

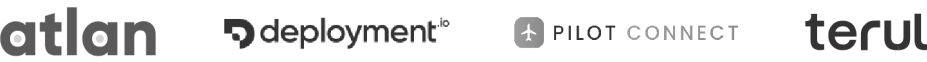
Get found in search. Build buyer confidence.

Make complex products easier to understand, evaluate, and choose.

Rampkit turns your product expertise into search-ready articles, buyer education, and sales content. Work directly with a senior product marketer who develops the strategy and writes the content.

- Explore a content pilot ↗
- See published work ↗

TRUSTED BY THE BEST



Content for the buying journey

Get discovered for the right questions

Content with a clear point of view, original insight, and practical value for your buyers. Built to earn trust and a place in search results.

• Content strategy

• Technical articles

• Content refreshes

Help buyers evaluate your product

Explain how the product works, where it fits, and what makes it different. Give technical and business buyers the detail they need.

• Buying guides

• Comparisons

• Use-case pages

Give sales a stronger story to tell

Turn customer experience and internal expertise into credible material your team can use in real buying conversations.

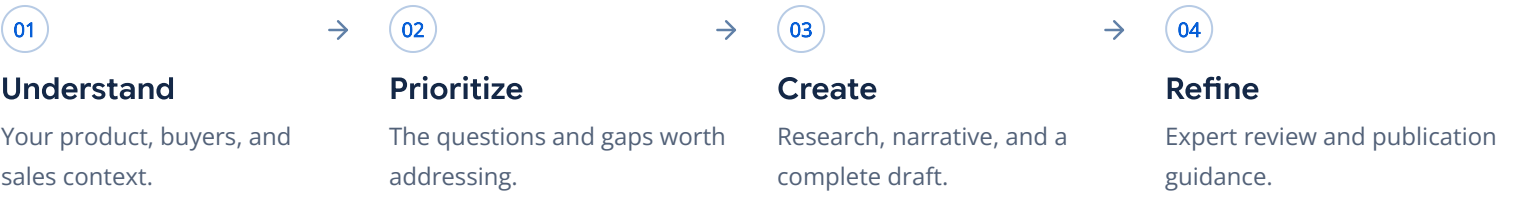
• Customer stories

• Sales collateral

• Founder content

From product context to finished content

We learn your product, agree on the priorities, and turn research into content with your team’s input at each stage.



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Working with Karthik was incredibly easy. He took the time to understand our product, how it works, the market we operate in, and the people we're trying to reach. That understanding came through in the content he created. It resonated with our audience and felt like it was written by someone who truly knew them.

Ankit Arora

Founder, Deployment.io

ABOUT YOUR CONTENT PARTNER

Karthik Pasupathy

Founder, Rampkit

I’m a former head of marketing and product marketer. Over the last decade, I’ve helped enterprise software companies and early-stage teams explain complex products to the people buying them.

At Rampkit, I work directly with you, from understanding the product and shaping the brief to researching and writing the final piece.

10+ years of product marketing experience

Previously at Zoho & Freshworks

More about Karthik ↗

ENTERPRISE WRITING

Published work on AI agents, context engineering, and enterprise data.

Explore the articles ↗

CASE STUDY

73%

of measured articles reached Google’s top 10

US organic search, within 20–28 days of publication.

Read the case study ↗

Anonymized client case study. Measurement details are available in the full report.

CONTENT PARTNERSHIP

Starting from

\$999 /month

A focused content engagement, shaped around your priorities. Scope and deliverables agreed before we begin.

- ✓ Async working model
- ✓ Direct access to a senior marketer
- ✓ Cancel anytime

Discuss your content needs ↗

START WITH A FOCUSED PILOT

One priority. A clear starting point.

Evaluate the thinking and the work through a small, agreed engagement.

Let’s discuss your pilot ↗

A content pilot could include

- ✓ A review of your product, audience, and content gaps
- ✓ One priority brief and a researched article or buyer guide
- ✓ Team review, publication guidance, and a measurement plan

Scope, timing, and pricing agreed before work begins.