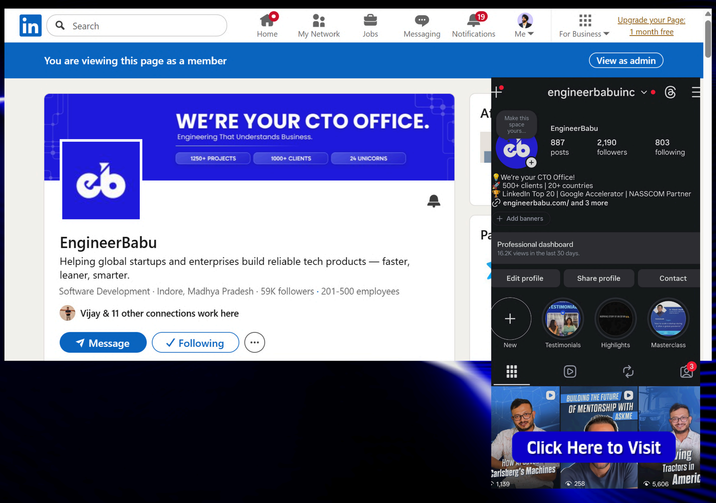
Serious B2B Brands | *Portfolio*

ENGINEERBABU

BRAND RELAUNCH & AUTHORITY BUILDING

EngineerBabu experienced growth in followers
From 35k to 59k during my tenure



EngineerBabu is a legacy software development company originally established in 2014.

In 2025, the brand underwent a strategic relaunch with the objective of:

→ Repositioning the company for modern AI-first global businesses
→ Strengthening digital authority and trust
→ Reviving legacy credibility while showcasing fresh execution capabilities
→ Building stronger inbound visibility through content and events
→ Creating a more media-driven and founder-led brand presence

EB RELAUNCH MARKETING STRATEGY

EngineerBabu®
Marketing Strategy!

Component	Description
Mission & Vision	Helping global startups and enterprises build reliable tech products — faster, leaner, smarter..
USP	Engineering-first execution with product clarity, fast builds, honest pricing, and long-term partnerships.
Messaging Pillars	Build with outcomes. Build with trust. Build with speed. Build with heart.
Positioning	Your CTO Office
Voice & Tone	Human. Confident. Product-smart. Friendly but not fluffy.
Brand Archetype	The Sage + The Creator — insightful, innovative, and honest.

Detailed Breakdown ⬇️
- Content Strategy
- Community Management
- Online and Offline Events

Component	Description
Customer Personas	Startup founders (tech & non-tech) Enterprise product leaders Digital transformation heads Traditional business owners
Segment Profiles	Early-stage startups Funded SaaS Traditional businesses modernizing Global enterprises exploring India
Buyer Journey	Awareness → Value Proof → Trust → Demo → Deal → Evangelism.
Pain Point Library	Can't hire fast Overbudget projects Fragile MVPs
Channel Preferences	LinkedIn YouTube Instagram Email (New Letters and Updates) Communities (Reddit, Discord) - in the longer Run

CONTENT IPS AND BUCKETS

IPs	Format	Discription	Topics
Dream to Demo	Case study (video + blog + LinkedIn carousel)	Show real product journeys — from idea to traction	I brought the idea, they brought the roadmap From pitch deck to 10k users: A HealthTech MVP in 6 weeks How we built and launched a founder's vision in 3 sprints From a sketch on paper to Series A — the product journey behind (client name)
Beyond coding	Carousels, short videos, Small talks with clients	Show EB's holistic value — strategy, design, infra, growth	I didn't have a CTO. I had EngineerBabu (Sangram Kalkad) From pitch deck to product-market fit — with one partner (Yatrikart) When EB took over: From bugs to fast launching (Open)
Feature Fridays	Reels + carousel + Dev explainers	Showcase real features, frameworks, and builds. Showcases expertise.	Global Search AI Agent Resume parsing Feature Spotlight: Real-time search for a B2B SaaS
Microtraction	Reels, infographics, quote cards	Educate founders on product-led growth tactics	Why your first 100 users matter more than 10,000 followers Shipping fast doesn't mean shipping more, what is better Your product needs onboarding, not just logins Founders: If you need growth, stop adding features A client said 'yes' to more features. We told them to pause
CTO in 60 Secs (Core tech) **with a bit more microtraction**	Short videos, quote graphics, face-cam explanations	Teach one CTO-level insight fast	When we said no to building a 'cool idea' — and how it saved money Why to avoid overbuilding MVPs — and what to do instead How to balance technical debt and startup speed Here's how we decide when to build custom vs integrate

