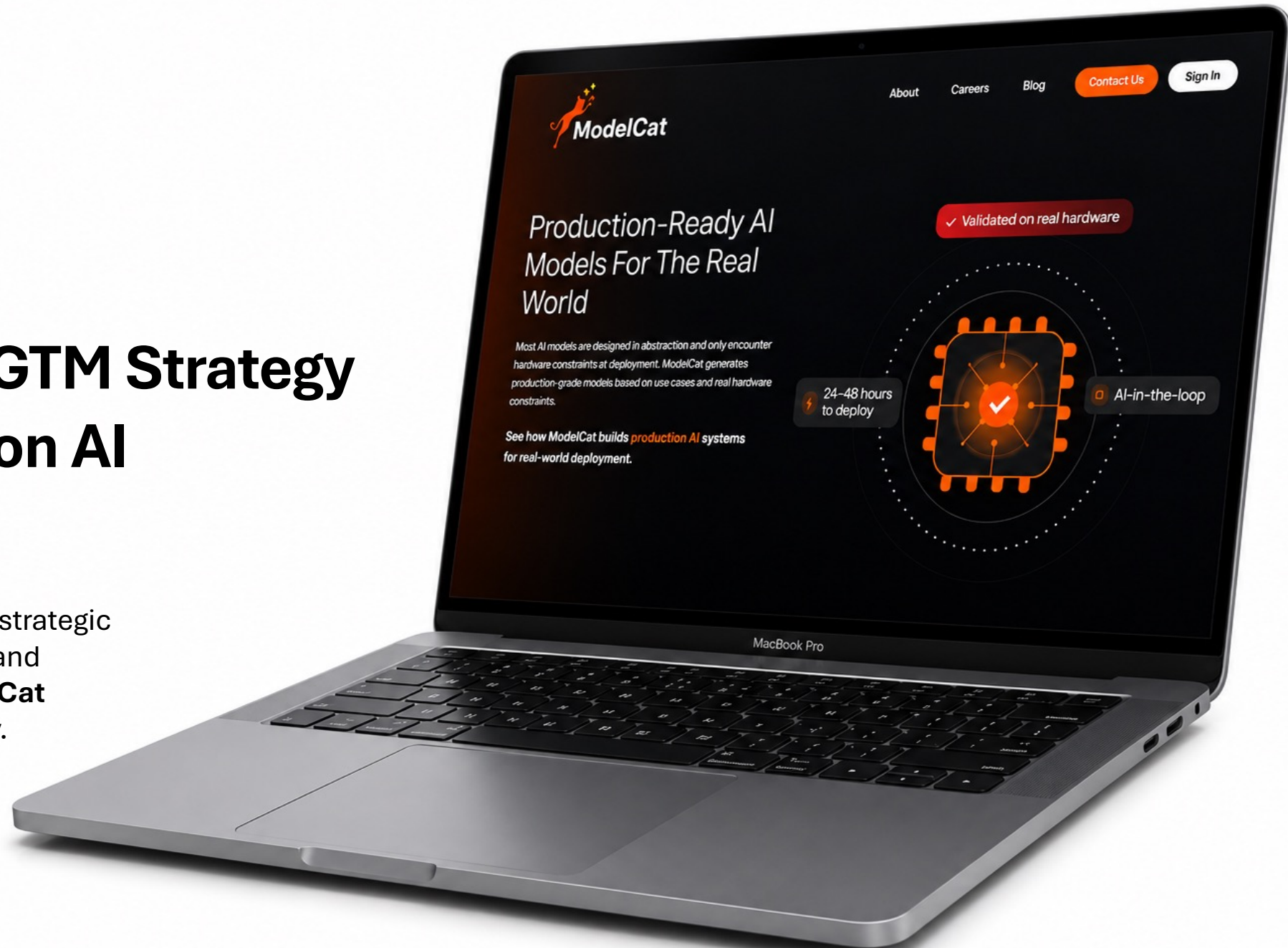


CASE STUDY

An AI Startup's GTM Strategy to Win Production AI

A case study demonstrating how strategic positioning, thought leadership, and content marketing helped **ModelCat** define the Production AI category.



Overview

When I joined ModelCat as a fractional content strategist, the company had already built a remarkable product. Its AI-driven platform could automatically generate, optimize, benchmark, validate, and deploy production-ready AI models across multiple hardware platforms in a matter of days—solving problems that traditionally required weeks or even months of manual engineering effort.

