

Ai-ception

How StellaPop Helped an Ai Company Boost Online Engagement by 900%

VERTICAL

Ai Tech Company

CATEGORY

GovCon, Tech, Governance

CLIENT

A first mover providing bespoke Ai-driven tools to deliver real-time governance analysis in regulated industries

When you're an innovative Ai startup breaking into a crowded market, you engage a creative agency to drive awareness through strategic marketing that reaches decision-makers.

WHEN EVERYONE HAS Ai, EXPERTISE IS YOUR ADVANTAGE

Good content is like compound interest in stocks: an investment that grows over time.

But today, standing out is harder than ever. When every Ai company can generate content in seconds, expertise is what earns trust.

Our client needed to build credibility with government decision-makers while competing against much larger firms with significantly bigger marketing budgets. We developed a content strategy that showcased just that.

THE STRATEGIC REALITY OF Ai IN MARKETING

CONSUMER PERCEPTION IS SHIFTING AND NOT ALWAYS IN Ai'S FAVOR.



▼50%

Consumer trust drops by nearly 50% when an article feels Ai-generated



55%

55% of users feel uncomfortable on Ai-heavy websites.



▼14%

Perceived Ai content drives a 14% drop in purchase intent and willingness to pay more.



Management | Branding | Marketing | HR | Workplace Services

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NO PROMPT WILL UNDERSTAND YOUR BRAND AS WELL AS YOU

An Ai company wanted to stand out in a sea of sameness and convert a highly skeptical audience. Their buyers are educated, experienced, and quick to sniff out anything that feels generic – or worse, **Ai slop**.

THE CONSTRAINTS

- Balance a nimble budget vs enterprise-level budget competitors with massive resources.
- Communicate complex Ai offerings to diverse stakeholders.
- Earn credibility in a market saturated with Ai-generated content.

Ai, MEET HUMAN EXPERTISE

Ai can churn out content. But it can't build positioning, understand buyer psychology, or translate technical expertise into messaging that highlights what makes you different from your competitors.

That's why strategy matters.

Here's how we helped this client.

OUR FRAMEWORK

1 MAKE TECHNICAL TOPICS EASY TO UNDERSTAND.

We translated complex Ai governance topics into clear, easy-to-understand messaging that government buyers could quickly grasp.

2 SHOW UP WHERE YOUR CUSTOMERS ARE.

We combined organic content with targeted paid ads to reach the right audience while making the most of a startup-sized marketing budget.

3 SHOW THE PEOPLE BEHIND THE BRAND.

We highlighted leadership, industry expertise, and company milestones.

4 BUILD A BRAND PEOPLE REMEMBER.

We paired consistent messaging with clean, simple design to create a recognizable brand across every channel.



RESULTS

OUR STRATEGY DELIVERED:



ENGAGEMENTS
+900%



LINK CLICKS
+502%



IMPRESSIONS
+281%

By keeping humans at the center, even customers of Ai firms crave knowledge and perspectives only people provide.

KEY TAKEAWAYS FOR OTHER AI COMPANIES:

AI SUPPORTS MARKETING, STRATEGY DRIVES YOUR RESULTS.

Your competitors can copy your features, but they can't copy your strategy.

SPEAK TO EACH BUYER.

Different decision-makers care about different problems, speak to them and their pain points.

BIGGER BUDGETS DON'T ALWAYS WIN.

A focused strategy helped this client compete with much larger whales.

PEOPLE TRUST PEOPLE.

Show the experts behind your technology.

Share your knowledge and be generous with your expertise.

