

CASE STUDY

Market Intelligence

Trustify



Trustify, a rapidly growing Virginia startup in a heavily regulated industry, **sought business, legislative, regulatory, and political intelligence** across the country as the company expanded to new markets.

Strategy

Scarlet Oak Strategies worked with Trustify in their emerging business markets to:

- Provide background intelligence on current and potential officeholders.
 - Provide intelligence on legislative structures, processes, and calendar.
 - Create customized engagement plans to introduce the company and communicate its utility to executive, legislative, and regulatory stakeholders.
 - Localize Trustify's content and messaging plan to match the dynamics of each specific market.
 - Introduce Trustify's leadership to critical stakeholders.
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Outcome

Scarlet Oak Strategies provided strategic market entry intelligence to Trustify by advising on state-based political dynamics, stakeholders, and the policy environment. Additionally, Scarlet Oak Strategies leveraged its 50-state network to introduce Trustify to dozens of policymakers at every level in multiple states.

