

# Supercharging Koantek's Growth Ft. Spinta



## What is Koantek and what do they do?

Koantek helps organisations leverage the power of technology to transform their businesses by reducing complexities and improving growth velocity. They act as a consulting partner by being the complete guide through the digital transformation journey. They work modernising data platforms: strategy, capability identification, execution, and organisation while making ethical AI considerations to drive business objectives.

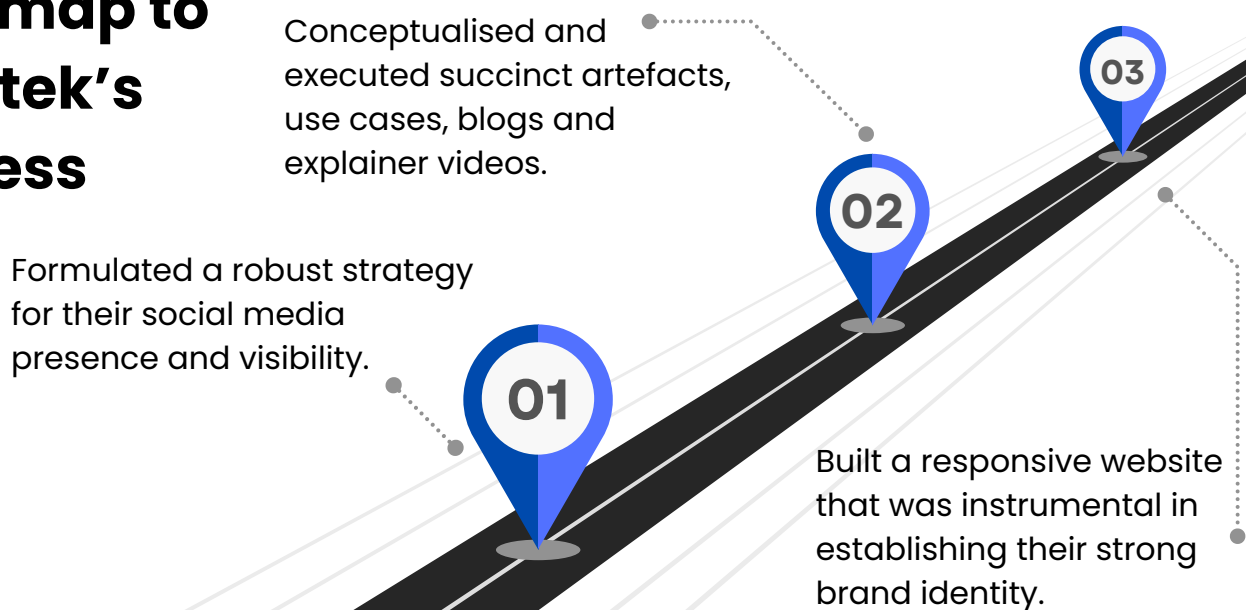


## Koantek's Ask

Koantek wanted to be positioned as one of the top boutique consulting firms in the AI and ML Ops space. They wanted to use all the digital mediums available in order to establish brand visibility and heighten brand awareness. They wanted to tap into building a great website and using social Media, to attract the right fit clients, and also to be seen as the ideal company to work for professionals in the AI, ML and Data Analytics space.



## Roadmap to Koantek's Success

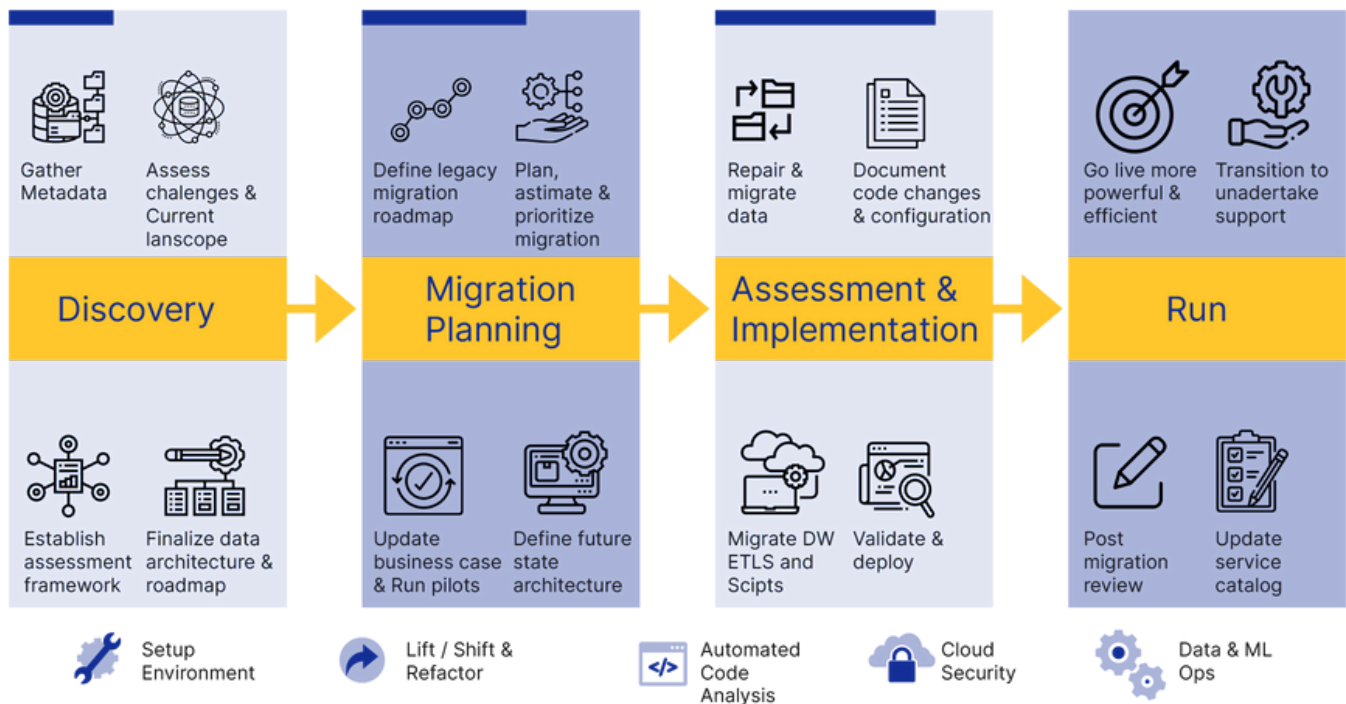


## How did we pull it off?

By building a robust strategy centred around data architecture and email automation, we were able to lend a systematic flow to the whole process. The streamlining of their inner workings helped the brand to achieve a powerful sense of cohesion. Additionally, it enabled them to have a good insight into the idea of high-quality lead generation.



By constructing in-depth case studies, use cases, blogs, whitepapers and explainer videos, we were able to establish the organisation as the go to AI/ML player in the market. This in turn helped them when it came to building a reputation for reliability and increased social media presence and brand awareness.



By working with Koantek's team, we were able to build an impactful digital presence that proved instrumental in generating high quality leads. Furthermore, we worked on demystifying their offerings by producing simple and top-notch explainer videos and solution briefs, which helped in building a great reputation for the brand.