COMMUNITY BUILDING + ONLINE AND OFFLINE EVENTS

Community Building and Online Events

Category	Audience	Initiative/Event Name	Concept & Objective
Community Building Initiatives	Startups / Enterprises	The Founder's Studio - on Slack	Community for startup founders discussing
	Traditional Business Owners	Digital Leap Club - on WhatsApp	Support traditional business owners in
	Product/Tech Decision-Makers	Product Masterminds - on Slack	Exclusive insights and advice from tech and
Interactive Events & Webinars	Startup Founders	Fail Fast Fridays	Internal Learning Series
	Startup Founders	The Founder's Collective	Founders sharing candid startup journeys.
	Traditional Business Owners	Business Digitization Bootcamp	Sessions demystifying digital transformation for

Offline (Big Events)

For comprehensive look - Click Here

Event Name	Theme	Location	Audiences	Key Highlights	Primary Goals	Frequency
EB Legacy Summit	Celebrating the Journey. Shaping the Future.	Indore	Existing Clients, EB Alumni, Local Tech	Legacy Gallery, Founder Keynote, Client	Strengthen EB's legacy, showcase client	Annual
BuildXcelerate	Empowering Startup Founders to Build	Bangalore (If possible)	Startup Founders, Entrepreneurs, Venture	MVP Masterclass, Tech Stack Battle, Startup	Position EB as an expert partner in startup	Annual
DigitalLeap Conclave	All audiences	Indore	Existing and new Clients, EB Alumni, Local Tech Community, Industry Leaders	Legacy Gallery, Founder Keynote, Client Spotlight Panel, Team Recognition, Networking Dinner Transformation Tales, Tech Without Jargon Workshops, Business Leaders' Forum, Owner's Roundtable, Interactive Demo Zone	Strengthen EB's legacy, showcase client success & team strength Establish EB as a trusted guide for digital transformation	Annual

1. WEBSITE RELAUNCH

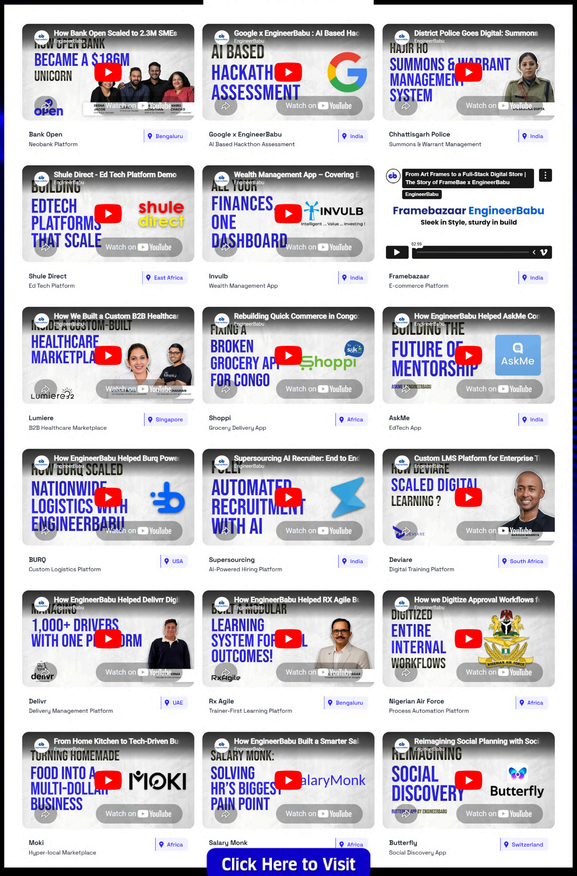
The website was completely restructured to align with the new positioning of the brand.



