



IT CONSULTANCY | LINKEDIN CONTENT PLAN | THOUGHT LEADERSHIP

From Delivery Vendor to *Strategic Partner*

01

**Content
Strategy**

02

**Thought
Leadership**

03

**Market
Positioning**

THE PROBLEM

The business had deep technical expertise in AI, agentic AI, and CMS but no visible market presence. They were perceived as a delivery focused vendor rather than a strategic technology partner — a positioning gap that was costing them conversations with the right buyers.



What we *did*

- 01

Built a LinkedIn content strategy anchored on three pillars: AI, CMS and digital transformation.
- 02

Worked closely with technical teams to translate complex internal expertise into market-facing insights.
- 03

Built a marketing strategy and marketing plan to support the GTM product launch.
- 04

Built the marketing tech stack, including an email marketing channel connected to their Salesforce CRM.
- 05

Reached the target audience across LinkedIn, email marketing, and events.
- 06

Ran marketing campaigns including database reactivation and demand generation.



The *results*

- 01

Built a marketing strategy, GTM launch plan, and marketing tech stack, including an email channel connected to their CRM.
- 02

Built a LinkedIn content strategy across three pillars and published consistently to build visibility.
- 03

Reached the target audience across LinkedIn, email marketing, and events, running campaigns including database reactivation and demand generation.
- 04

LinkedIn followers grew by 45.5% and profile visitors increased by 15%, both within 3 months.
- 05

Established the business as a strategic technology partner rather than a delivery vendor.

BUSINESS IMPACT

Market positioning

Moved from delivery vendor to recognised strategic technology partner.

Content engine

A repeatable publishing system that turns internal expertise into market-facing visibility.

Sales enablement

Thought leadership content that supports conversations at every stage of the cycle.

