



evyrgreen

AI

FOR TEAMS

KRAUS MARKETING

Case Study





Case Study

About The Client

Kraus Marketing is a full-scale marketing agency for small to midsize businesses seeking innovative marketing solutions. With a growing reputation for excellence, Kraus expands its client base to include both SMBs and large, internationally-operated businesses. Their comprehensive range of services includes branding, web design, and integrated digital marketing, making them a one-stop shop for all marketing needs. With offices located in Morristown, NJ, Manhattan, NY, and Tampa Bay, FL, Kraus serves clients across multiple regions.

The Challenge

Kraus Marketing, a marketing agency with 28 employees, faced the challenge of finding a way to utilize AI in its operations. They recognized that AI could potentially provide valuable benefits for their business, but they lacked the knowledge and time to keep up with the rapidly changing landscape of AI technology.





The Solution

To address this challenge, Kraus Marketing turned to Evyrgreen AI, a specialized AI training provider. Evyrgreen AI conducted a comprehensive 2-hour virtual workshop for Kraus Marketing's team, covering various AI tools and techniques. The workshop provided hands-on training on how to effectively use AI for tasks such as transcribing audio, cloning voices, creating video avatars, generating images, branding, content strategy, brainstorming, summarizing, video scripts, web design, sitemap creation, and other marketing techniques.

The Outcome

As a result of the training provided by Evyrgreen AI, Kraus Marketing's team gained a solid understanding of how to effectively leverage AI in their operations. They were able to implement AI tools and techniques to streamline their processes, increase productivity, and improve the quality of their services. With the newfound knowledge and skills in using AI, Kraus Marketing's team was able to save costs by eliminating the need to hire additional staff and deliver higher value to their clients. They also became a more competitive agency in the industry, with improved capabilities and a better ability to meet their clients' needs.



The Results

Evyrgreen's comprehensive training solution provided Kraus with the knowledge and tools necessary to leverage AI for their business development needs, increasing productivity by 75% and significantly reducing user error.

Through the training provided by Evyrgreen AI, Kraus Marketing's team gained expertise in:

- **Effectively leveraging AI in their operations** to streamline processes, increase productivity, and improve service quality.
- **Implementing AI tools and techniques** for content creation, video editing, graphics design, and advertising.
- **Utilizing AI-powered voice cloning**, audio transcription, avatar video creation, and presentations to enhance their marketing capabilities.
- **Leveraging AI for sales**, customer service, research, and other areas to optimize their strategies and improve customer experience.
- **Achieving cost savings** by eliminating the need to hire additional staff through the automation of repetitive tasks and processes using AI.
- **Delivering higher value to their clients** through personalized and targeted marketing campaigns enabled by AI technologies.
- **Enhancing competitiveness in the industry** by acquiring advanced capabilities in utilizing AI for marketing operations.
- **Making data-driven decisions** through AI-powered analytics, trend prediction, and market research.
- **Meeting clients' needs by developing client personas** and creating unique, custom-tailored marketing strategies, and creating business solutions based on AI-powered insights.



Testimonials



Joe and his team at EV AI trained my agency on how to use AI and as a result, my team is now way more efficient. It was a game-changer and totally worth doing. I'm really glad we used Evyrgreen AI to train our team.

-Nick Kraus, CEO & Founder of
Kraus Marketing



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ahead of the competition?**

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