Unisys Capstone Project – Appendix Supplement

Team Name: Mansi Kamboj and Mrinal
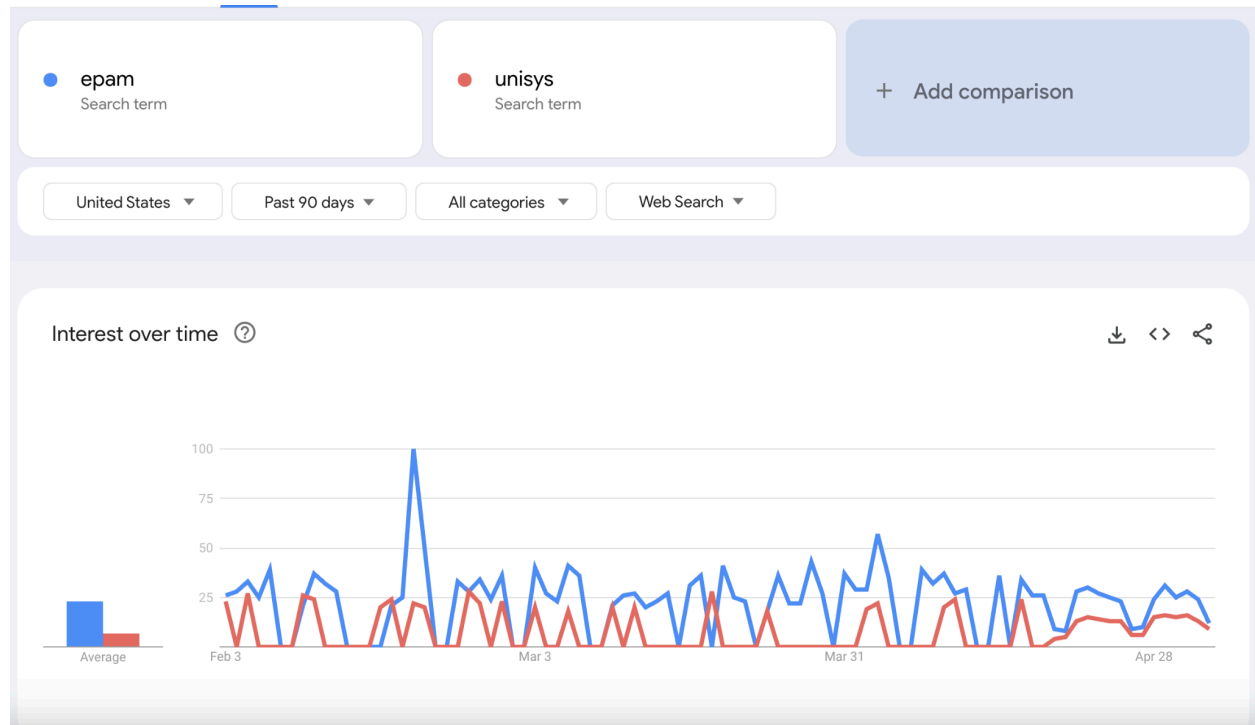Course: Marketing Capstone
Term: Spring 2025
Project: Milestone 4 – Strategic Brand Repositioning for Unisys
Guidance: Prof. Larry Cohen

1. Appendix A – Brand Perception Comparison (Google Trends)

Google Trends for "EPAM" vs "UNISYS"

Overview:
This Google Trends graph displays the relative search interest for the terms "EPAM" and "Unisys" in the United States over the past 90 days.

Insight:
EPAM consistently maintains higher search interest compared to Unisys, with several peaks of activity and a more stable trend line. Unisys shows low and sporadic engagement, highlighting its limited brand visibility in digital spaces.

