

From Delivery Vendor to Strategic Partner

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45%

Followers growth

15%

Visitor sgrowth

3 m

To deliver results

The Problem

The business had deep technical expertise in AI, agentic AI, and Adobe Experience Manager 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.



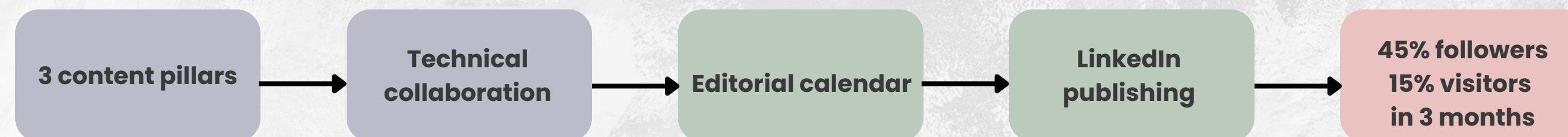
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What We Did

We built a LinkedIn content strategy & plan anchored on three pillars: AI, Adobe Experience Manager, and digital transformation leadership. Working closely with technical teams, we translated complex internal expertise into sharp, market-facing insights, published consistently to build visibility and audience over time.

The Tech Stack

LinkedIn as the primary channel, with a structured editorial calendar and internal collaboration process to source expertise from technical leads and make it accessible to a business audience.



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The Results

Consistent publishing delivered measurable results within 3 months. LinkedIn followers grew by 45.5% and profile visitors increased by 15% over the same period — clear signals that the content was reaching and attracting the right audience.

Business Impact

The business shifted perception in its target market from a delivery vendor to a strategic technology partner. Thought leadership content opened conversations that cold outreach alone could not, and gave the sales team credible material to share throughout the buying cycle.

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.

