

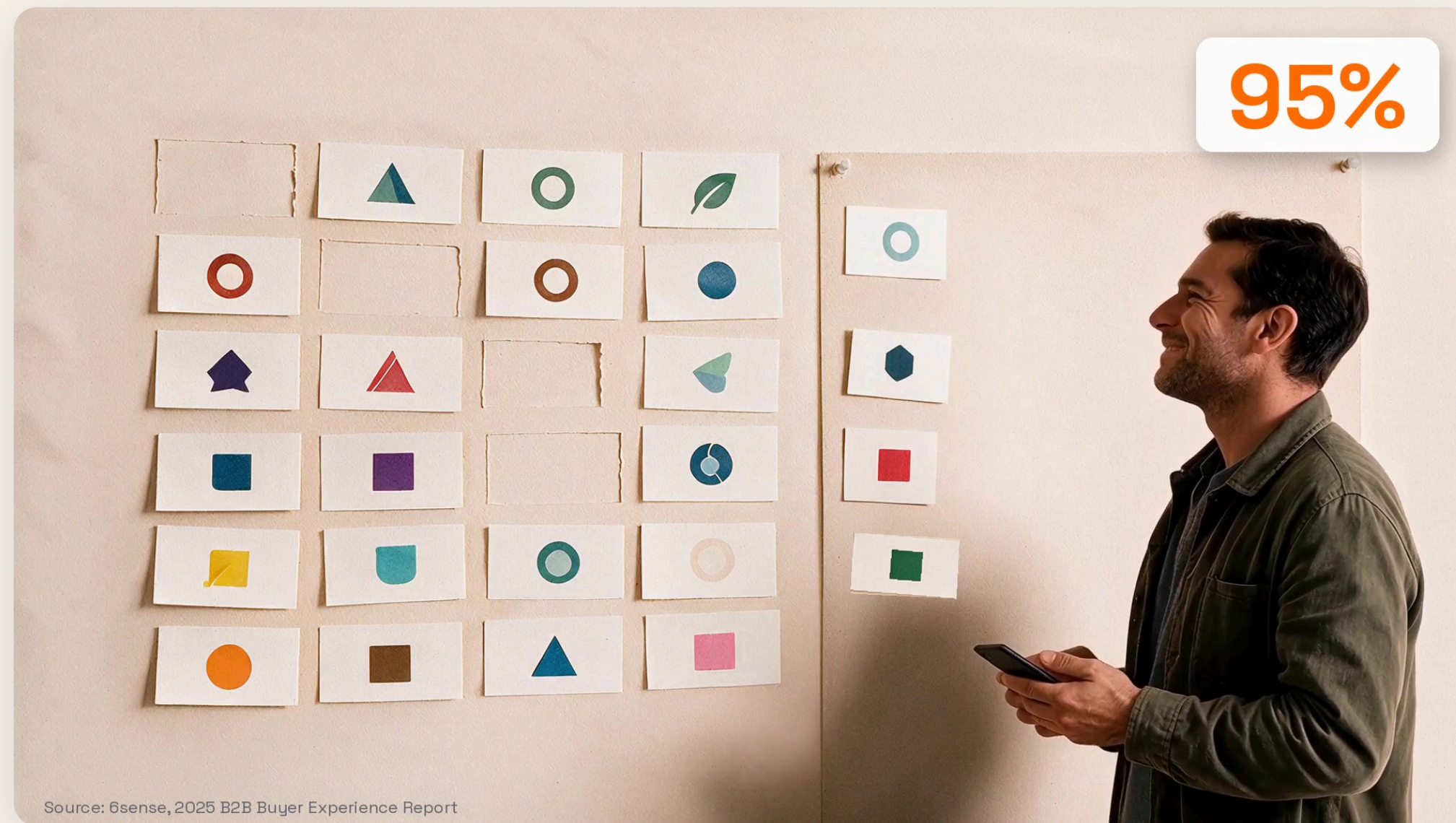
Torque

How Torque puts your company on your buyers' shortlist.

With a content engine. For B2B companies of 50 people and up.