Click Here to Visit

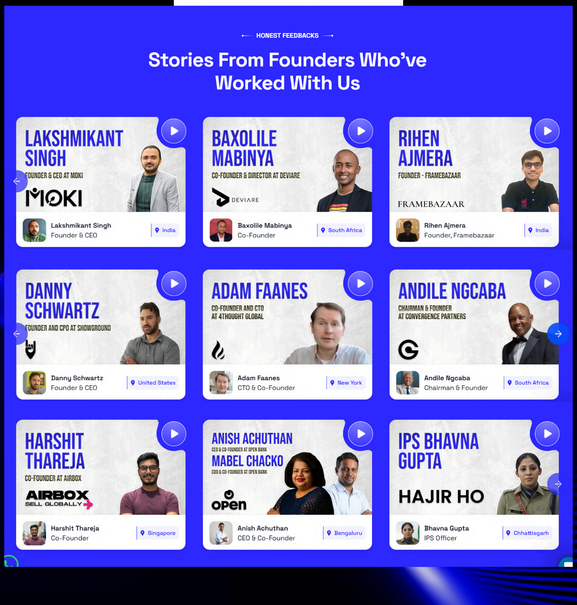
Case-study and proof driven architecture

CASE STUDIES



Click Here to Visit

CLIENT TESTIMONIALS



Click Here to Watch Testimonials

2. SOCIAL MEDIA STRATEGY

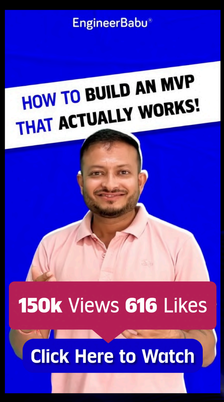
The social media ecosystem was divided into multiple strategic content pillars. Instead of posting only “business content,” the strategy focused on making the brand feel:

→ Human → Credible → Active → Industry-relevant → Culture-driven

TOP PERFORMING CONTENT

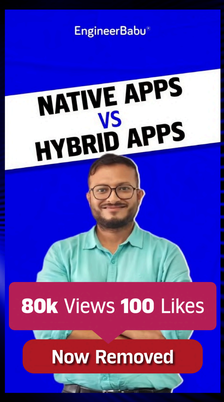






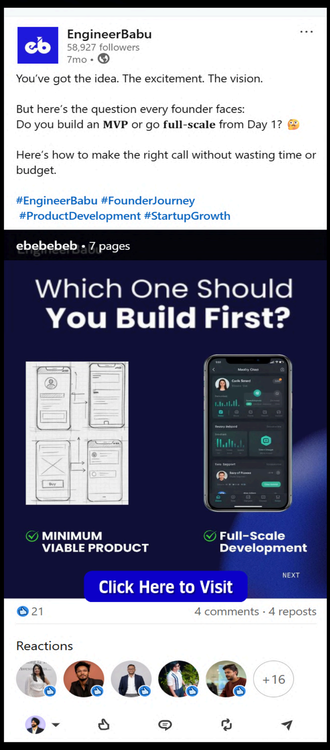






DIRECT BUSINESS CONTENT

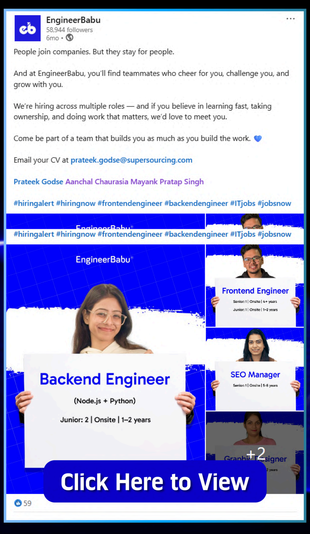
Product development | AI implementation | Technology solutions
Client outcomes | Industry authority



