

**3.4% CTR, 121% Engagement Growth:**

# **How Quali Scaled ROI, Brand Authority, and Content Repurposing with IOD**

Client Case Study

## Context: Big Ambitions, Lean Team

Quali is a recognized leader in agentic infrastructure automation and enterprise AI, relied on by Dell, Cisco, Hitachi, and NVIDIA.

Despite its influence, Quali runs lean. Everyone on the team is technical and deeply knowledgeable; however, as Senior Vice President of Marketing & Market Strategy, David Williams puts it, “Everybody can talk about the technology, but nobody has the time to build a consistent media presence.”

Although an early GenAI adopter, Quali found that high site traffic wasn’t enough.

To meet the expectations of global partners and enterprise buyers, they needed fresh, authoritative content that reflected their technical leadership and future vision.

## The Challenge: Lean Content, Limited Capacity, and No Strategic Cadence

Before partnering with IOD, Quali had strong technical content foundations but lacked the resources to support consistent publishing and strategic cadence. As Williams noted, their website felt like “an empty bucket” compared to the level of innovation happening internally. Without a steady flow of new articles or technical assets, engagement plateaued, and brand visibility didn’t fully reflect their market leadership.



“

With IOD, we finally have a steady stream of credible content that feeds every part of our business: website, LLM, sales, and partners. We look bigger, move faster, and have built trust with both the market and our own AI.

”

**David Williams**

Senior Vice President, Marketing & Market Strategy

**Quali**

## Key challenges included:

- No in-house writing resources or editorial planning.
- Irregular publishing, with no backlog or content calendar.
- No core body of work makes it difficult to serve executives, technical buyers, and partners.
- External content sources, including early GPT experiments, weren't yet delivering the **credibility, technical depth, or reusability** Quali needed to meet its multi-audience goals.
- Every content investment needed to serve multiple goals: **SEO, LLM training, sales enablement, partner onboarding, and market authority.**



**“Even GPT couldn't solve it, what we needed was unique, credible content.”**

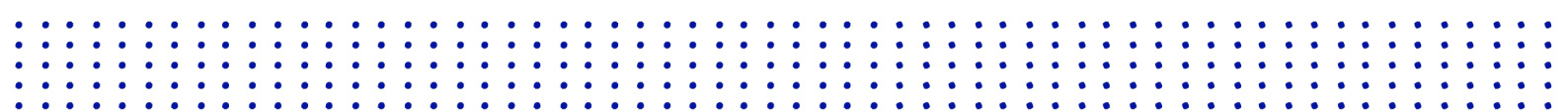
David Williams

## The Solution: Practitioner-Led, Repurposable Content Engine

Partnering with IOD gave Quali access to a [practitioner-led content engine](#), delivering high-impact assets like blogs, glossaries, and **repurposable tech content**. IOD's approach ensured every deliverable was **practitioner-authored and SME-reviewed**, delivering not only technical depth but real market relevance.

With IOD, Quali moved to a **reliable weekly cadence** of several articles per week, supported by an Asana-managed backlog and editorial calendar. The editorial mix covered both **executive and technical topics**, precisely mapped to the needs of Quali's most important audiences.

Content now serves not just as blog material, but as the backbone for their website, partner engagement, and sales enablement: building **brand authority** and trust with analysts and industry leaders alike.