In short

What Torque is	An AI agency for marketing and sales, built to make your company more money.
Who Torque is for	B2B companies of 50 people and up.
What we build	The Torque Content Engine: an AI system for your marketing team. The Content Engine reads your market's news and anything you share, drafts posts in your company's voice, lets your team edit and approve each post in one dashboard, and publishes on the channels in your plan.
Tech stack	Your company's own accounts: the AI model that does the job best, such as Claude by Anthropic or OpenAI's GPT; your company's social accounts; the code in a private GitHub repository. One dashboard for your team.
Who stays in control	Your team approves every post.
Data and brand	Your content, voice notes and brand voice documentation stay in your company's own accounts. On their business accounts, the AI providers do not train their models on your content by default. Nothing goes out without your team's approval.
Who owns and runs the Content Engine	Torque builds and runs the Content Engine for you. Once payment is complete, your company owns the code and the Content Engine.
How to start	A free 30-minute call, then the Torque Audit, then we build your Content Engine.
Price	The Torque Audit: €2,500. The Content Engine: from €15,000 to build. All prices exclude VAT and AI usage (tokens). Torque sets up and manages the AI accounts in your company's name; usage is billed to your company at cost, with no mark-up.
Contact	rich@torque.fyi

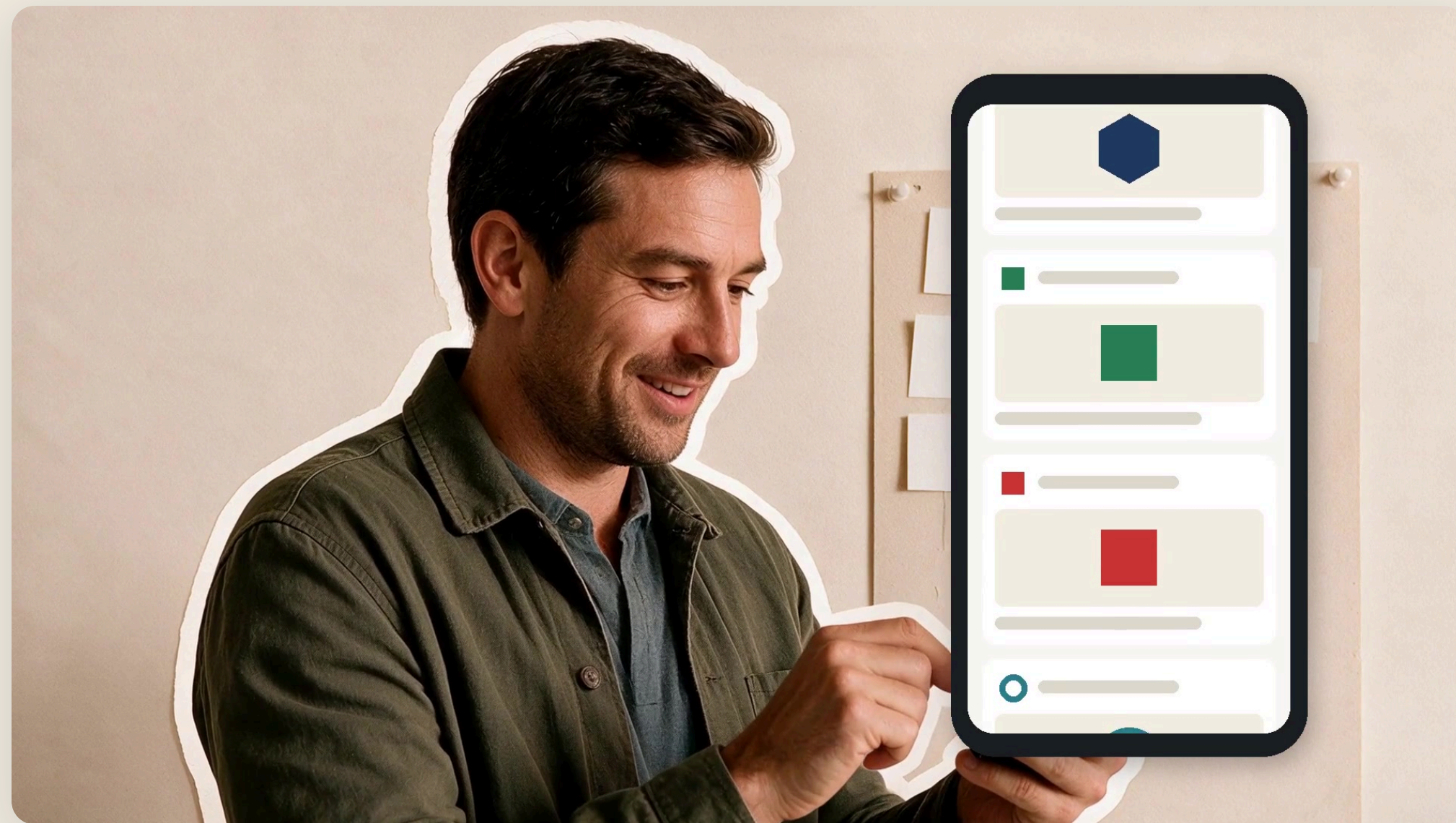


Source: 6sense, 2025 B2B Buyer Experience Report

THE PROBLEM

In 95% of B2B deals, the winner was on the buyer's shortlist before any sales call.

Source: 6sense, 2025 B2B Buyer Experience Report (nearly 4,000 buyers): 95% of the time, the winning vendor is already on the Day One shortlist.



THE PROBLEM

Buyers tend to shortlist the companies that are top of mind.