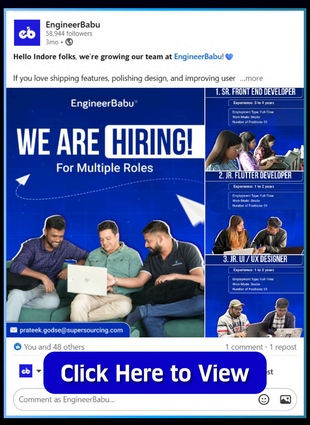


HIRING & TALENT ACQUISITION CONTENT

Attract talent | Growth-oriented positioning | Scale and expansion



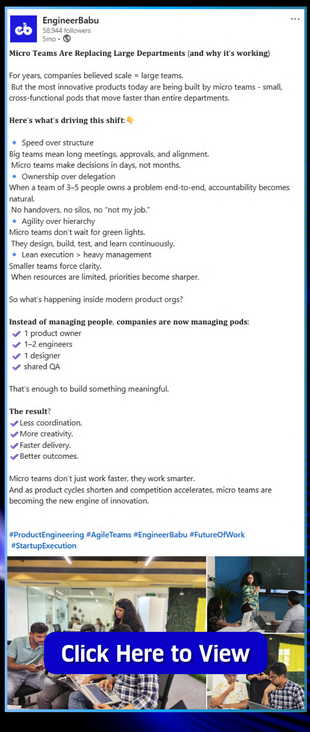




TEAM & CULTURE PROMOTION CONTENT

Internal environment | Company culture | Human side of EB







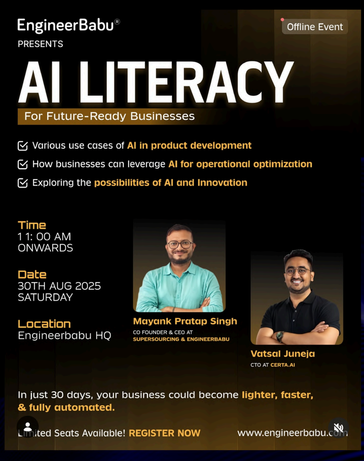
AI LITERACY EVENT SERIES

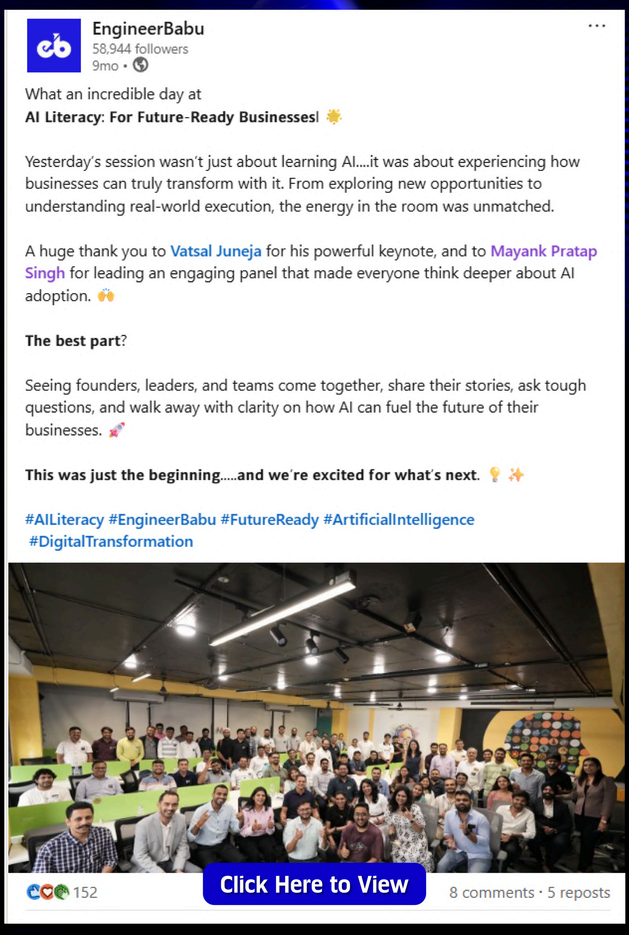
Event Strength “200+ attendees”