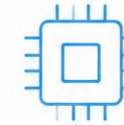
The technology wasn't the challenge. Effectively communicating why it mattered to enterprise AI teams was.

As ModelCat prepared for a major website relaunch and broader go-to-market initiative, it needed a clearer way to translate highly technical capabilities into meaningful customer value, differentiate the platform, and help buyers understand an emerging category that didn't yet have established language.

Over the next six months, I partnered directly with executive leadership to develop the strategic positioning, messaging, and integrated marketing program that helped define the emerging Production AI category.

THE STRATEGIC MARKET LEADERSHIP FRAMEWORK

A proven sequence that transforms innovative technology into sustained market leadership.



01

TECHNOLOGY

Creates innovation and capability.



02

STRATEGIC POSITIONING

Creates understanding and preference.



03

CONTENT MARKETING

Creates visibility and momentum.



04

THOUGHT LEADERSHIP

Builds credibility and influence.



05

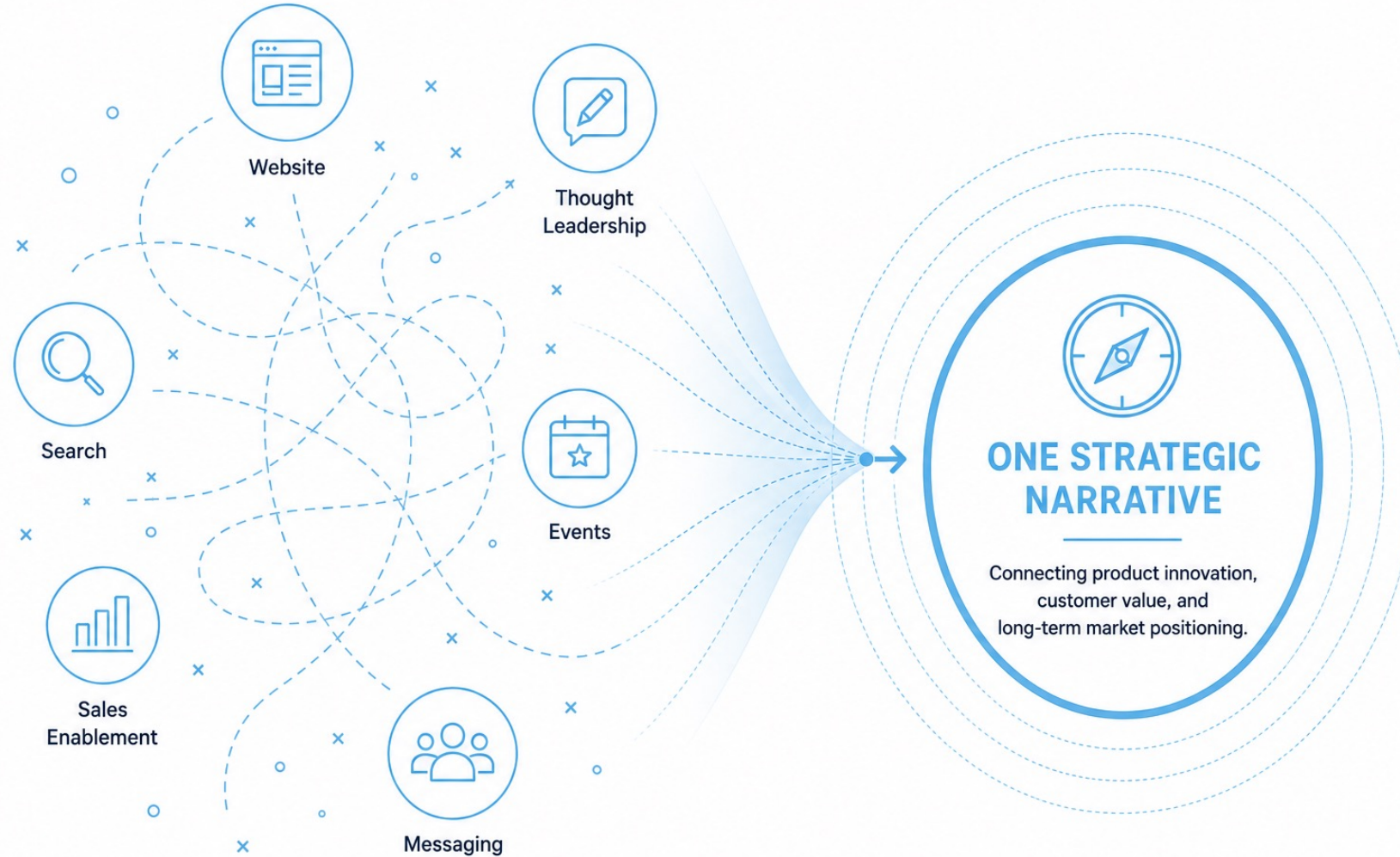
MARKET LEADERSHIP

Compounds enterprise value.

