

## Case Study

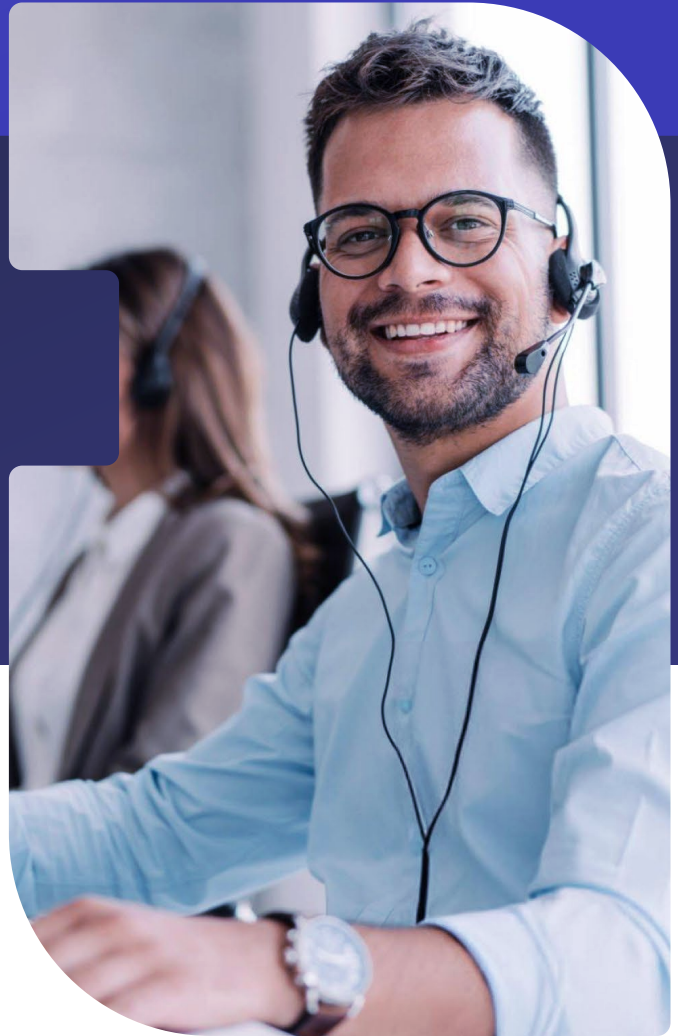
# Bruviti Elevates Thought Leadership Through Strategic Content

## OBJECTIVE

Bruviti's leadership recognized that simply having a strong product was not enough to win in a competitive AI-driven equipment service market. Their objectives were threefold:

- **Establish thought leadership:** Build credibility and visibility in a crowded equipment service AI market.
- **Unify brand messaging:** Create a consistent narrative across marketing and sales channels.
- **Fuel demand generation:** Produce content that engages decision-makers and drives pipeline growth.

At its core, the objective was to move Bruviti from being a strong but lesser-known player to a **recognizable and trusted brand**.



## ABOUT THE CLIENT

Bruviti, a California-based AI solutions provider for equipment service and support, sought to strengthen its market presence in a competitive space where established players already held significant visibility and share of voice.

## THE CHALLENGE

Despite having a strong technical product, Bruviti faced three key challenges:

- 01 Low brand visibility**  
In the equipment service AI market.
- 02 Inconsistent messaging**  
Across marketing and sales channels.
- 03 Limited demand-generation content**  
To capture and engage decision-makers.

Bruviti needed a strategy to build thought leadership and generate awareness that could open doors to pipeline opportunities.

## SOLUTION PROCESS

To overcome these challenges, Aibiliti partnered with Bruviti over a 10-month period, combining strategic clarity with consistent execution:

### 01 Market Entry Playbook

- Defined Bruviti's market dynamics, ICPs, and competitive landscape.
- Built the foundation for persona-driven messaging and differentiated positioning.
- Ensured every asset was aligned with target decision-makers' priorities.

### 02 Content Engine

- Produced 200+ high-quality assets, including 17 blogs, 35 infographics, 8 videos, and multiple sales tools.
- Established a sustainable content pipeline to maintain visibility and thought leadership.
- Equipped sales teams with ready-to-use enablement material.

### 03 Executive Alignment

- Worked closely with leadership to unify messaging across sales and marketing.
- Eliminated inconsistencies and created one cohesive brand story.
- Strengthened internal alignment for external impact.

### 04 Multi-Channel Amplification

Distributed content through LinkedIn, email, and targeted outreach, ensuring visibility reached high-value decision-makers at the right time.

## RESULTS

**200+** content assets produced, aligned with Bruviti's positioning.

**34,967** LinkedIn impressions generated.

**60%** growth in LinkedIn followers.

**32%** increase in engagement on LinkedIn.

**29%** rise in new website users, expanding top-of-funnel awareness.

“

Aibiliti elevated our brand content and gave us a stronger voice in a market crowded with competitors, helping us stand out with confidence.

**Andy Chinmulgund**  
CEO, Bruviti

**aibiliti**

aibiliti.co | contact@aibiliti.co