

# VRock Newsletter

“Connect, Learn and Empower”



## FOUNDER'S CORNER



### My Discussion about How AI Is Changing Everything and How We Adapt

Team,

Following up on my discussions and all-hands meeting messages during my June trip, I want to emphasize that AI is fundamentally reshaping the digital marketing landscape—faster and more deeply than any trend I have seen in business over the last 40 years. I want to restate what's changing and how we can stay ahead by evolving our mindset, tools, and skill sets; otherwise, we will not survive.

Please remember that we are not just in a tech shift—it's a creative and strategic reset. We either adjust and stay in front of the trend by offering more to our clients for less, or we will fail as a marketing agency.

#### Briefly, here is how AI Is Transforming Our Industry:

- **Content Creation:** From blogs to banners, AI tools can draft creative assets instantly. Our challenge? Elevate, refine, and bring an authentic brand voice to the output, something AI cannot do.
- **Customer Insights:** AI helps us understand behavior in ways we couldn't before. Hyper-personalized, data-informed marketing is now a requirement.
- **Media Buying & Optimization:** Automation is making ad buying more efficient. We must now focus on strategy, audience, the right platform, and message relevance when making advertising decisions.
- **Speed & Scale:** We can go to market faster, test more often, and optimize continuously. That means being nimbler and data-driven.
- **Website Design & UX:** AI is streamlining design, wireframing, A/B testing, and even front-end coding. Sonu is already testing tools to accelerate production. This new trend shifts our focus from execution to experience: What story are we telling? How intuitive is the flow? What drives conversion? Hence, our website design and HTML programming efforts should focus on utilizing these tools to enhance the efficiency and effectiveness of our website platform.

#### Here is What We Need to Do Differently:

- **Upskill with Intention:** Learn AI tools that are relevant to your craft—whether it's ChatGPT for ideation, Midjourney for design, or GA4 for more intelligent analytics.
- **Elevate Thinking:** AI handles speed and scale. Our value lies in insight, creativity, and brand stewardship. Strategic thinking is now a premium skill. Update your marketing and branding skills, regardless of whether you are in the development or marketing team. Become an all-rounder because the era of specialists is over, especially in our business.
- **Use AI Collaboratively:** Treat AI as a creative partner—utilize it to prototype, brainstorm, and iterate more efficiently. But remember: we give it purpose.
- **Design with Purpose:** With AI making site design easier, differentiation now comes from clarity, emotion, and usability. Good design is not just about looks—it's about intent.
- **Focus on the Human Layer:** AI can't replace emotional intelligence, storytelling, or empathy. Those are our superpowers. Let's protect and nurture them.
- **Stay Curious:** The tools will continue to evolve. The mindset to explore, adapt, and lead is what will keep us relevant.

Take my message not as a threat but as a catalyst. We must build a future-ready agency, which means embracing change with confidence and creativity to improve our results at a lower cost. If we fail, we will not survive as an agency for too long.

We'll invest in training, share learnings, and explore together. What matters now is that we *lead the change*, not chase it.

Let's get to work.

Ajay Prasad

## FEATURED ASSOCIATES



Anisha Kumari

Hi, I'm Anisha! I'm a content executive with a love for words that started with a good book and never stopped.

I'm always up for trying something new—whether it's exploring hidden spots around the city or diving into a fresh idea. For me, it's all about keeping things interesting and having a little fun along the way.

Hi, I'm Abhishek—a marketer with a strong foundation in SEO and a passion for solving complex problems. I thrive on challenges and enjoy digging into data, building strategies, and finding smarter ways to overcome roadblocks.

Tech has always fascinated me, and I'm constantly upskilling—whether it's exploring new tools, learning behind-the-scenes systems, or just staying curious.



Abhishek Kr. Vashkar

## HR SPEAKS

We were honored to welcome Ajay Prasad to our Patna office last month. During a special All Hands Meeting, Ajay shared valuable insights, strategic direction, and words of encouragement that truly resonated with the entire team.

His guidance not only reaffirmed our mission but also inspired us to keep pushing boundaries and striving for excellence. The session left us energized, focused, and more purpose-driven than ever.

Thank you, Ajay, for taking the time to connect with us and for your unwavering support and leadership. We're excited to turn your vision into reality with even greater dedication.



### Work Anniversaries Celebrated!

VISHAL ANURAG  
SHISHIR KUMAR  
SHIVJEE PRASAD  
SUMIT KUMAR  
KUMARI KIRTI BALA  
SONAM RAJ  
CHANDAN KUMAR  
SAURAV KUMAR ( SEO TEAM )

🎂 Happy Birthday 🎂

MAHESH KUMAR  
BANAVATH KRISHNA  
SWEETY KUMARI

## Projects Signed up in June 2025

GMRW	India Projects	Stratosphere	RepuGen
Thrive 365 Labs	-	-	Evvara Health
JP Psychiatry	-	-	-
Forest Path Psychiatry & Healing	-	-	-