

From Invisible to Industry Leader in 8 Months

How a Financial AI Platform Tripled Revenue by Building Category Leadership

A leadwithTHOUGHT CASE STUDY

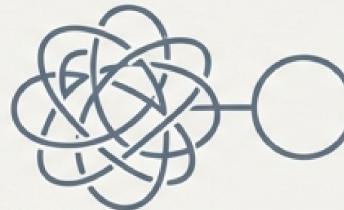
The Authority Gap: World-Class Tech, Zero Market Voice

A London-based fintech company with breakthrough AI to automate financial workflows.



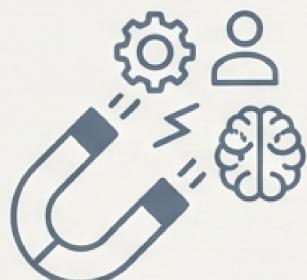
Invisible in a Crowded AI Market

Competing against well-funded players with minimal brand recognition. CEO had 6000+ followers but posted inconsistently.



Complex Product, No Clear Narrative

Technical team struggled to explain business value. Prospects didn't see the difference from "just another LLM tool."



Talent Acquisition Struggles

Competing for AI talent against Big Tech. Needed to hire 15 people to scale but engineers hadn't heard of them.



Funding Roadblocks

Growth was stalled by a lack of market recognition, making fundraising difficult.

When No One Knows You Exist, Growth Stalls

Pipeline Velocity

Pipeline velocity was too slow to meet growth targets.



Brand Awareness

85% of qualified leads had never heard of them before cold outreach.



Inbound Interest

Zero inbound interest from Tier-1 financial institutions.

0

Competitive Positioning

Missing out on award opportunities and PR coverage that competitors were capturing.



The core problem: In enterprise financial services, buyers don't take risks on unknown vendors for mission-critical workflows.

The Blueprint for Leadership: The Authority Engine

We treated thought leadership as the primary top-of-funnel demand generation engine.

“AI agents that complete work, not copilots that answer questions.”

- 
1. Foundation & Positioning
Inter
 2. Content & Distribution
Inter
 3. Awards & PR Amplification
Inter
 4. Optimization & Influence
Inter

1 Phase 1: Building the Narrative Foundation

Month 1

Key Activities

Strategic Discovery: In-depth interviews with CEO, CTO, and Head of Sales. Audited competitive landscape to find positioning gaps. Mapped buyer personas.

Founder Narrative Development: Built a comprehensive voice framework around the CEO's unique perspective as a former finance professional turned AI entrepreneur.

Company Narrative Architecture: Created a clear messaging hierarchy and 5 core content pillars (e.g., The future of AI in finance, Real-world use cases, etc.).

“Finance doesn’t run on prompts, it runs on finished work.”

2 Phase 2: Multi-Channel Content & Distribution

Months 2-5



Founder LinkedIn

14-16 posts/month on 'agentic AI' vs. chatbots.



Company LinkedIn

12-14 posts/month showcasing use cases, data insights, and milestones.



X (Twitter)

1 post/day with insights on AI, finance, and regulatory trends.



Long-Form Content

2 deep-dive blogs/month for technical audiences, SEO-optimized.



Reddit Strategy

Built a targeted community from the ground up.



Weekly Newsletter

Launched and grew a newsletter showcasing real insights generated by the client's AI. (0 to 2,200+ subscribers in 6 months).

3

Phase 3: Building a Drumbeat of Credibility

Months 3-6



Award Submissions

A systematic campaign targeting 50+ awards across technology, industry, and founder categories.



Conference & Speaking Opportunities

Leveraged the founder's growing profile to secure speaking slots at key financial and AI summits.



Strategic Announcements

Deployed 10+ announcement packs for key milestones, including:

- Funding Rounds
- Customer Wins (e.g., "Eliminated 50,000+ hours of manual work")
- Product Launches
- Strategic Partnerships (Microsoft Azure, NVIDIA)