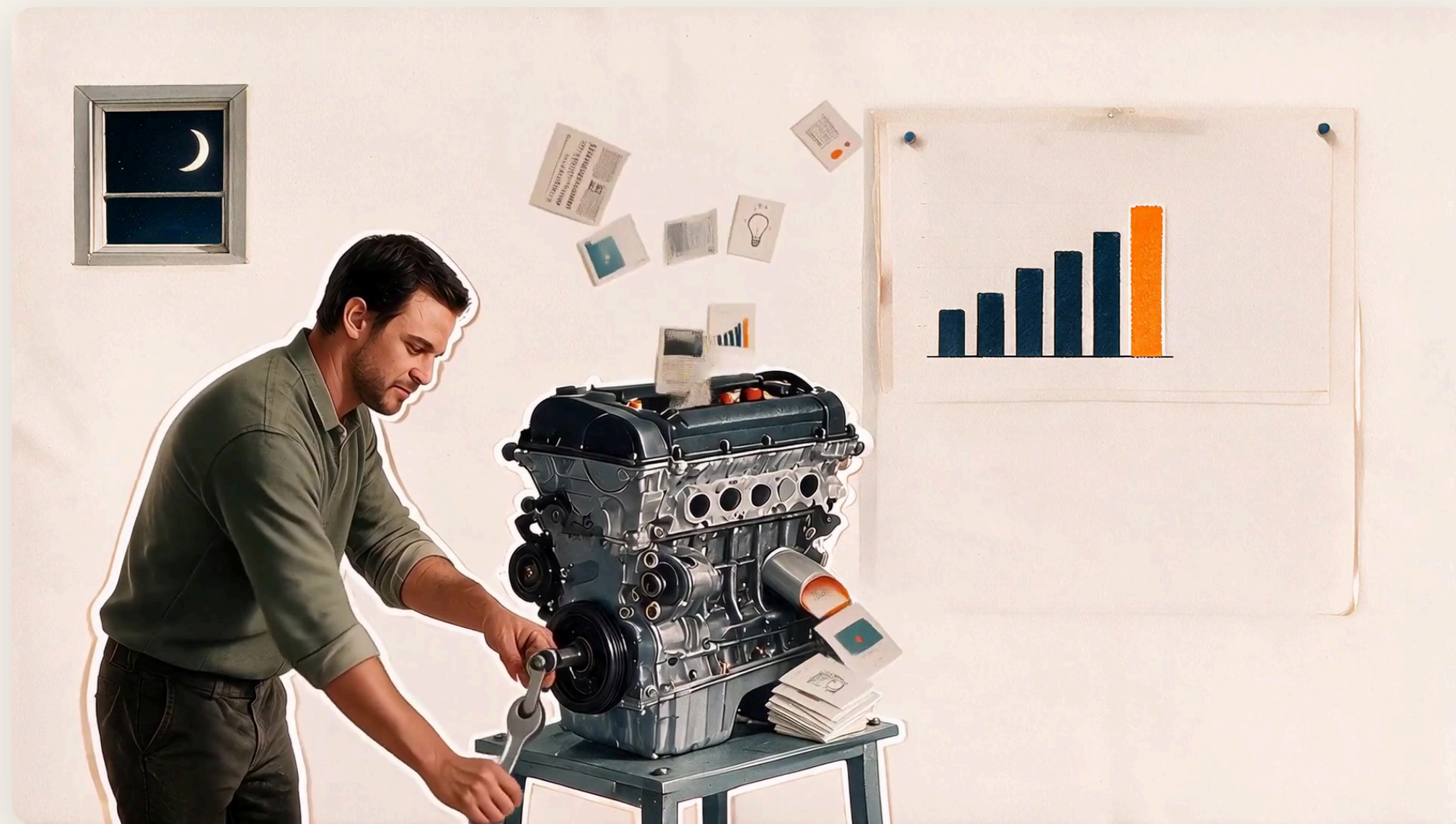
THE PROBLEM

Visibility and trust take weekly content. Keeping that up is hard for a busy marketing team.



WHAT TORQUE IS

Torque is an AI agency for marketing and sales, built to make your company more money.



