

Vessel Vanguard × SeaLogs

Brand & GTM Case Study

One Platform, One Story: Unifying Vessel Vanguard & SeaLogs
Into a Single Growth Engine

Industry: Maritime SaaS | Engagement: Brand Consolidation & GTM Strategy

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Client Overview

Vessel Vanguard

A preventive maintenance and compliance platform for boat owners and marine professionals. Vessel Vanguard helps users stay ahead of maintenance schedules, manage safety compliance, and extend vessel lifespan through data-driven insights.

SeaLogs

A digital logbook and fleet operations platform built for commercial maritime operators. SeaLogs replaces paper-based logs with real-time digital records, crew management tools, and regulatory reporting automation.

2 Brands

Unified under one platform strategy

Maritime SaaS

Serving commercial & recreational markets

Post-Acquisition

Brand consolidation engagement

Full GTM

Go-to-market strategy and execution plan

"We had two brands, two websites, two sales motions and customers couldn't tell which product was right for them."

Key Friction Points

- Duplicate marketing spend across overlapping audiences
- Inconsistent brand messaging confusing prospects
- Sales teams competing for the same accounts
- No unified product narrative for cross-sell opportunities

Current State vs. Business Impact

Current State	Business Impact
Two separate brand identities	Market confusion, diluted awareness
Duplicate GTM motions	2x cost, half the efficiency
No cross-sell framework	Revenue left on the table
Fragmented customer journey	Higher churn, lower LTV

01

Current-State GTM Assessment

Mapped existing funnels, channels, and conversion paths for both brands. Identified overlap, gaps, and cannibalization points.

02

Independent Brand Assessment

Evaluated brand equity, positioning, audience perception, and competitive differentiation for each product independently.

03

Brand Architecture Design

Designed the unified brand hierarchy, messaging framework, and transition roadmap to consolidate without losing market trust.

Vessel Vanguard becomes the **master brand**. SeaLogs transitions to a **product line** within the unified platform.

Preventive Maintenance

Scheduled service, alerts, and lifespan optimization

Compliance & Safety

Regulatory adherence and safety documentation

Digital Logbooks

Real-time records replacing paper-based systems

Fleet Operations

Multi-vessel management and crew coordination

Transition Timeline

0–6 Months

Brand architecture finalized. Messaging aligned. Internal rollout.

6–12 Months

External rebrand launch. Website consolidation. Channel unification.

12–18 Months

Full integration complete. Single platform experience live.

Month 1

Research & Alignment

Stakeholder interviews
& brand audit

Competitive landscape
mapping

Customer segmentation
analysis

Internal alignment
workshops

Month 2

Execution & Launch

Unified messaging
framework

Website consolidation
plan

Sales enablement
materials

Channel strategy
deployment

Month 3

Optimization & Growth

Performance tracking
& KPI review

A/B testing across
channels

Demand gen engine
optimization

Expansion planning
& next phase



Rebuilding the Demand Generation Engine

A unified multi-channel marketing plan spanning 13 channels to drive awareness, pipeline, and conversion under one brand.

SEO & Content Marketing

Email Nurture Sequences

Webinars & Virtual Events

Referral Programs

Website Consolidation

Paid Search (Google Ads)

Partner & Affiliate Programs

Community & Forums

Product-Led Growth

Paid Social (LinkedIn, Meta)

Industry Events & Trade Shows

PR & Media Outreach

AI & Generative Search

AI & Generative Search Strategy

Optimizing for AI-powered search results (Google SGE, ChatGPT, Perplexity) to capture emerging discovery channels before competitors.

Website Consolidation

Merging two separate web properties into a single platform experience with unified navigation, shared content hub, and consolidated SEO authority.