SELECTED MARKETING CASE STUDIES · FIVE CASES

Selected Marketing Case Studies

Marketing | Monetization | Brand Strategy | AI-Powered Execution

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Brand Monetization | Business Growth | Strategic Partnerships | AI-Powered Marketing Operations

The director title names a proposed professional specialization.

THE FIVE CASES

01 **PR, Brand Positioning and Monetization**
Five years of public relations practice that converted audience into partnerships and income: strategic partnerships up 30 percent year over year.

02 **Business Development and Strategic Partnerships**
A conference pipeline measured to a 26 percent confirmed reply rate, and a first partnership agreement executed within 48 hours.

03 **AI Marketing Intelligence and Competitive Positioning**
A diagnostic that shows a business what AI answer systems say about it, and turns the findings into decisions leadership can act on.

04 **Marketing Launch and Digital Execution**
Positioning, offer architecture, website, and checkout designed, built, and verified as one launch system.

05 **Creative Marketing Operations and Campaign Execution**
A locked creative system: 70 approved designs and 175 posts published or scheduled on a fixed cadence.

SELECTED CASE STUDIES · CASE 01

PR, Brand Positioning and Monetization

Turning audience into income: commercial opportunities and brand growth

30%
growth in strategic partnerships, year over year

45%
expansion of the professional network over three years

20%
increase in media reach across the practice

WHAT I ACCOMPLISHED

I ran a public relations practice that turned audience into income. For the influencers, brands, and business leaders I represented, I converted reach into strategic partnerships, sponsorships, and paid opportunities, and I sustained that conversion across five years of practice.

HOW I EXECUTED IT

I priced the audience, not the exposure. I mapped each brand's reach to the partners who valued it most, packaged offers around the outcomes partners would pay for, produced a year round calendar of live events that put partners and audiences in the same room, and tightened approval cycles until approved work moved to market a quarter faster.

THE RESULT

Partnership growth of 30 percent year over year, a professional network expanded by 45 percent over three years, and media reach up 20 percent, carried by more than eight live events a year.

HOW VISIBILITY BECAME REVENUE

1. Audience mapped
2. Partners matched
3. Offers packaged
4. Events activated
5. Relationships renewed

Live events produced	8+ a year
Client approval cycles	25% shorter
Practice duration	Five years

WHY THIS MATTERS TO AN AI FOCUSED BUSINESS

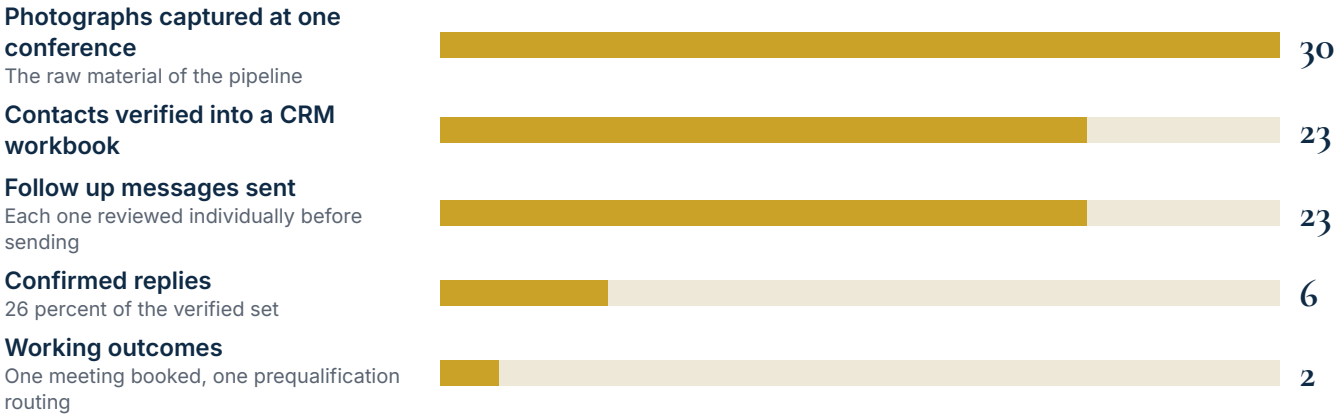
Monetization is a method, not a medium: identify whose attention is valuable, price it, package it, and renew what performs. That method transfers directly to platforms, partnerships, and ecosystems that need revenue built around them.