The Challenge

Like many AI startups, ModelCat had reached an important inflection point. The platform had evolved significantly, but the company's messaging hadn't evolved with it. Existing messaging no longer reflected the breadth of the platform or the larger vision executive leadership had for the business.

At the same time, ModelCat was expanding its go-to-market efforts across a new website, executive thought leadership, search, events, and sales enablement. The challenge was ensuring those initiatives didn't develop as disconnected marketing activities. They needed to reinforce a single go-to-market narrative connecting product innovation, customer value, and long-term market positioning.



The Solution

Rather than approaching the engagement as a series of independent writing projects, I worked with executive leadership to build the strategy around one objective: Define and own the conversation around Production AI.

That positioning centered on several core strategic themes:

- Production AI
- AI-in-the-loop model development
- Constraints-first AI development
- Real hardware validation
- Model retargeting
- Production-first deployment

Those themes became the strategic foundation for the website, thought leadership, search strategy, sales enablement, and every other major marketing initiative going forward.

That changed the central question guiding the engagement from “What content should ModelCat create?” to “What conversation should ModelCat own?” That question guided every strategic and editorial decision that followed.

Strategy in Action

The solution extended across ModelCat's go-to-market program, translating the positioning strategy into a new website, an ongoing thought leadership engine, and an integrated search, demand generation, and content strategy. Together, those initiatives reinforced the same market narrative across the buyer journey.

Website Strategy

Led the content strategy, messaging, and information architecture for a comprehensive website transformation, including:

- Homepage and company overview
- Platform, solution, and use case pages
- How ModelCat works and hardware-focused content
- Supported chips, partner, and resource content
- FAQ, careers, events, and demo experiences
- Supporting information architecture

Thought Leadership

Built an integrated thought leadership program, including:

- Editorial strategy and integrated content calendar
- Weekly long-form blog program
- Executive thought leadership
- Production AI playbook and long-form assets
- LinkedIn and social media strategy/content
- Sales enablement and event messaging

Search & Content Strategy

Integrated search strategy throughout the website and content program to strengthen discoverability across traditional and AI-powered search, including:

- Search engine optimization (SEO)
- Answer engine optimization (AEO)
- Generative engine optimization (GEO)
- Keyword strategy
- Content architecture
- On-page optimization

The Results

The engagement transformed ModelCat's marketing foundation from product-focused messaging into a cohesive category narrative centered on Production AI. Key business outcomes included:

567%

increase in form
submissions (conversions)

216%

increase in organic Google
search traffic

170%

increase in website
sessions

135%

increase in new website
visitors

130%

increase in visitors to the
blog

100%

increase in LinkedIn
referrals

The gains went beyond increased visibility. Consistent positioning across the website, thought leadership, and search helped ModelCat attract a larger audience while generating substantially more engagement and conversion activity.

The engagement also evolved from an initial content strategy assignment into a trusted strategic partnership with executive leadership. That expanding role reflected growing alignment between ModelCat's marketing strategy, product positioning, and broader go-to-market vision as the company prepared for its next stage of growth.

Key Takeaways

The ModelCat engagement reinforced a principle I've seen throughout my career: innovative technology creates opportunity, but market leadership requires the market to understand why that innovation matters. Strategic positioning creates that understanding. Content marketing builds momentum around it. Thought leadership turns it into credibility.

At ModelCat, bringing those disciplines together helped turn a highly technical product story into a broader go-to-market narrative around Production AI while producing measurable gains in traffic, engagement, and conversions.

That's the approach I bring to every client engagement—combining senior-level strategic thinking with hands-on execution across the content, channels, and programs that move markets.

Ready to Own the Conversation That Defines Your Market?

If your company has an innovative product but struggles to explain why it matters to the market, let's talk.

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About Great Scott! Content Marketing

Great Scott! Content Marketing partners with innovative B2B SaaS, eCommerce, AI, customer experience, and other technology companies to create commercial differentiation through strategic positioning, demand generation, thought leadership, website strategy, search, and integrated content marketing programs that help define and own the conversations shaping their markets.