



From Struggle to Success: How MarketEngine Revitalized Pravici's Marketing Strategy

Startups and small businesses often face a critical and often overwhelming challenge: reaching the right customer audience in a rapidly changing and highly competitive market. With evolving company strategies, scarce resources, and shifting market dynamics, the businesses frequently struggle to execute, let alone even get started with an effective marketing drive that would build demand and yield high-value sales leads for increasing revenue.

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Dan Zaretsky, the visionary founder of Pravici, a startup that set out to revolutionize customer loyalty programs with innovative solutions. Initially focused on CRM and loyalty consulting, Pravici faced significant challenges during the economic downturn of the early 2000s, leading to a drastic revenue decline. In response, Dan pivoted the business towards blockchain technology and later toward employee Rewards and Recognition management, creating a SaaS platform designed to boost employee happiness, productivity, and engagement.

Despite these innovative and strategic shifts, Pravici struggled to gain traction, especially in the highly competitive market of small and medium-sized businesses with employees operating in remote and hybrid work environments.

The High Cost of Ineffective Marketing Strategies

Pravici's Rewards and Recognition (RnR) platform promised to help companies better connect and engage with their employees, addressing critical issues like disengagement and retention. However, despite the substantial market opportunity, Pravici's attempts to build demand and to reach the right customer audience were falling short/faltering.

Dan invested heavily in traditional marketing agencies and typical strategies, spending \$60,000 on an agency and \$70,000 on a full-time marketing resource over six months. Unfortunately, these efforts had little to no impact on building any sales pipeline, leaving Dan and his team frustrated and concerned about the return on investment. Traditional networking approaches, such as attending meetups and conventions, also failed to generate the necessary sales leads.



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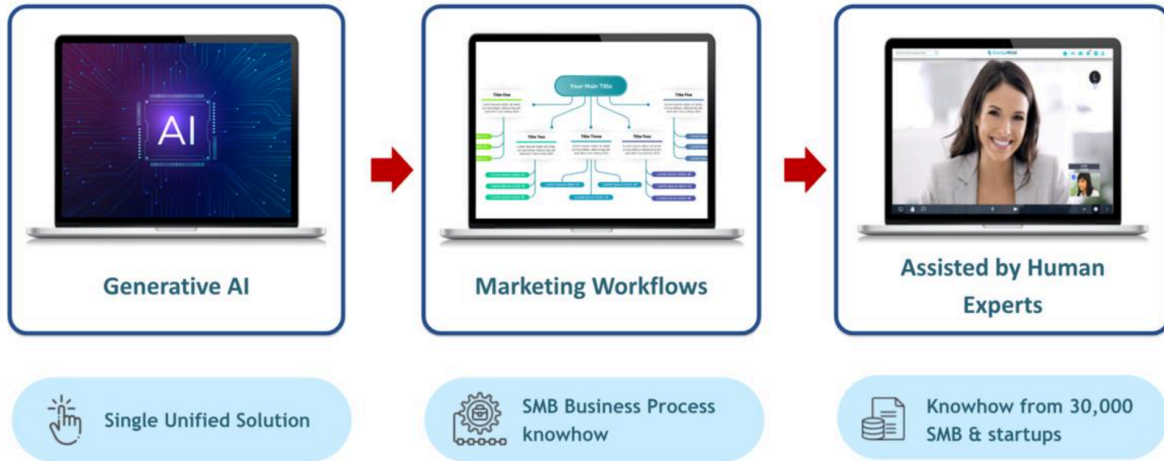
Pravici needed a cost-effective, comprehensive marketing solution—one that could deliver results without depleting their resources. This led them to MarketEngine.

Dan's breakthrough came when a colleague attended a Digital Marketing webinar and introduced him to MarketEngine. Intrigued by their marketing-as-a-service approach, Dan decided to partner with MarketEngine, marking the start of a transformative journey for Pravici.

MarketEngine's Blueprint for Success: Strategy, Content, and Campaign Execution

MarketEngine: Marketing as a Service for SMBs, powered by Generative AI

And assisted by Marketing Experts



MarketEngine's single unified marketing platform, powered by Genative AI and supported by a team of human marketing experts, led by seasoned strategists with years of experience in marketing for small businesses and startups, delivered the following key results for Pravici:

Customized Strategy: MarketEngine immediately identified the gaps in Pravici's marketing efforts and crafted a tailored strategy to address them. The strategy focused on targeted campaigns designed to reach the right audience, ensuring maximum impact. MarketEngine Strategy Experts developed a foolproof marketing plan within just 4 to 6 weeks, aligning with Pravici's unique goals.