SELECTED CASE STUDIES · CASE 02

Business Development and Strategic Partnerships

A conference pipeline measured to the reply, and a partnership carried to signature in two days

THE PIPELINE, STAGE BY STAGE



WHAT I ACCOMPLISHED

I converted one conference's worth of new relationships into a measured business development pipeline, and in a parallel partnership drive I took a first agreement from first send to full execution within 48 hours.

HOW I EXECUTED IT

I set the capture standard and built the CRM workbook, verifying every contact against its source photograph. I sent each follow up individually, worked the nonresponders by phone, and reconciled every reply against the sends twice before counting it. On the partnership side, I built the tracker before the first send and ran the addressed round through to signature.

THE RESULT

Thirty photographs became 23 verified contacts and 23 follow ups. Six replies were confirmed on reconciliation, a 26 percent confirmed reply rate, producing one booked meeting and one prequalification routing. The partnership exhibit below tells the companion story: 29 of 29 addressed sends delivered, the first agreement executed inside 48 hours, and a second countersigned three days later.

PARTNERSHIP EXECUTION, THE SUPPORTING EXHIBIT

1 **Tracker built before the first send** → 2 **29 addressed sends, 29 of 29 delivered** → 3 **First agreement executed within 48 hours** → 4 **Second agreement countersigned three days later**

The two agreements are partnership instruments for a service provider network, fully executed and on file.

WHY THIS MATTERS TO AN AI FOCUSED BUSINESS

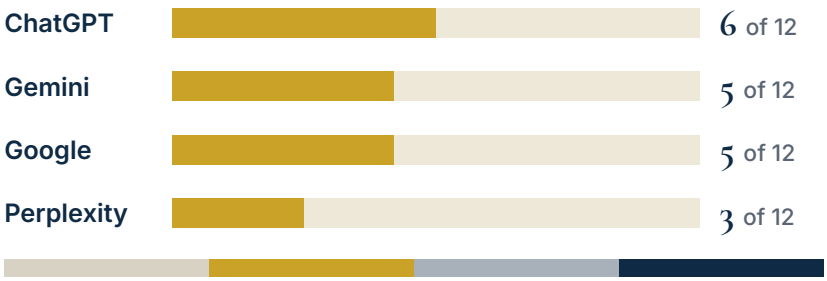
Growth pipelines fail in the unglamorous middle: capture, verification, follow through, reconciliation. This case shows that middle owned and measured, the same discipline a technical team needs applied to partner and channel development.

SELECTED CASE STUDIES · CASE 03

AI Marketing Intelligence and Competitive Positioning

A visibility diagnostic built as a business decision tool

THE WORKED SAMPLE, SCORED SURFACE BY SURFACE



Scoring bands across the full 48 point scale. The sample lands in the second band, named but shaky: present in the answers, still earning their trust.

19 of 48

Worked sample baseline. Six buyer questions, four AI answer surfaces, 24 responses captured and scored against one fixed standard.

WHAT I ACCOMPLISHED

I built a diagnostic for the way buyers now choose: they ask AI assistants which business to hire. The instrument shows what those systems say about a business, whether it is named at all, and who is named instead.

HOW I EXECUTED IT

I designed the instrument and ran it end to end. Six questions a real buyer asks were put to four AI answer surfaces, all 24 responses were captured, and each response was scored against one fixed standard, with errors and omissions itemized surface by surface.

THE RESULT

A documented baseline a leadership team can act on in one sitting. The worked sample scored 19 of 48, in the band named but shaky, with its corrective order attached: fix the facts the systems repeat wrongly, repair the listings they read from, then contest the questions where a competitor is named.