Implications for Strategy:
This gap reflects weaker brand recall for Unisys and a pressing need to modernize brand messaging, enhance digital marketing efforts, and increase awareness among mid-market decision-makers seeking innovative tech partners.
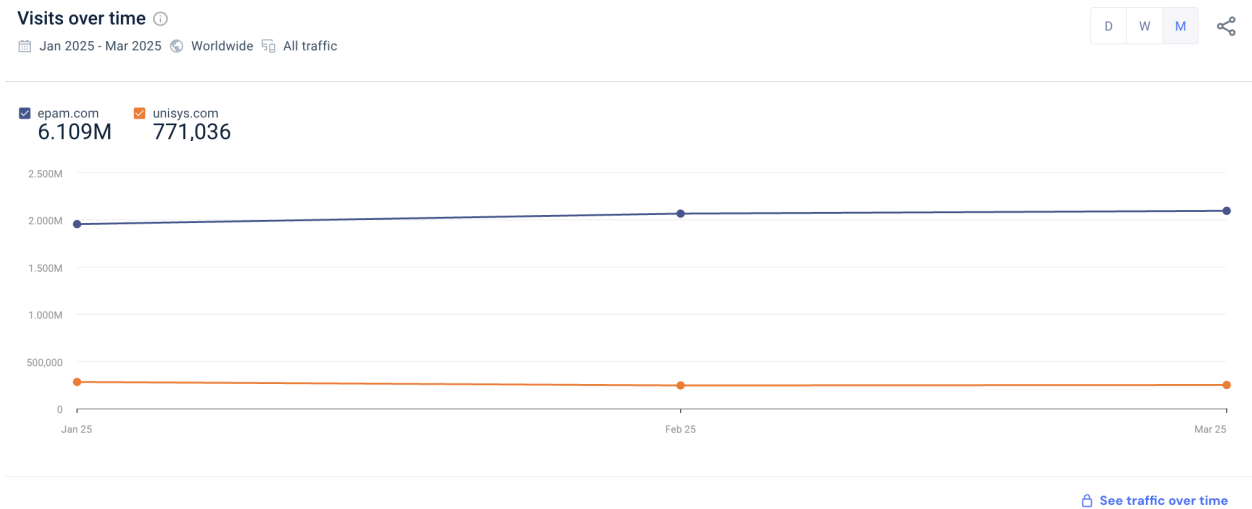
Supports Recommendation:
Reposition Unisys from a legacy IT firm to an AI-first, cybersecurity-driven transformation partner, supported by stronger content marketing, SEO, and paid digital campaigns**.**

2. Appendix B – Website Metrics & SEO Performance
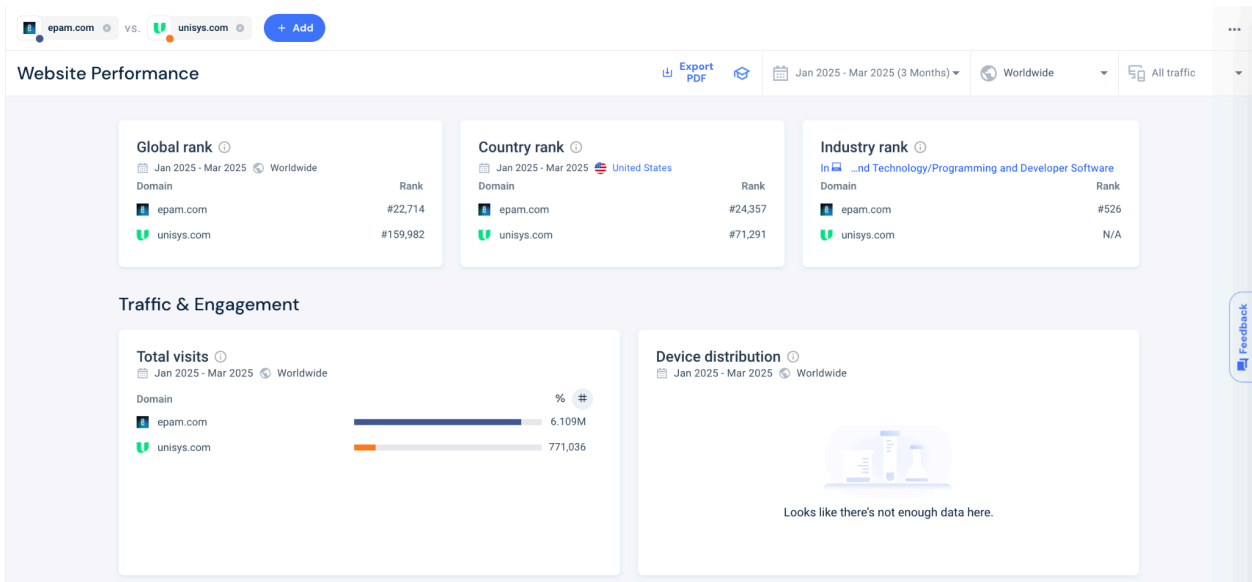
Website Performance: SimilarWeb (Jan–Mar 2025)