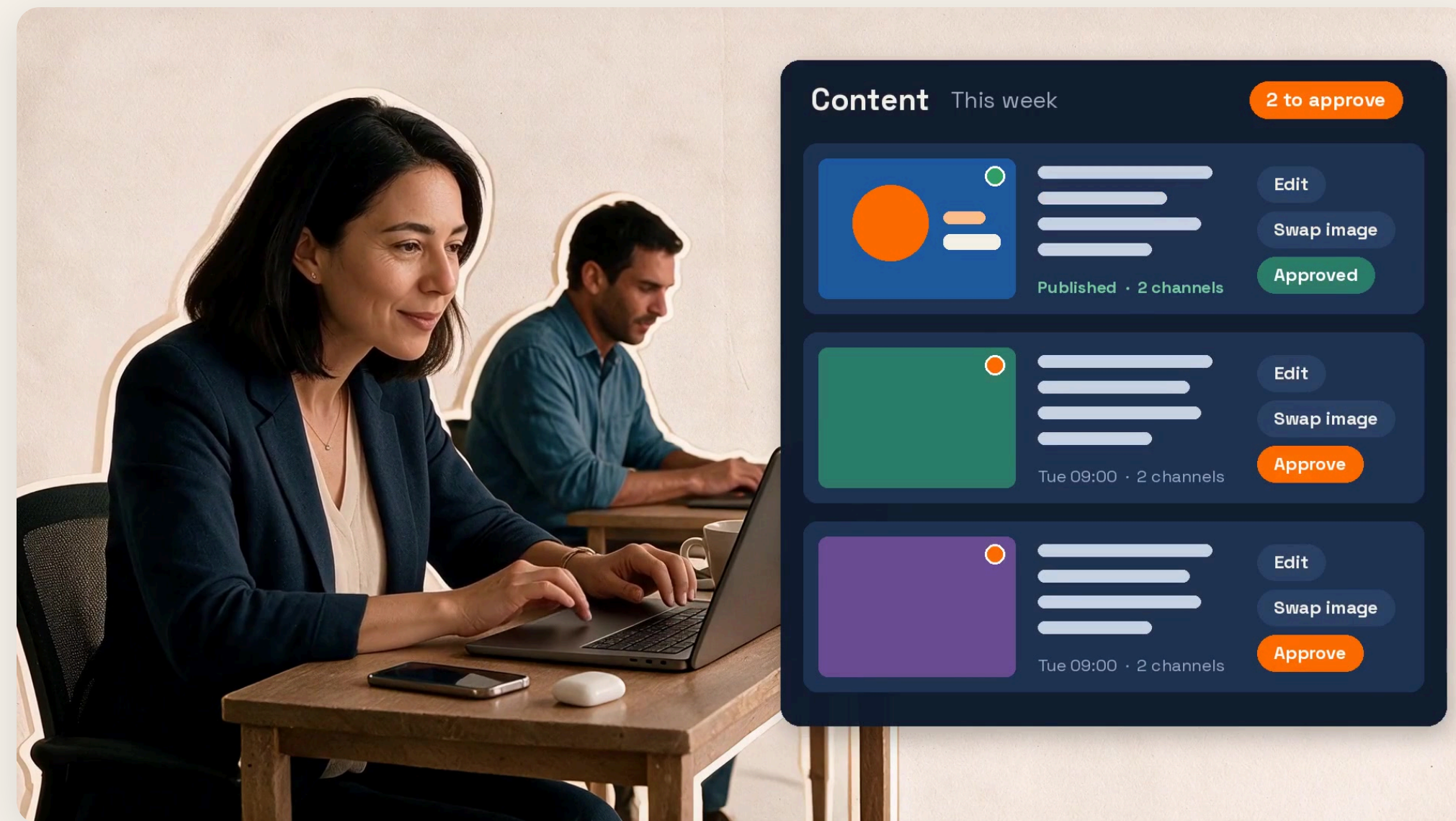
THE CONTENT ENGINE

**For your marketing team,
we build the Content
Engine: an AI system that
runs your social media
around the clock.**



