



Drive Right Traffic &  
Enhance Brand Visibility with

# TECHNICAL CONTENT

## CHALLENGES

The clients are leading SaaS companies offering technology platforms and solutions for industries across BFSI, Healthcare, HiTech (cloud governance, and compliance).

The clients' products were in different lifecycle stages. One of them was at the MVP stage and the other was a mature SaaS product.

For the early-stage startup / MVP, there was nothing written to define the solutions of the client. While for the other one, the client had some content that was too technical to consume by the decision-makers (C-Level, VPS). Additionally, the content was not SEO-friendly and crafted to attract the right traffic to the website. They needed the right engaging and easy-to-understand technical content to enhance organic presence and brand value.

## SOLUTIONS

Applied AI Consulting has designed a three-pronged approach to solve the problems with **MarXeed, a marketing content data tool** with built-in artificial intelligence.





## Consulting:

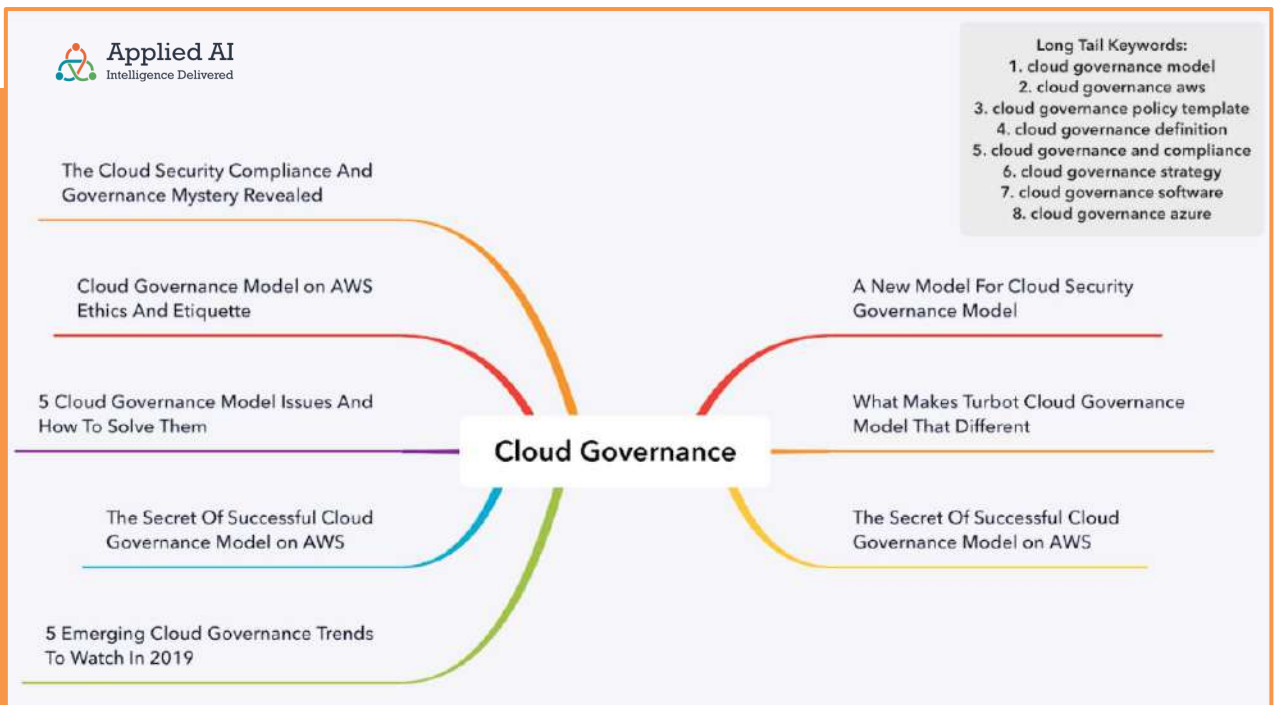
We consult with the client to understand their buyer persona and design a technical content strategy for them.



## Mind Map:

Marxeed advice blog topics along with

keywords to promote your products and services. We enhance the mind map offered by Marxeed with custom inputs. We offer 30 different blog titles that are trending in the market. You can choose three or four blogs that are most suitable for you and plan your content calendar month-wise.



## Content Cluster:

We create topic modeling strategies to build a cluster of content around a single topic. Also, we tie keywords to the cluster. It helps to segregate your whole cluster of content as per topical relevance. Besides, it supports the search engine to understand the relationship between different pages and determine your topic authority.



## Keyword Research & Strategy:

We help you to find the relevant keywords to boost organic traffic.

- **Word Cloud:** It advises you the top keywords for the trending blogs.
- **Headers:** Offers you the magical chemistry of H1, H2, H3 to enhance the SEO.



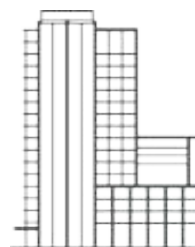
## RESULTS

- Around **65%** increase in organic search traffic of the client's website for the past 12 months.
- Around **70%** increase in engagement rate with content marketing and interactive landing pages.

## ABOUT APPLIED AI CONSULTING

Applied AI Consulting (AAIC) is the most technical marketing team in the world. We have made several IT services, product and IT consulting companies grow and scale, including our own companies. We use an excellent balance of deep tech content, social media, podcasts, quora for promoting, attracting, and engaging.

We have a deeply AI-centric Martech stack, including our own Marxeed and 7Targets.ai filling the gaps in the end to end intelligent sales. Our consulting plus platform approach helps us design effective solutions for your unique needs. We can help you by engaging your target audience from every sector including healthcare and life sciences by explaining your services as well as creating partnerships with AWS, Azure leaders to grow your organization.



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