Visits over time: SimilarWeb (Jan–Mar 2025)

Overview:

Traffic data from SimilarWeb (Jan–Mar 2025) shows a major gap in digital visibility between EPAM and Unisys:

- EPAM.com: ~6.1 million visits

- Unisys.com: ~771,000 visits

- EPAM ranks significantly higher in global, U.S., and industry benchmarks.

Insight:
EPAM's stronger SEO performance and web engagement reflect greater reach and discoverability among enterprise audiences. Unisys lags behind in both visibility and digital traction.

Implications for Strategy:
 Unisys must prioritize an SEO refresh, improve its website content quality, and launch targeted paid media efforts to capture mindshare in the mid-market tech sector.

Supports Recommendation:
Modernize digital presence through website messaging upgrades, technical SEO, and mid-market-focused paid ad campaigns.

3. Appendix C – Social Visibility & Engagement Comparison

EPAM LinkedIn follower count

AMERICAS

EPAM Wins 2025 **BigCommerce**
Excellence in Delivery Award

137   7 comments · 15 reposts

👍 Like   💬 Comment   🔁 Repost   ➤ Send

EPAM LinkedIn Post Engagement

EPAM Systems: Strong LinkedIn Performance

- **Follower Count:** 2 million+ followers

- **Visual Identity:** Sleek, futuristic banner with clear positioning: *"Engineering the Future"*

- Sample Post: BigCommerce Excellence in Delivery Award (2025)

- **Post Engagement:**

  ○ 137 reactions

  ○ 7 comments

  ○ 15 reposts

- Tone & Content: Celebrates wins, emphasizes innovation and delivery excellence, positioning EPAM as a trusted enterprise partner

Insights:

