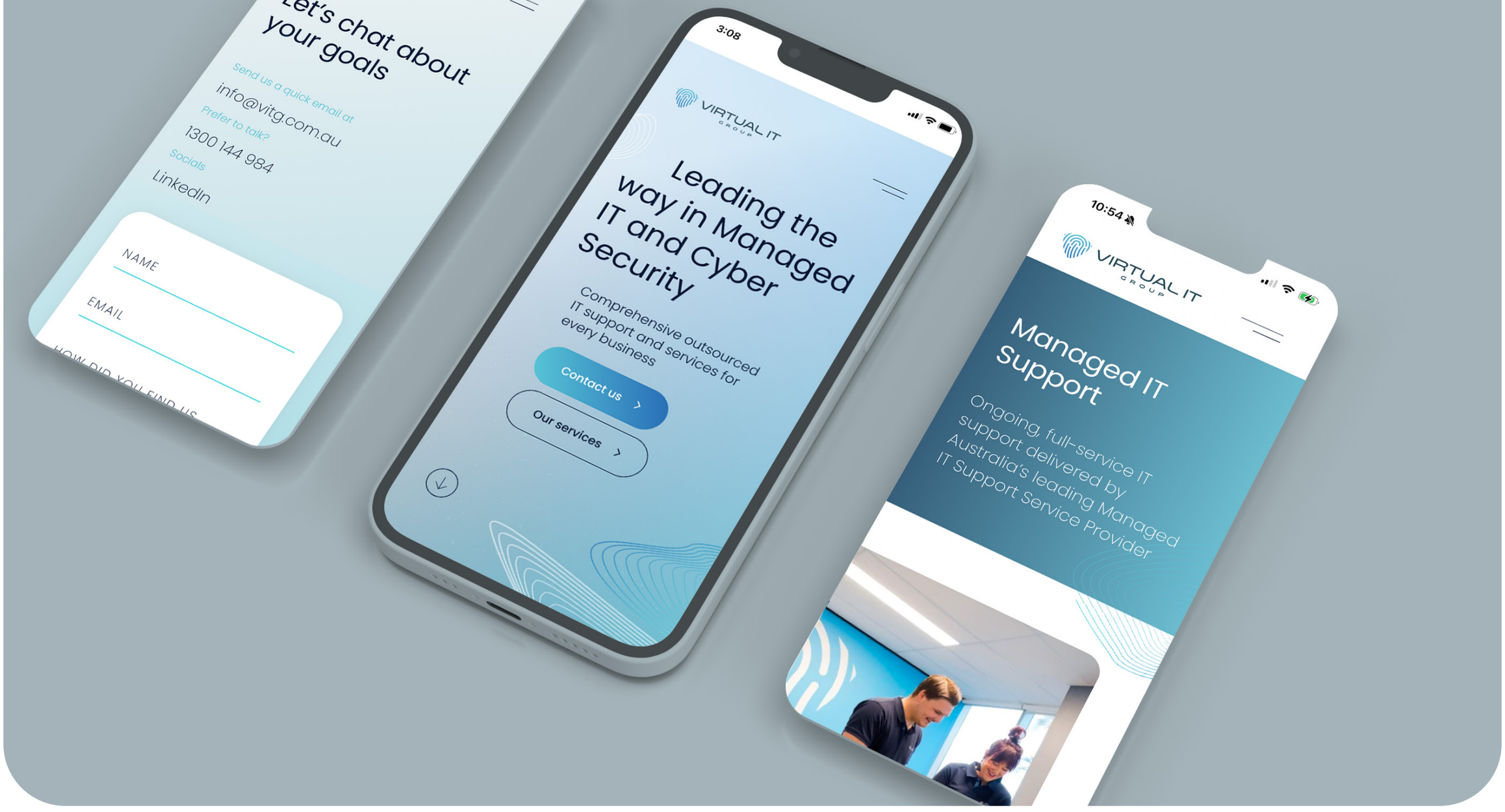
This coordinated approach quickly increased VITG's market visibility.



"Across the board, I've definitely seen a marked increase in traffic, impressions, and clicks".

Lisa O'Reilly, Demand Generation Lead, Virtual IT Group





The work

Supporting rapid growth

As VITG continued to expand, the marketing platform built through the partnership supported the business during a period of significant transformation.

During this time, the organisation grew rapidly, expanding its client base to more than 1,500 organisations. The business also completed more than 10 acquisitions, bringing new teams, services, and customers into the group.

Maintaining consistency in brand messaging and communication during this period was critical. The marketing foundations built through the partnership helped ensure that VITG's brand remained clear and credible as the organisation evolved.