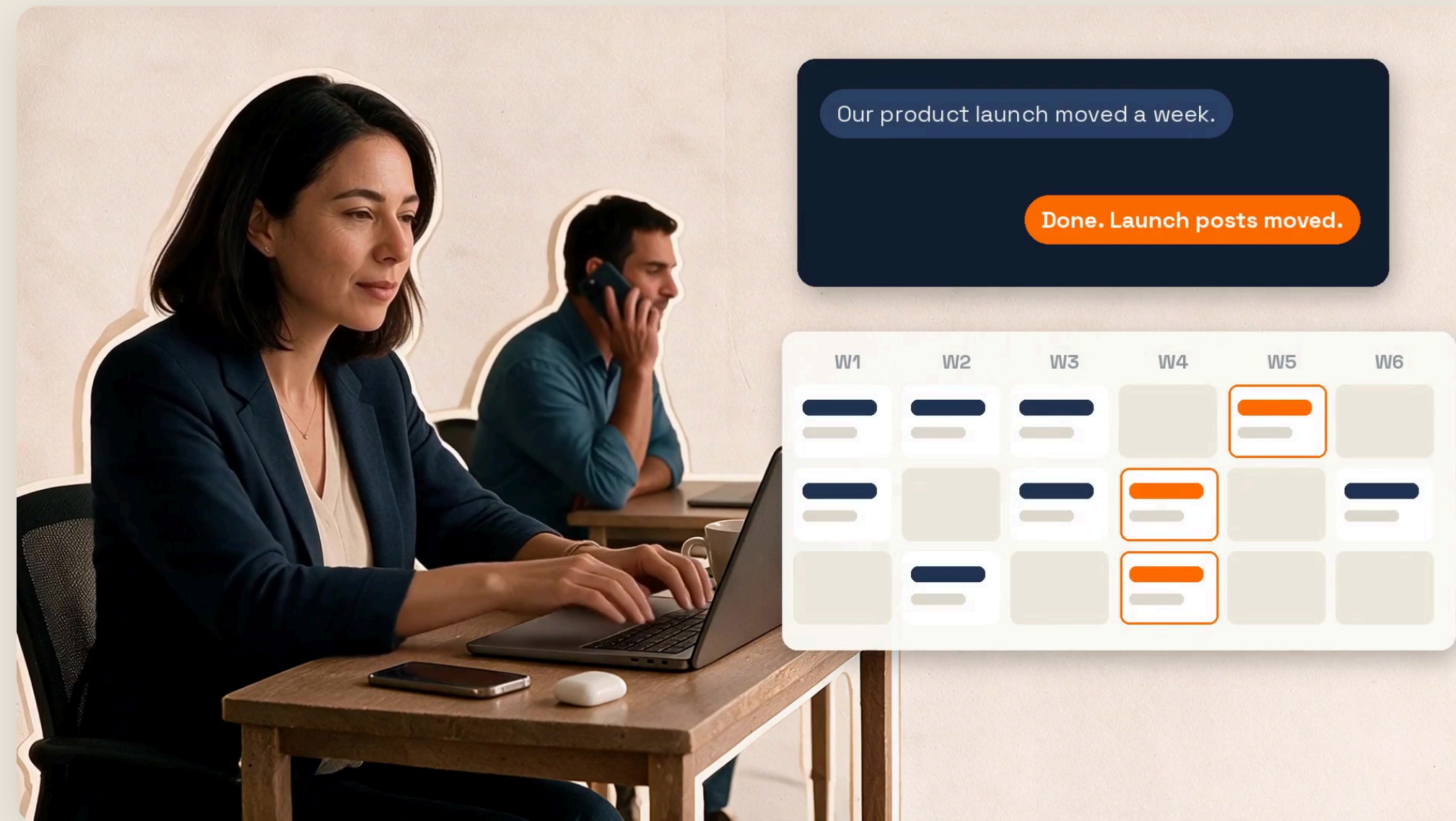
THE CONTENT ENGINE

Before your workday starts, the Content Engine has read your market's news and anything you've shared, and drafted posts in your company's voice.