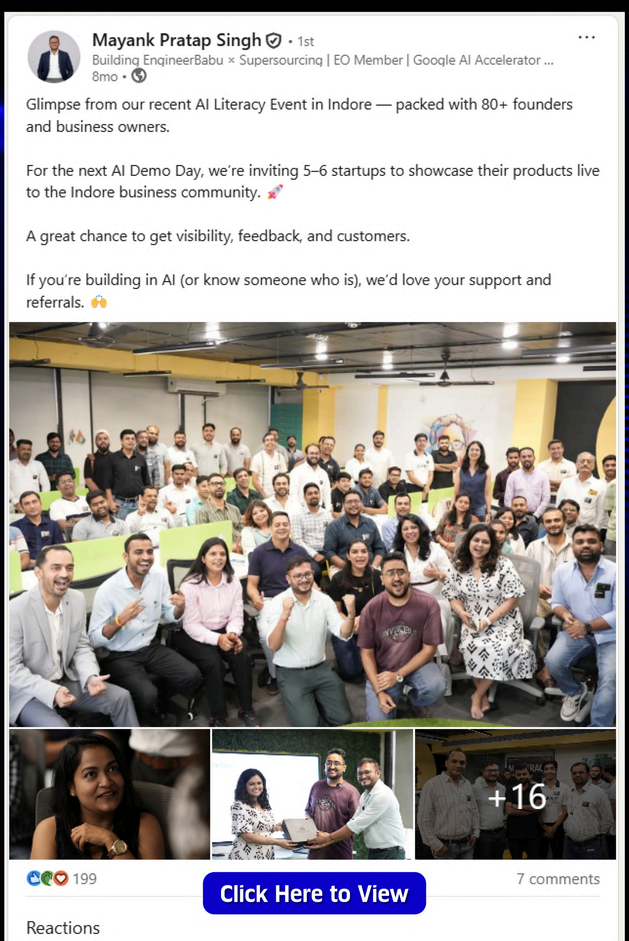
One of the major brand-building initiatives during the relaunch phase was the AI Literacy Event Series.

This initiative was strategically designed to:

- → Position EngineerBabu in AI conversation
- → Build founder visibility
- → Generate local authority
- → Attract decision-makers
- → Strengthen offline + online recall



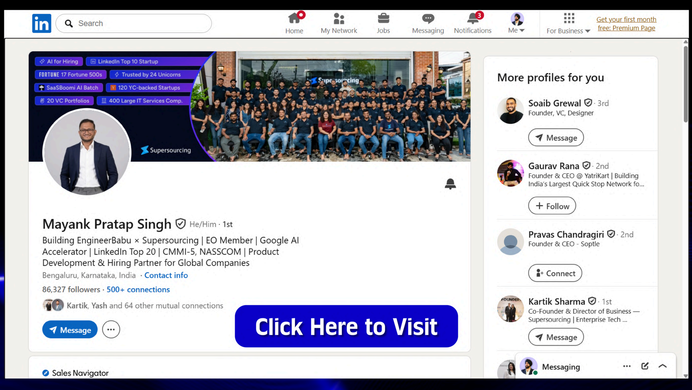


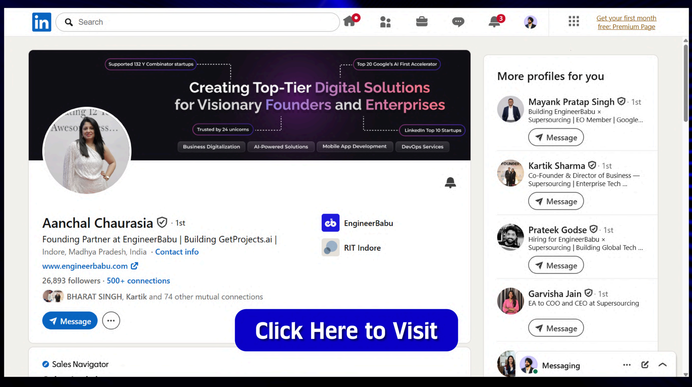


4. FOUNDER-LED BRAND POSITIONING

Founder-Led Brand Positioning

Trust amplifiers | Distribution channels | Thought leadership | Community engagement





STRATEGIC OUTCOME

The relaunch successfully transformed EngineerBabu from a legacy IT services company into a:

- → Modern AI-first technology brand
- → Founder-led media presence
- → Case-study driven authority platform
- → Community-visible business ecosystem

all working together under one unified digital identity.