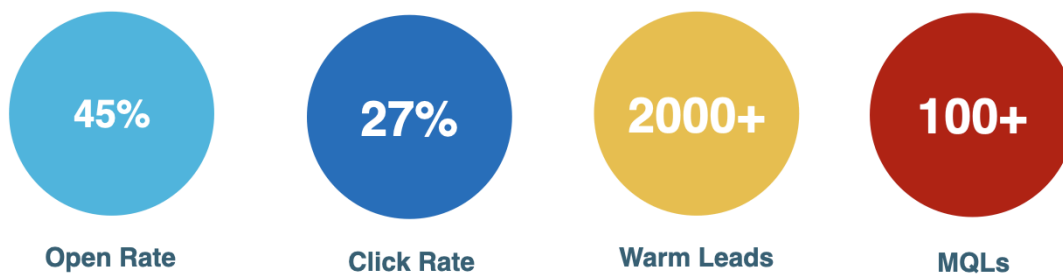
Content Creation: MarketEngine utilized Generative AI to produce the most impactful and high-quality content in various forms, including blogs, articles, and social media posts, which significantly enhanced Pravici's online presence. The content was not only comprehensive but also aligned with Pravici's true value resonating with its target audience. It included comprehensive content clusters covering multiple topics and subtopics, ensuring relevance, depth, and engagement. The MarketEngine human-in-the-loop experts reviewed and humanized every asset to ensure it made them compelling and engaging which reflected Pravici's brand message. Visual elements like social media banners and infographics further engaged and captivated the target market.

Campaign Management: MarketEngine managed and optimized marketing campaigns across various digital platforms, executing targeted email and social media campaigns. Multiple monthly email campaigns were launched, driving traffic and adding Marketing Qualified Leads (MQLs) to the sales funnel.

Measurable Results in Just a Few Weeks: The results were nothing short of remarkable. Within a few weeks, MarketEngine's campaigns succeeded in reaching the right audience and generated 100+ market-qualified leads as well as over 2,000+ warm leads in the pipeline, setting the stage for significant sales growth.

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Email Campaign Results:



The partnership with MarketEngine transformed Pravici's marketing outcomes. The visibility and demand for Pravici's solutions increased dramatically, leading to tangible business growth.

Dan's Testimony: A Success Story with MarketEngine

Dan was particularly impressed with the efficiency and effectiveness of MarketEngine's approach, which delivered results far beyond his previous marketing efforts.

In a webinar with MarketEngine, Dan shared his thoughts candidly about his experience with MarketEngine.

Hear Dan here - <https://www.youtube.com/watch?v=D86pQh3nbSI>

Pravici's collaboration with MarketEngine demonstrates how a strategic, tailored approach to marketing can turn around any struggling business like us. By leveraging the power of

Generative AI and human-in-the-loop expert content creation, MarketEngine enabled Pravici to discover and connect with their audience, drive demand, and achieve substantial business growth.



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Fuel your growth with MarketEngine's AI-Powered Marketing-as-a-Service

MarketEngine redefines Marketing-as-a-Service by harnessing the power of Generative AI combined with human-in-the-loop marketing experts along with the expertise of seasoned strategists. Designed to empower startups and small businesses, MarketEngine drives growth through innovative, data-driven marketing strategies that deliver real results.

Our team of experts is deeply committed to understanding each client’s unique challenges and goals, ensuring that every solution is tailored to their specific needs swiftly. By blending cutting-edge Generative AI technology with human creativity and insight, MarketEngine crafts outstanding marketing content, executes the targeted campaigns, and delivers high-quality Marketing Qualified Leads (MQLs) that propel your business forward.

With extensive experience in the startup and small businesses landscape, MarketEngine not only creates impactful marketing strategies but also ensures their flawless execution yielding marketing-qualified leads, swiftly. From strategy development to content creation and campaign management, we partner with you every step of the way, transforming your marketing efforts into measurable success.

Ready to transform your marketing and drive real growth? Partner with MarketEngine today and let our AI-powered strategies and expert team take your business to the next level.

Get started now and see the impact of tailored marketing solutions that deliver results!

[Talk to our Expert NOW!](#)



Dan Zaretsky

Co-founder, Pravici, Inc,
Arizona, USA



"Within a few short weeks of working with MarketEngine, we got our Go To Market strategy pinpointed, and our Messaging & Positioning formulated. Quickly, compelling humanized stories via blogs, infographics and social media banners were created and the infrastructure was setup to start running campaigns and driving demand."

The strategic advice, tactical execution and the collaboration with the entire MarketEngine team has been amazing.

I would definitely recommend MarketEngine to any small or medium sized company that is looking to drive demand for their business!"