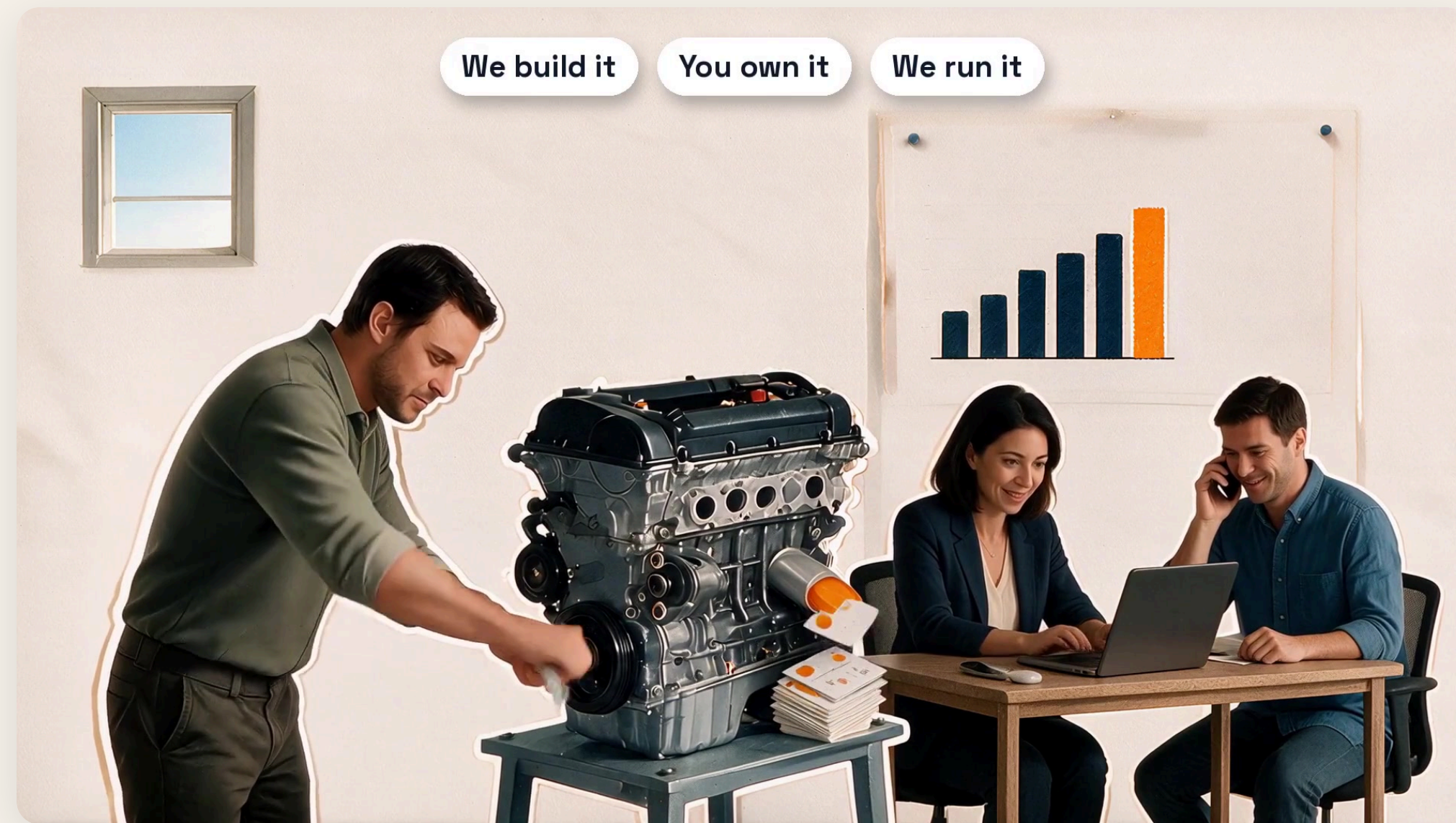
THE CONTENT ENGINE

In one dashboard, your team edits each post, swaps the image and approves. Then the Content Engine publishes on the channels in your plan.