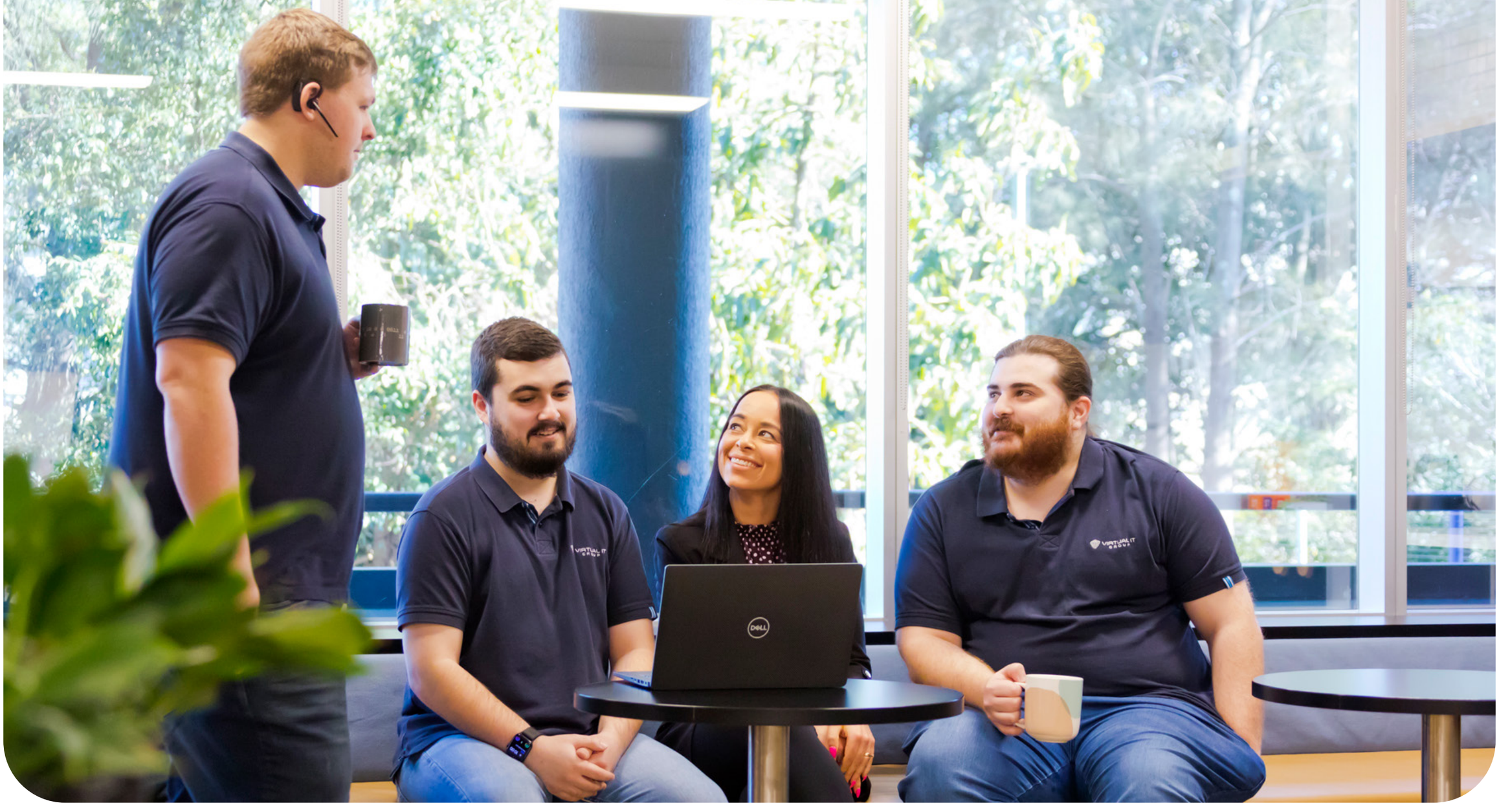
Throughout this period, align.me operated as an extension of the VITG marketing team.



"The align.me team really understood the business, the market players, the value proposition, as well as the target audience."

Lisa O'Reilly, Demand Generation Lead, Virtual IT Group

This close collaboration allowed VITG to maintain momentum in its marketing while continuing to scale the business.



The work

Driving campaigns and demand generation

In addition to building long-term marketing foundations, the partnership also delivered campaigns to increase visibility and drive demand.

One notable example was the Cyber Ready, Future Secure campaign – a major initiative designed to promote VITG's cybersecurity capabilities and engage organisations looking to strengthen their security posture.

The campaign required a coordinated multi-channel approach and had to be developed under a very tight timeline.

From the initial brief to launch, the full suite of assets – including blogs, social media content, digital advertising, and supporting campaign messaging – was produced in just a few weeks.



"It's one of the shortest timelines I've ever had to take a campaign live with, but it's been very successful – driving demand generation and pipeline for the sales team."

Lisa O'Reilly, Demand Generation Lead, Virtual IT Group

The campaign successfully increased engagement and contributed to VITG's broader demand generation goals.

The results

VITG reached a point where it deserved a full, dedicated marketing function because of its size and maturity.

With stronger brand foundations, established marketing systems, and a proven demand generation framework already in place, the organisation reached a point where it made sense to establish a fully internal marketing team.

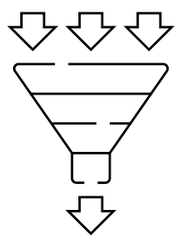
For align.me, this represented the intended outcome of the partnership. The transition marked a natural graduation moment, demonstrating that the marketing foundations built through the partnership had successfully positioned VITG to continue scaling its marketing internally.

When a client reaches the point where building an internal marketing team becomes the right strategic move, we see it as a clear sign the partnership has done its job.

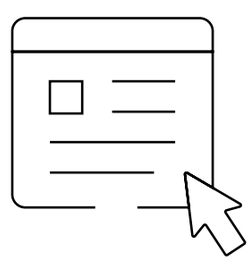


"We went through a lot of change together, and I genuinely appreciated the support and guidance align.me provided. I'm truly grateful for the relationship we built along the way. align.me made it easy to trust the process and enjoy the work."

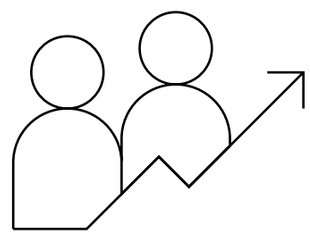
Jason Jarvis, Head of Commercials and Partnerships, Virtual IT Group



10x increase in first-page Google visibility



20x increase in website lead generation



5x client growth

To find out more about how align.me can help you grow your sales and marketing and deliver better support, expertise and outcomes, **contact the team today.**

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