evyrgreen
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FOR TEAMS

JSA
Case Study

JSA
JAYMIE SCOTTO & ASSOCIATES

Case Study

About The Client

For over 18 years, JSA has provided the gold standard in public relations and marketing services for the data center and telecom communities. JSA is comprised of data-driven industry experts that zero in on their clients' potential buyers by nurturing their clients' brand messaging and campaign strategies.

The Challenge

JSA faced challenges with their business development tactics due to a lack of knowledge and understanding of AI. Despite hearing about the importance of AI in their industry, they had been doing many tasks manually and were too busy with client work to research the best AI tools.

Although JSA utilized AI to some extent, they didn't fully understand how to properly leverage it. They were aware that they were missing out on the benefits of AI, as other agencies and marketing departments were using it to automate systems, processes, and research.

The Solution

JSA reached out to Evyrgreen AI for training in AI for business development. Our course would help them improve efficiency and productivity, allowing them to save time and resources on tasks that can be automated resulting in higher productivity and efficiency.

The Outcome

To address JSA's challenges in utilizing AI for business development, EV AI provided a two-hour corporate workshop that focused on teaching marketing agencies how to use AI effectively.

During this training, JSA's employees were fully trained on twelve different AI tools, including those for research, brainstorming, content strategy, scriptwriting, design, voice cloning, press releases, blog posts/articles, SEO, and content ideas.

With our training, JSA's employees learned how to converse with AI intelligently, allowing them to save time and money and gain a better understanding of their industry.

This training led to a significant increase in productivity, allowing employees to complete tasks that normally took days in mere minutes. For instance, preparing proposals or coming up with better strategies for clients became significantly easier and faster.

The Results

- Trained employees on **12 AI tools, improving productivity and efficiency.**
- Taught employees how to converse with AI intelligently, **saving time and money.**
- **Reduced task completion time** from days to minutes, increasing productivity.
- Provided access to an AI course to continue building skills and staying up-to-date with technology.
- Comprehensive training solution enabled leveraging AI for business development needs.

Evyrgreen's comprehensive training solution provided JSA with the knowledge and tools necessary to leverage AI for their business development needs, helping them stay competitive and improve their overall efficiency and productivity.

Testimonial

"Joe's workshop on AI for business development and marketing was a game changer for JSA. His insights into the latest AI technologies and how to use them for PR and marketing strategies were invaluable. Our team came away with a deep understanding of how to leverage AI to create effective campaigns for our clients, and the ROI on the workshop was well worth it. I highly recommend Joe's training to any PR firm that wants to stay ahead in this fast-changing AI world. Thank you, Joe, for distilling 150 hours of content into an engaging and informative two-hour workshop."

Jaymie Cutaia, CEO and Founder of JSA

Book a strategy session with a team member to learn about how Evyrgreen AI can help you.

BOOK A MEETING

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