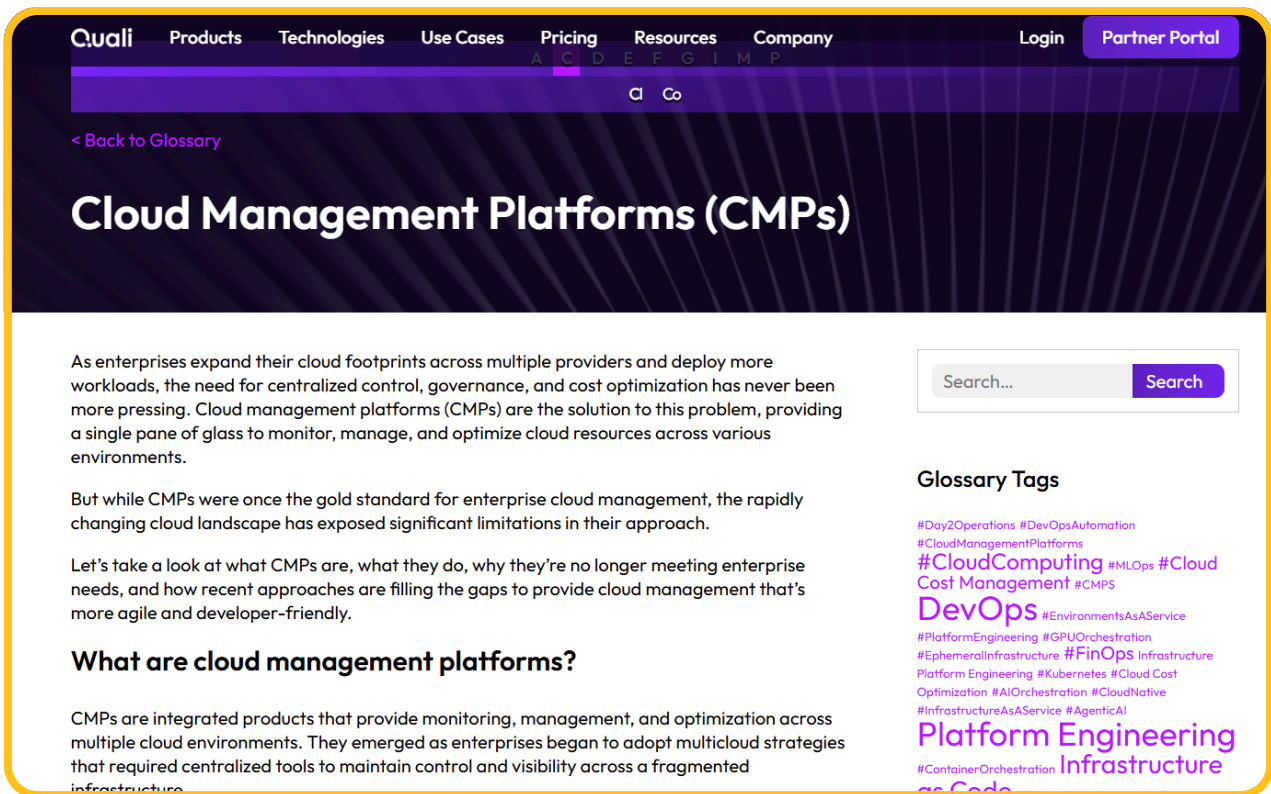
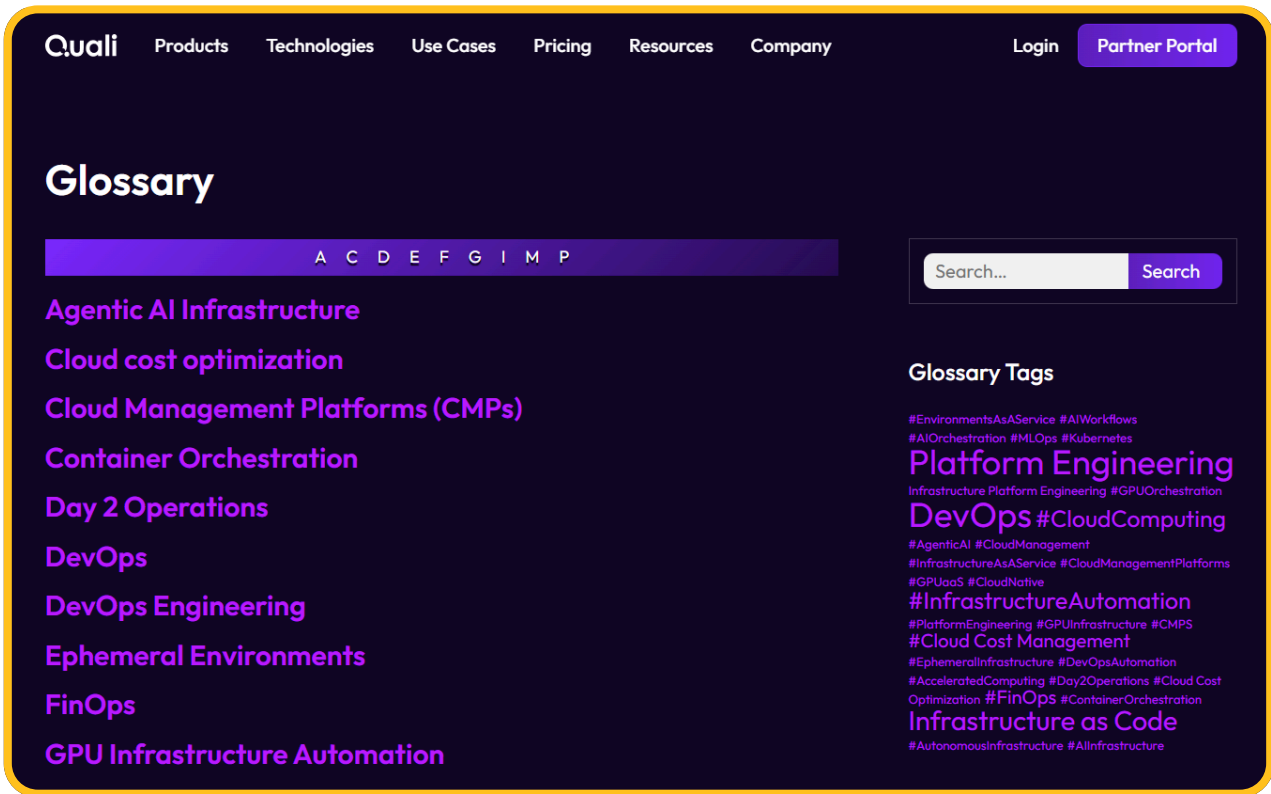
## Repurposing: Content That Works Everywhere

A core feature of IOD's solution is **built-in repurposing**. Every blog post, glossary, and infographic is designed to live many lives across Quali's marketing and enablement ecosystem.