The Result: A Recognized Authority in the “AI for Finance” Conversation

Company Page
Followers

2,600+

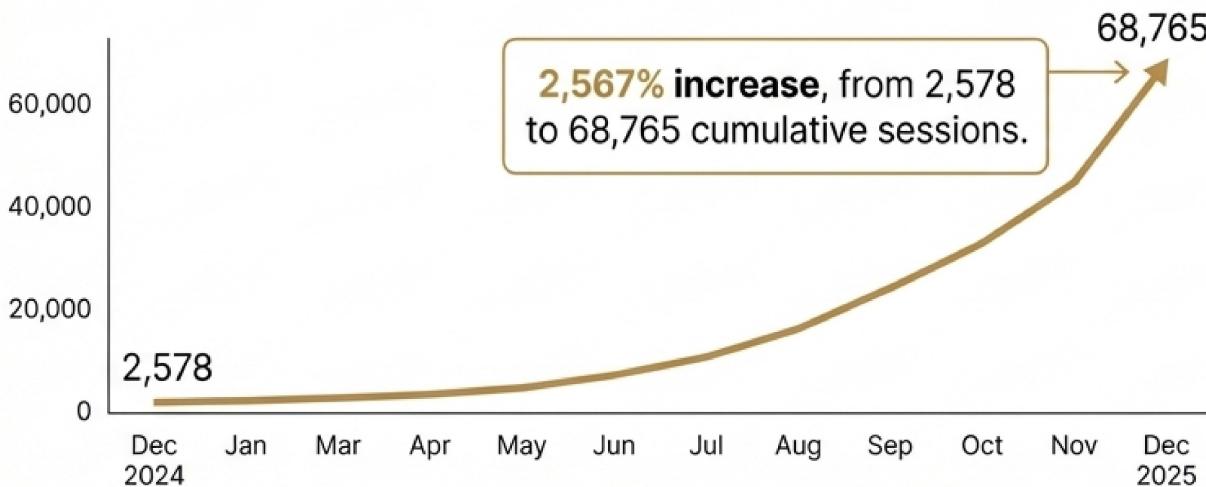
overall growth

Newsletter
Subscribers

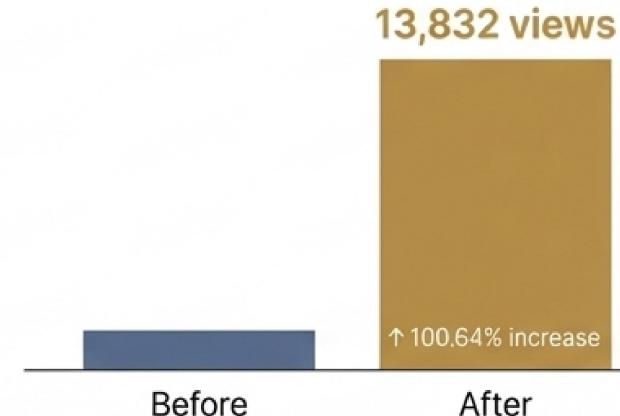
2,200+

from a starting point of 0

Website Traffic Growth



Blog Post Views



CEO featured in Financial Times, TechCrunch, and VentureBeat; invited to closed-door CIO roundtables.

From Unknown to Unavoidable: Dominating Industry Recognition

30+

Award Wins

In fintech, AI, and startup categories.

15+

Analyst Reports

Featured in reports from Gartner, CB Insights, and PitchBook.

Must-Watch

Fintech

Included in lists by major publications.

Partner

Validation

Case study featured in Microsoft Azure Marketplace launch materials.

FT

FINANCIAL
TIMES

CB INSIGHTS



Microsoft
Azure

TC

TechCrunch

Gartner



NVIDIA

The Ultimate Metric: Tangible Business Growth

3X

Revenue achieved in 8 months (vs. 12-month target).

+40%

Average Contract Value as enterprise buyers gained confidence.

+2,000%

Inbound leads, growing from 2-3/month to 45-60/month.

Transforming the Sales Conversation from Cold to Warm



- **Reduced Education Time**
Sales team spends **40% less time** on basic education and more on closing.
- **Target Account Penetration**
18 of 25 dream accounts are now actively engaged.
- **New Customers Won**
8 of the 25 target accounts became customers.
- **C-Level Access**
Secured **12 warm introductions** to C-level executives through LinkedIn engagement.

Winning the War for Talent: Becoming a Destination for Top Engineers

Recruitment Success

18 senior engineers and data scientists hired (exceeding the 15-person target)

92% of candidates mentioned seeing the founder's content or company posts

35% reduction in time-to-hire for senior roles

Employer Brand Transformation



Candidates declined competing offers in favor of “working for a category leader.”



Featured as a “top AI company to work for” in regional tech publications.



Employee advocacy increased, with team members sharing content 3x more.

The Playbook: 6 Critical Success Factors

1

Technical Credibility + Storytelling

Speaking to CTOs and CFOs in their own language.

4

Multi-Channel Consistency

Ensuring prospects see the same message across 5+ touchpoints.

2

Differentiation Through POV

Creating a clear “enemy” to make buyers choose a side.

5

Founder as Human Brand

Building trust through authentic, personal stories.

3

Proof Points at Every Stage

Using awards and wins to de-risk the buyer’s decision.

6

Content That Demonstrates Product

Showing the AI’s value in action, not just talking about it.

Authority Isn't Built by Accident. It's Built by a System.



Have a Sharp Point of View

In crowded markets, a strong POV like *"Finance doesn't run on prompts, it runs on finished work"* makes you the default choice.



Show, Don't Just Tell

Demonstrate your product's value through your content. Let prospects experience the output before a demo.



People Buy from People

An authentic founder voice builds trust faster than any corporate marketing ever will.

A system that combines a differentiated narrative, consistent multi-channel distribution, and a human voice is the engine for category leadership.