- A high follower base suggests broad brand awareness

- Engagement numbers indicate content relevance and an active community

- Consistent visual branding boosts recognition

Unisys LinkedIn Follower Count

IDC Worldwide Higher Education
Cloud Professional Services report

23   3 reposts

👍 Like   💬 Comment   🔁 Repost   ✈ Send
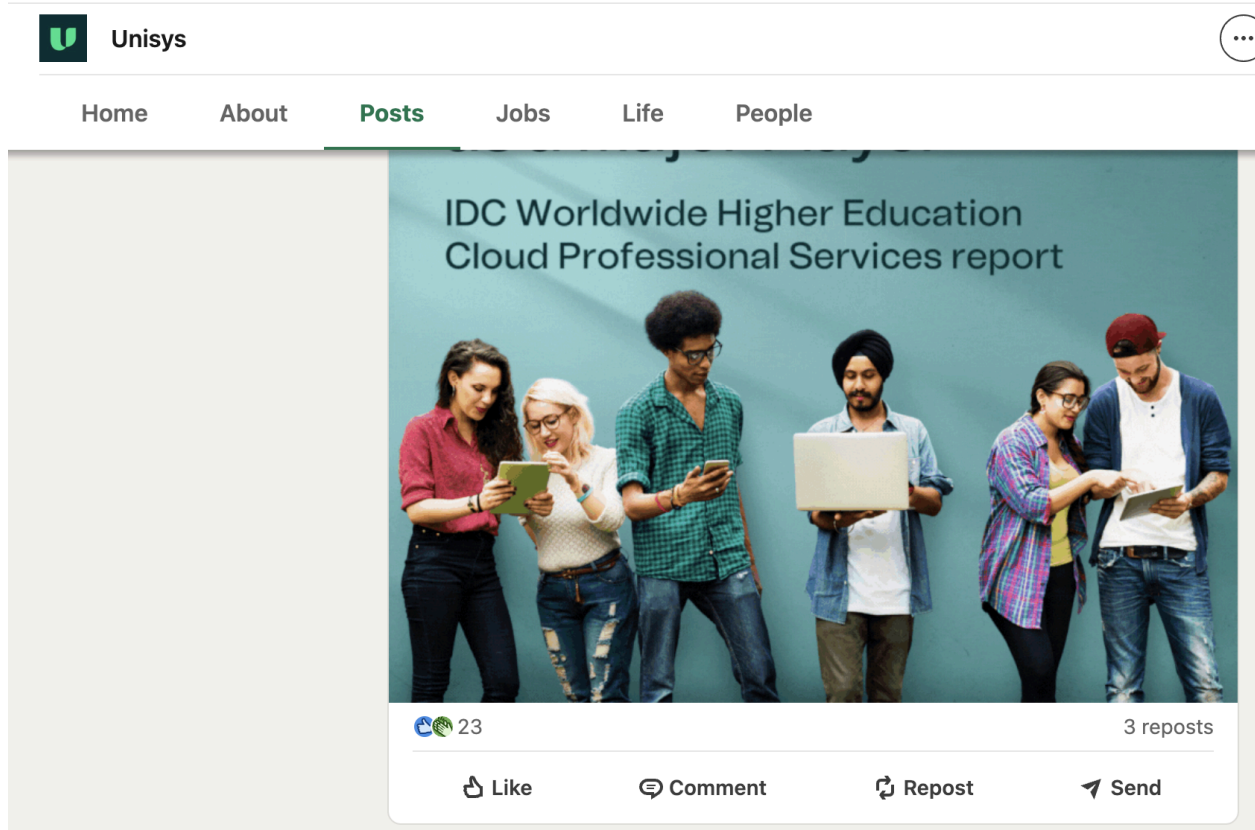
Unisys LinkedIn Post Engagement

Unisys: Under-Leveraged LinkedIn Potential

- **Follower Count**: 659K followers

- **Visual Identity**: "Keep Breaking Through" slogan with abstract design

- **Sample Post**: IDC Higher Ed Cloud Report feature

- **Post Engagement**:

  - 23 reactions

  - No visible comments

  - 3 reposts

- **Tone & Content**: Informative but lacks emotional or compelling storytelling that resonates with B2B tech buyers

Insights:

- Mid-size following but low engagement implies poor content reach or resonance

- Posts are generic and passive, missing opportunities for conversation or leadership

- Visual branding is inconsistent and lacks a focused tech-forward message

Strategic Takeaways

- **Unisys lags in digital storytelling** and LinkedIn brand equity compared to EPAM

- Content lacks punch—fewer calls-to-action, weak emotional appeal, minimal showcasing of client success or innovation

- **Our recommendation**:

  - Develop a **robust content calendar** with a mix of thought leadership, case studies, and industry commentary

  - Invest in **executive voice and influencer collaborations** (e.g., CIOs, cloud security leaders)

  - Repurpose successful assets into short-form posts, videos, and infographics

Reinforces Slide 12 & Slide 16 in our presentation:

Strengthening Unisys' digital presence is critical to reposition the brand as a competitive, trusted AI-first and cybersecurity partner for mid-market clients.