- **IOD transforms blogs into infographics** for fast visual engagement, many of which are later adapted into **explainer videos (using [Synthesia](#))** for onboarding and social media. These infographics have become some of Quali's highest-performing assets, as detailed in the results below.



- **Glossaries** double as both **SEO drivers** and **foundational LLM knowledge bases**, directly powering SalesSpeak’s smart responses.



- Every asset is promoted on **LinkedIn**, reused in **partner decks, sales docs, and onboarding materials**.
- The content engine enables a “publish once, use everywhere” approach, thereby maximizing ROI from every topic.



“

“IOD didn’t just give us content; they gave us a system.

Every asset is repurposed into videos, docs, LLM data, and sales tools.”

David Williams

# IaC CI/CD: Buy vs. DIY

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Cloud Cost Management

## The true cost of ClickOps: Why manual cloud management is killing your bottom line

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To deliver software, **infrastructure as code** replaces manual in-UI configuration, automates testing, and streamlines deployment for modern DevOps.

Research from the Gartner Magic Quadrant for these automation platforms shows how to recover from incidents.



Environment as a Service

## How to write Terraform modules like a pro

OCTOBER 29, 2025 · 10 MIN READ

ClickOps slashes productivity by chasing incidents and re-creating infrastructure, staggering **30% productivity** loss.

Manual UI tweaks breed drift, the biggest driver of configuration **wasted** on idle or orphaned resources in multi-cloud organizations.



We've all copied someone's main.tf at 2 a.m., tweaked a few variables, hit terraform apply, and hoped that nothing would catch fire. It works—until the next sprint when you realize the same three-hundred-line script is duplicated across six repos and two clouds.

Over the past decade we've seen tooling explode: We've got cloud-native service catalogs, low-code deployment buttons, even AI assistants that promise one-click infrastructure. Yet when the incident phone rings at midnight, the only artifact everyone trusts is a well-reviewed Terraform module committed to Git and stamped by CI before the change hits production.

## Results: More Reach, More Impact, More Trust

Since engaging IOD, Quali has seen a measurable increase in both **engagement quality and brand authority**, especially across LinkedIn and thought leadership channels.

“IOD’s content plays an important supporting role in the performance of Quali’s awareness channels, specifically the Quali website and LinkedIn. Our posts are not boosted, promoted, or sponsored. All growth is driven organically by the quality and relevance of our content.”

—David Williams

### IOD-supported content regularly outperforms B2B benchmarks:

- LinkedIn **click-through rates (CTR) between 1% and 3.4%**, well above the B2B average of 0.3%–0.6%.
- **+57% increase in comments**, showing deeper, more thoughtful engagement.
- **+121% increase in reposts**, amplifying Quali’s brand organically.
- **+8.5% increase in reactions**, with no paid promotion.



“

LinkedIn users click and interact with IOD-supported posts far more than the average B2B audience. These are the posts people choose to engage with, without any paid amplification.

”

**David Williams**

Senior Vice President, Marketing & Market Strategy

Quali

**Follower growth is steady and focused.** Quali's audience grows by **30+ followers per week**, up from one quarter's growth previously. This is especially impressive for a niche B2B infrastructure company.

Content cadence has also transformed. Quali now publishes several new **long-form, high-value assets** per week, reliably. Each one is designed not just for website visibility, but also to fuel social, partner, sales, onboarding, and AI workflows.

**Infographics routinely achieve 8,000+ opens**, often delivering **2-3x the engagement** of a typical blog post.

Finally, all content feeds back into [SalesSpeak](#), Quali's custom LLM. Blogs and glossaries serve as source material to train and refine the AI's responses. This creates a flywheel of credibility, discoverability, and smart automation.

Looking to showcase product value through interactive tools? IOD delivers tech strategy, content, and ROI-driven assets that convert. [Talk to us.](#)



**Quali** is a global leader in agentic infrastructure automation and enterprise AI. Their platform empowers organizations to orchestrate, automate, and manage complex cloud and on-premises environments at scale. Trusted by Fortune 100 companies and innovators like Dell, Cisco, Hitachi, and NVIDIA, Quali helps teams accelerate development, streamline operations, and unlock the full value of modern infrastructure.

[Learn more.](#)



**IOD (I Am On Demand)** builds and runs fully managed content engines for B2B tech companies in cloud, DevOps, cybersecurity, data, and AI. IOD combines practitioner expertise with GenAI-powered workflows via IOD GenAI Labs to deliver high-performing, credible content that drives traffic, conversions, and brand authority.

[Learn more.](#)

Ready to see your tech content marketing multiply your brand and business impact?

[Start Growing](#)