DECISIONS THIS DIAGNOSTIC SUPPORTS

1. Correct first the facts the systems repeat wrongly, in the order buyers encounter them.
2. Repair the listings and public profiles the systems read from, before any campaign spend.
3. Contest the buyer questions where a competitor is named instead, one question at a time.

SELECTED CASE STUDIES · CASE 04

Marketing Launch and Digital Execution

Positioning, offerings, pricing architecture, website development, and the customer journey, built and launched as one integrated system

WHAT I ACCOMPLISHED

I launched a complete go to market system for a new marketing offer in a single pass, with positioning, offer architecture, website, and checkout built as one system rather than assembled in pieces.

HOW I EXECUTED IT

I decided the positioning first and let it govern everything after it. I structured the offer as a ladder, built the twelve route website to that architecture, and click tested every payment link to a live checkout.

THE RESULT

A completed marketing launch system with twelve verified website routes, four checkout links successfully tested to live checkout pages, and a customer journey connecting positioning, offers, website navigation, and checkout.

THE LAUNCH SYSTEM, AS BUILT

1. **Positioning.** One problem, one buyer, one promise, decided before anything was built
2. **Offer architecture.** A four step ladder, from an entry diagnostic through a workbook and a bundle to monthly monitoring and care
3. **Website.** Twelve routes built to the architecture and verified page by page
4. **Checkout and customer journey.** Four payment links click tested to live checkout pages
5. **Directory.** A business directory built into the journey, staged to open at forty verified listings

One system, verified route by route

Positioning, offer, website, and checkout were designed, built, and tested as a single launch, and every route was verified against the approved build before the system was called live.

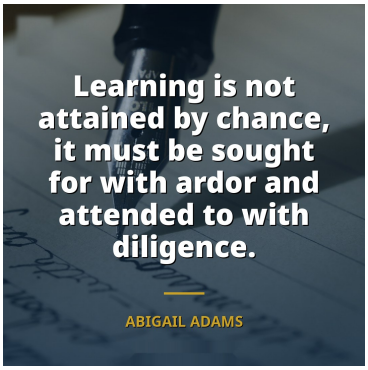
WHY THIS MATTERS TO AN AI FOCUSED BUSINESS

AI companies rarely lack product. They lack a launched, verified path from positioning to payment. This case is that path, built in one pass and checked like a release, which is how technical buyers already expect work to ship.

SELECTED CASE STUDIES · CASE 05

Creative Marketing Operations and Campaign Execution

A locked creative system that produces, verifies, and publishes on schedule



QUOTATION DESIGN · PUBLISHED



STATISTIC DESIGN · SCHEDULED



QUOTATION DESIGN · SCHEDULED

Actual designs from the approved batches, published or scheduled for two brands under one formula. They are shown with the brand marks and web addresses removed, so this portfolio stays anonymous.

Source verified → Design built to the formula → Batch approved → Captions verified → Scheduled → Publication verified

WHAT I ACCOMPLISHED

I built a creative production system that keeps two brands publishing for six months without daily improvisation: 70 designs approved under one locked formula, and 175 posts published or scheduled on a fixed cadence.

HOW I EXECUTED IT

I locked the formula before producing at volume: real licensed photography under a dark scrim, one verified quotation or statistic set huge and centered, and the source attribution on every design. I approved production in batches of 20 and 50, verified every caption and source before scheduling, and built the calendar months ahead.

THE RESULT

An operating creative system, verified post by post in the daily record and still running: an every other day midday cadence across both brands, scheduled through April 2027, with quality held by the system rather than by daily effort.

Designs approved	70	Approved in batches of	20 + 50	Posts published or scheduled	175
Captions verified pre publication	42	Cadence	Every other day	Schedule runs to	April 2027

WHY THIS MATTERS TO AN AI FOCUSED BUSINESS

Content operations are where marketing promises collapse into daily improvisation. This system shows creative production run like an operation: standards locked, batches gated, output verified. It is an operating model an AI team can extend rather than supervise.