THE CONTENT ENGINE

Product launch delayed a week? Say so in the Content Engine's chat, and your content calendar adjusts instantly.



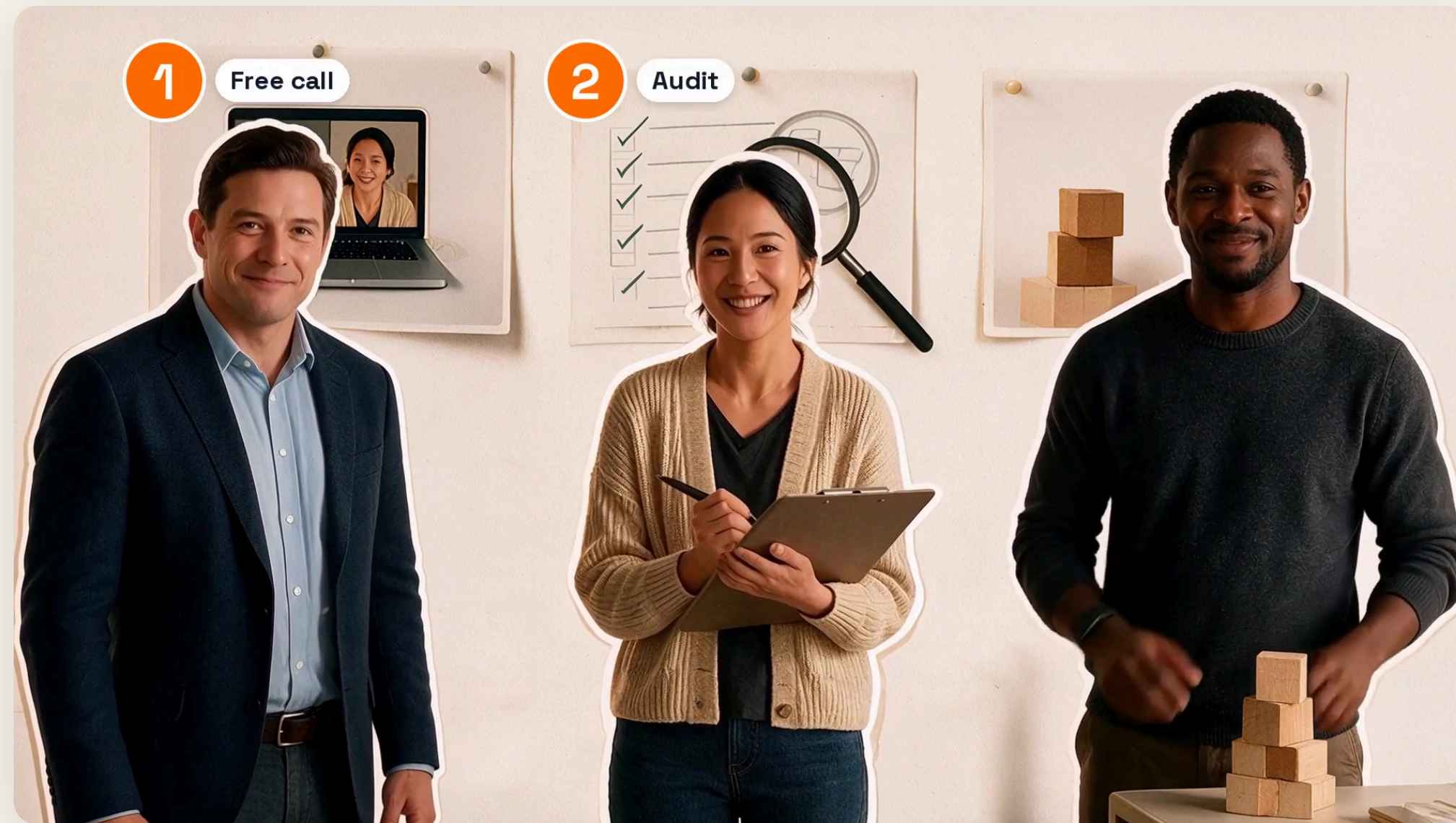
THE CONTENT ENGINE

**Your Content Engine
works for your
marketing team around
the clock.**



WHAT YOUR COMPANY GETS

Your company stays visible and on your buyers' radar when they draw up the shortlist.



