

CLIENT MINI-CASE

Doing Everything Wasn't Enough

How Global Paradigm turned broad technical expertise into a focused market specialism.

Prepared for
Global Paradigm

Engagement
Marketing strategy, brand positioning and campaign planning

Market focus
Mid-sized Texas financial institutions

Prepared by
Coriolis Marketing Partners

377K

LINKEDIN IMPRESSIONS

378%

INCREASE IN SEARCH APPEARANCES

74.4%

EMAIL OPEN RATE

0%

EMAIL BOUNCE OR OPT OUT

Broad capability was an operational strength. Presented as “we do everything IT,” however, it did not land as a specialism.

Global Paradigm could support almost every aspect of a customer's IT environment. But in a market where most managed service providers make similarly broad claims, that range of expertise did not give customers a clear reason to choose it.

The Strategic Insight

Most MSPs describe themselves through their services and technical strengths. Customers start somewhere else: with a business problem they need to solve.

Coriolis identified an opportunity for Global Paradigm to focus on mid-sized organizations in regulated, operationally complex sectors. These businesses needed to modernize fragmented technology, reduce risk and build the foundations required for secure growth and AI adoption.

The opportunity was not to promote more services. It was to identify where Global Paradigm's expertise mattered most, define the customer problem it was particularly well equipped to solve and build a distinctive position around it.

What We Did

- **Marketing strategy:** Defined where Global Paradigm could compete and win—including its priority markets, customer segments, decision-makers, pain points and commercial opportunities.
- **Brand positioning:** Established what Global Paradigm should stand for and why customers should choose it—including its commercial purpose, value proposition, core messages and tone of voice.
- **Campaign plan:** Turned the strategy into a practical route to market—including content, account-based marketing, events, email, sales outreach, CRM and measurement.

The Shift

Global Paradigm moved from presenting itself as another broad provider of managed IT services to a modernization partner that helps organizations build more secure, scalable and valuable technology foundations.

The company did not narrow what it could deliver. It became clearer about who it was built to help, the problem it existed to solve and the outcome it could create.

What Changed Inside the Business

The clearest evidence was not in the reporting. It was in how Global Paradigm began to describe itself.

“Coriolis isn’t a marketing firm. They’re our very own Chief Marketing Officer. They didn’t just put a campaign together or send out emails for us. They listened to what we do, found out what our customers love about working with us, and helped us distill it into something short and easy to understand. Then they built a campaign around it.

And not just a campaign for prospective customers, but one that changed how we see our own work day to day. I hear our taglines all the time now, and I catch myself saying them too. They’ve become part of how we explain what we do.

After years of marketing firms that were all execution and very little strategy, we finally found the opposite in Coriolis.”

— David Keyser, Managing Partner, Global Paradigm

A position the client’s own team repeats is the point at which marketing strategy stops being a document and becomes how the business explains itself—internally as well as in market.

Taking the Position to Market

A position only earns its keep when it reaches the market. Coriolis built the AI Readiness campaign around it and ran the first phase across LinkedIn and a verified email sequence to mid-sized Texas financial institutions. The objective for that phase was reach and recognition, not immediate lead volume.

First-phase results, 20–28 August 2026

Measure	Result	What it shows
LinkedIn impressions	377,252 in nine days	Awareness objective achieved
Unique reach	Approximately 170,000 at a \$4.14 CPM	Efficient delivery well beyond the seed list
Company page impressions	305,991, up 252,785.1% week on week	The positioning broke through publicly
Search appearances	Up 378.2%	More buyers actively looking for the company

Measure	Result	What it shows
Email open rate	74.4% (58 of 78 delivered)	The message is recognized by the named audience
Deliverability	0 bounces, 0 opt-outs	A clean list and a credible sender, with no resistance

WHAT THE FIRST PHASE SHOWED

Awareness was achieved decisively and at efficient cost, and the company page recorded an exceptional step-change in visibility. The next phase deliberately trades some of that efficiency for concentration inside named Texas financial institutions, turning visibility into conversations.

What This Demonstrates

Coriolis helps companies with strong capabilities but an indistinct market position. We connect marketing strategy, brand positioning and campaign planning to determine where a business can win, build a compelling reason to choose it and take that position to market.

Find where the business can win. Build a distinctive position. Take it to market.

Campaign metrics: Global Paradigm AI Readiness interim performance report, reporting period 20–28 August 2026 (LinkedIn Campaign Manager, LinkedIn page analytics and Hunter sequence exports). Page analytics and Campaign Manager use different reporting views, so their impression totals are not directly comparable.