



SUCCESS STORY

Helping an Indian IT consulting firm scale and grow through tailored marketing strategies and streamlined marketing process with StunM, an AI-powered marketing solution.

OVERVIEW

Our client, Gayajee Technosoft, an IT consulting startup, founded by a passionate engineer from Bengaluru, caters to critical IT challenges, and offers cloud, CRM and many administrative support to it's customers.

Being an early stage venture, client had severe marketing budget constraints, which was hampering their marketing initiatives and hence they partnered with us for marketing advisory and tools guidance to scale their business. Our AI-powered strategic marketing tool helped client navigate through the challenges. StunM's comprehensive AI-powered workflow followed by a deep-dive strategy consultation helped them set up required campaigns in no time at almost 50% reduced cost and helped them align their strategy to scale faster.

SOLUTION

We recommended the customer with StunM - a strategic marketing tool, which offered an in-depth marketing strategy and streamlined their processes using AI-powered campaign flows. The tool guided them towards specific outcomes and facilitated easy adaptation. Additionally, our advisory support increased their digital visibility in just two weeks.

Our GPT-powered LLMs for text and image generation capabilities and smart prompt engineering workflows helped the customer create required marketing assets in no-time, increasing overall efficiency by 55%.

IMMEDIATE BENEFITS

1. Marketing & GTM Formulation

The company began as a LLP serving a few customers. Over time, they sought to expand their reach and partnered with StunM for effective go-to-market strategies to enter new regions and serve new customers.

2. AI-generated Content Support

Our fine-tuned, text-text and text-image capabilities, helped the client reduce overall content generation cost by 80%

3. Streamlined marketing campaign flow

Our robust strategic marketing workflow helped customer get to speed and initiate new customer engagements.

AT A GLANCE CHALLENGES

- Small scale company, not enough marketing budget
- Soaring marketing costs and no in-house resource to support organic and paid marketing initiatives

IMPACT

- Significant Cost Reduction
- 10x Opportunity Growth
- 50x Increased Digital Visibility in just 2 weeks of our collaboration



FOUNDER'S THOUGHT

"For over 4 years, our company has been delivering IT, cloud & CRM support to a few select customers. StunM is a major growth enabler for our organization. With this tool we have almost doubled our opportunity pipeline and envisioning 10x customer growth by end of 2025."

-Director, Gayajee Technosoft