HOW TO START

**A free 30-minute call,
then the Torque Audit,
then we build your
Content Engine.**

What changes for your marketing team

WITHOUT A CONTENT ENGINE, YOUR TEAM SPENDS TIME ON

- Coming up with topics and ideas
- Planning each campaign
- Writing every post and caption
- Editing and formatting
- Juggling posts across tools

WITH THE CONTENT ENGINE, YOUR TEAM

- Reviews the drafts in one dashboard
- Edits or swaps what needs changing
- Approves, and moves on

The Content Engine does the rest.

WHO BUILDS, OWNS AND RUNS THE CONTENT ENGINE

Torque builds your Content Engine. Your company owns the Content Engine. Torque runs the Content Engine, and your team gets back to the work only your team can do.

Once payment is complete, your company owns the code and the Content Engine.

Tech stack for the Content Engine

The AI models

Claude by Anthropic or OpenAI's GPT, whichever does the job best. Torque sets up and manages the account in your company's name; usage is billed at cost.

Your channels

Your company's own social accounts. Posts go out under your name, on the channels in your plan.

The dashboard

One place where your team reviews, edits, swaps images and approves every post.

The code

A private GitHub repository in your company's name.

What the Content Engine costs

The Torque Audit €2,500 · 2 weeks · before we build anything. **Free if you build with us within 30 days.**

THE CONTENT ENGINE	BUILD, ONE-TIME	RUN AND TUNE	BUILD TIME
3 posts a week, 2 channels	€15,000	€2,000 a month	8 weeks
1 post a day per channel, 4 channels, plus posts on market news	€25,000	€3,500 a month	10 weeks
Up to 3 a day per channel, every channel, video clips, newsletter	€50,000	€5,000 a month	12 weeks

Channel: a social platform your company publishes on. **Post:** one piece of content, drafted by the Content Engine and approved by your team.

Run and tune is the monthly fee from launch, paid for the same reason as ads: growth. The Content Engine works around the clock. Every week we review the results, sharpen the topics and the formats, and switch to a better AI model when one appears. Your team approves what goes out.

Prices exclude VAT and tokens (AI usage). Torque manages the AI accounts in your company's name; tokens are billed to your company at cost, with no mark-up. Run and tune: 6 months minimum from launch, then month to month at the same price, with one month's notice. Build time is agreed in the Torque Audit, with a weekly update during the build. Prices as of October 2026. Current prices: torque.fyi/pricing

Questions buyers ask about the Content Engine

Who owns the Content Engine?

Your company, once payment is complete: the code, the prompts, configuration, files, brand voice documentation and runbook, in your own accounts. Torque's templates and methods stay Torque's.

Who runs the Content Engine after launch?

Torque. The Content Engine works around the clock. Every week we review the results, improve the topics and the formats, and switch to a better AI model when one appears. Your team owns the message, the voice and the final yes.

Will the posts sound like us?

During the build we document your brand voice with your team, and the Content Engine writes from that. Your team approves every post, and we update the brand voice documentation from your edits.

What does your team do?

Decide priorities, share what only your company knows, such as launches, voice notes and campaign insights, and approve what goes out.

Who does the work?

Torque's founder joins every free call and every Torque Audit, and sets the direction of every build: a three-time CMO, with senior roles at Nike, Jordan Brand and Philips before that. Senior project managers and senior AI engineers build and run the Content Engine. Your marketing managers and IT work closely with us.

Questions buyers ask about money and risk

What does Claude or GPT cost to run, and who pays?

The cost depends on volume and model; the Torque Audit gives you an estimate first. Torque sets up and manages the AI accounts in your company's name, and usage is billed to your company at cost, with no mark-up.

How do payments work?

50% to start, 50% on delivery. No work starts before the first payment. Run and tune is billed monthly from launch.

What if the first results are slow?

We keep tuning the topics, the formats and the timing, and fix what breaks. Both are part of Run and tune.

Does the AI provider train on our content?

No. On the business accounts the Content Engine uses, Anthropic does not train its models on your content, and OpenAI does not by default. Both offer a data processing agreement.

Who are Torque's clients?

Torque started in 2026. Torque is part of Richeness Media, which since 2018 has helped 50+ clients with brand strategy, digital marketing, social media, websites and e-commerce.

Torque

Book a free 30-minute call at
torque.fyi

For B2B companies of 50 people and up · Torque is part of Richeness Media, which has served 50+ clients since 2018.

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