

# AI POWERED GO-TO-MARKET STRATEGY

TURNING A PROVEN METHOD INTO A FAST,  
REPEATABLE STRATEGY DELIVERY

## BACKGROUND

4Marketers is a Sweden-based marketing agency that helps companies define clear market positions and translate products and strategies into commercial success and sales growth. The agency works with clients on brand strategy, market positioning, communication, and go-to-market execution. Founded by senior marketing specialists Anton, Joachim, and Agnes, the team brings senior experience from product launches and brand transformations across several industries.

Over time, the team developed a structured go-to-market methodology used in strategy projects with clients. The process combined market research, competitor analysis, and positioning work to help organisations define how to enter or grow in a market.

The approach had already been tested in client work. The next step involved building an AI go-to-market strategy platform that could run the analysis, organise the findings, and support consultants in delivering strategy projects more efficiently. 4Marketers partnered with Nexer/Holisticon Insight to design and build the platform.

## AT A GLANCE

**Company:** 4Marketers

**Industry:** Marketing Services

**Employees:** 2-10

### Objectives:

- . Turn a proven method into an AI service
- . Deliver consistent strategy outputs
- . Reduce time for market analysis
- . Combine automation with expert oversight
- . Enable real time strategy work

### Products:

- . Microsoft Azure
- . Azure OpenAI
- . Azure AI
- . Azure App Service
- . Azure Storage
- . Azure Monitor and Application Insights

## CHALLENGE

The 4Marketers team had already developed an early AI-powered version of their process. Initial testing showed strong potential. Moving from a prototype to a reliable AI platform required stronger engineering, a reliable architecture, and consistent output quality.

With consistency being the core requirement, the platform needed to deliver the same quality of analysis across every engagement, regardless of complexity or volume.

The system also needed to support business growth. As demand increased, delivery capacity had to grow without increasing time or headcount at the same rate.

Speed to market also mattered. The team wanted a working AI strategy platform in use with clients quickly, with room to learn and improve through real-world use.



From start to finish,  
Nexer delivered exactly  
what we needed.

- Agnes Martelet-Hjelmér, Founder,  
4Marketers

## BENEFITS

The AI platform gives 4Marketers a reliable way to deliver a go-to-market strategy faster and with greater consistency. Consultants spend less time gathering and structuring information and more time working directly with clients on decisions and direction.

Delivery speed improved significantly. Work that previously required several days now completes in hours, allowing clients to receive structured market analysis and clear direction within days.

Consistency also improved. Each engagement follows the same structured approach, reducing variation in output quality regardless of project size or complexity.

The platform also increases capacity. The team can deliver more projects without increasing headcount at the same rate.

The way teams work with clients has also shifted. Instead of waiting for follow-up analysis, insights can be reviewed and discussed during sessions, supporting faster decisions.

Accessibility improved. Strategic positioning projects that once required long consulting engagements can now be delivered within 48 hours, making structured strategy work available to a broader range of organisations.



## SOLUTION

Analysis that once took days now happens in hours, giving consultants more time to focus on interpretation, client dialogue, and final recommendations.

Nexer/Holisticon Insight worked with 4Marketers to turn their proven positioning methodology into a reliable, repeatable digital service. The focus was not on building new technology for its own sake, but on making an existing way of working faster, more consistent, and easier to scale.

AI now handles much of the research, analysis, and structuring work, while consultants remain responsible for interpreting insights and shaping the final strategy. This keeps the quality of the output high while reducing the time spent on manual tasks.

Consultants remain central to the process:

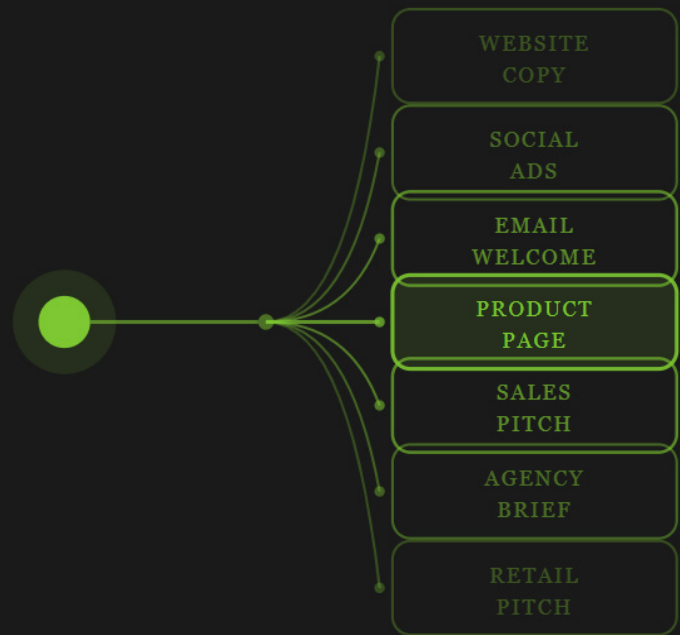
- A senior strategist reviews every output
- Insights are refined before delivery to the client
- Final recommendations combine AI analysis with strategic expertise

Throughout the project, the 4Marketers team stayed closely involved. The work focused on building something they understood, trusted, and could continue to develop as their business grows.



Nexer's ability to translate technical complexity into clear business language made all the difference for us.

- Joachim Rask, Founder, 4Marketers



## RESULTS

The platform delivered clear commercial impact for 4Marketers.

Delivery capacity increased by up to four times compared with the previous manual process. The team can now support more strategy engagements without increasing headcount at the same rate.

Projects that previously required several days of research are now completed in hours, allowing the team to deliver strategy engagements faster. Businesses receive structured market analysis, competitor positioning insights, and clear go-to-market direction within days.

The platform also changed how strategy work happens. AI performs much of the research and analysis, while consultants review the insights and refine the final recommendations. This approach increases efficiency while maintaining the quality expected from experienced strategists.

Across engagements, the platform continues to improve as new inputs and feedback strengthen the analysis process. Organisations gain faster access to structured strategic insight.

## WHAT'S NEXT

4Marketers is building a broader set of go-to-market clarity services, with positioning as the foundation. As new services are introduced, Nexer/Holisticon Insight continues to support the development of the underlying AI platform.

The long-term goal is to make the go-to-market strategy faster, more accessible, and easier to apply in real business situations. Organisations gain clear market direction and practical guidance for launching products, entering new markets, or strengthening their competitive position.



Working with Nexer was a seamless collaboration where we felt heard every step of the way.

- Anton Lundberg, Founder, 4Marketers

Find out how Nexer/Holisticon Insight can help your organisation:

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