4. Appendix D – Budget Estimates & Cost Benchmarks

Objective:

Support your recommendation for investing in paid media, video, and content creation by showing industry-standard or hypothetical cost ranges.

1. LinkedIn Ads – Estimated Cost

- Average CPC (Cost Per Click) for B2B on LinkedIn ranges from $5–$9

- A modest monthly budget for mid-market targeting = ~$2,000–$2,500/month

Source:
[LinkedIn Ads Benchmark Guide (Wordstream)](#)

To reach mid-level tech decision-makers, we estimate a starting ad spend of $2,000/month on LinkedIn. This aligns with industry benchmarks and allows precise targeting by job title and industry.

2. Explainer Video Production

- High-quality 60–90 sec B2B explainer videos range from $2,500–$5,000

- Platforms like Wistia or Fiverr Pro offer professional animated and live-action packages

Sources:
[Wistia Video Production Guide](#)
[Fiverr Explainer Video Pro Sellers](#)

A branded explainer video (~$3,000/project) can distill Unisys' AI and cybersecurity capabilities into engaging content for digital ads, site pages, and social channels.

3. Blog/Thought Leadership Content

- Hiring freelance content strategists or blog writers ranges from $300–$1,200/month, depending on cadence and scope

- Content includes: 2–4 blog posts/month, ghostwritten LinkedIn posts, SEO refreshes

Source:
[Upwork Content Writing Cost Guide](#)

Allocating ~$1,000/month for content production ensures a consistent LinkedIn/blog presence that enhances SEO and digital authority.

Summary for Slide Reference:

Budget estimate: $2K/month for ads, $3K/video, $1K/month for content — aligned with B2B benchmarks

5. Appendix E – Influencer & Partner Research

Objective:

To support our recommendation for strategic partnerships and influencer marketing with specific names, credibility sources, and relevance to Unisys' mid-market strategy.

Strategic Partnerships

1. IDC, ISG, and Everest Group
Top-tier analyst firms trusted by IT decision-makers. Their inclusion boosts Unisys' thought leadership and market positioning.

- [IDC](#) – Known for vendor assessments and market trends

- [ISG](#) – Offers insights on digital transformation and sourcing

- [Everest Group](#) – Analyst reports on IT, cloud, and outsourcing

Why it matters: Analyst mentions increase buyer trust and vendor credibility in RFPs.

2. Cloud Security Alliance (CSA)
A nonprofit focused on defining and promoting best practices in cloud security. Ideal for joint webinars or co-branded content.

- [Cloud Security Alliance](#)
  - *Why it matters:* CSA membership and collaboration reinforces Unisys' cybersecurity credentials.

3. Mid-Market Trade Associations
Industry-specific groups that host conferences, networking events, and newsletter sponsorships.

- [MHTA (Minnesota Tech Association)](#)

- [TechServe Alliance](#)

Why it matters: These groups connect Unisys with CIOs and IT leaders in mid-sized firms.

Recommended Influencers

1. Evan Kirstel
B2B Tech Evangelist | 500K+ LinkedIn followers

- [LinkedIn](#) | [Twitter](#)
  - *Relevance:* Focuses on enterprise tech, AI, and cloud—key to Unisys messaging.

2. Tamara McCleary
CEO of Thulium | Digital transformation influencer

- [LinkedIn](#) | [Thulium](#)
  - *Relevance:* Engages tech executives through storytelling and thought leadership.

3. Daniel Newman
Principal Analyst, Futurum Research

- [LinkedIn](#) | [Futurum Research](#)
  - *Relevance:* Covers CIO trends, digital strategy, and enterprise tech evolution.

Why This Matters

These partnerships and influencers offer trust, visibility, and reach across Unisys' core mid-market decision-maker audience. Their involvement will strengthen Unisys' brand credibility and engagement with the CIO community.