

Stormboard

Case Study

Summary

Stormboard is a SAAS company that provides a whiteboard and sticky note, brainstorming software to individuals and companies around the world. As a relatively small startup they didn't have much of a budget to spend on advertising and wanted to grow using organic, referral based methods.

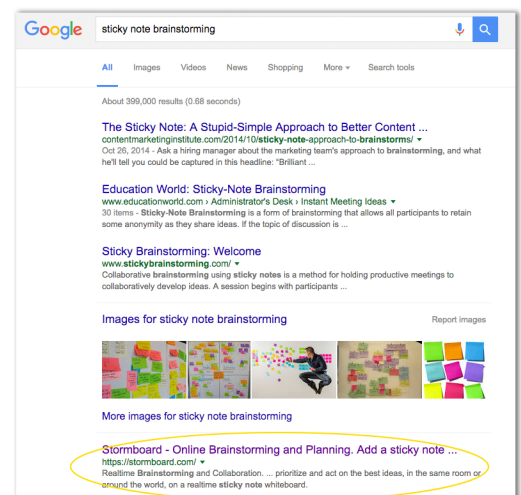
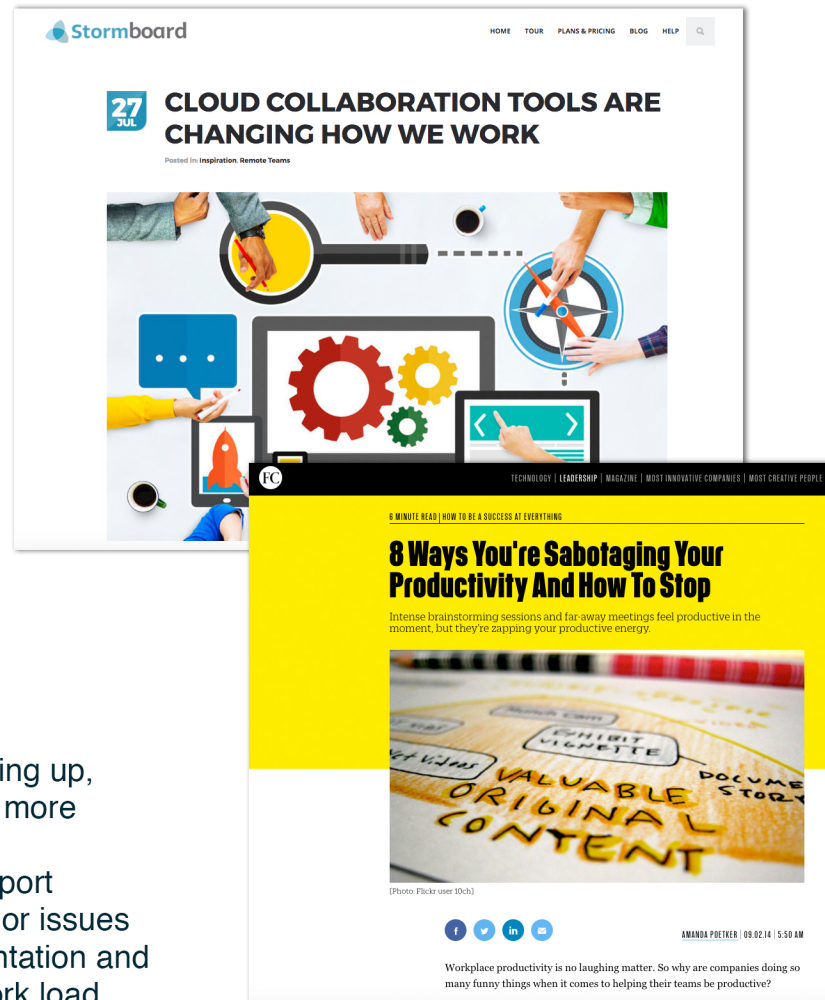
My involvement with the company began as a community director, where I got to know their users and customers better and was able to define plans for future growth based on what I learned. After I had done enough research to make informed decisions I created and executed a marketing/customer service plan to facilitate growth.

To make this growth happen I:

- Improved the onboarding processes to make signing up, upgrading to paid plans and canceling easier and more straight forward.
- Improved the response time to questions and support requests and compiled a list of common requests or issues which was then used to improve support documentation and create tutorials, therefore reducing the support work load.
- Developed a new Wordpress blog and created SEO content to feature on the blog.
- Solicited coverage in blogs and publications as well as wrote opinion editorial pieces.
- Shared content and interacted with users on social media.
- Helped to demo the product at trade shows and during conference calls.

As a result of these efforts Stormboard:

- Acquired a first page ranking on google for 400+ search terms
- Acquired a ranking of 1st to 3rd for 150 of those search terms
- Increased organic traffic to the website by 100%
- Increased traffic to the blog (blog.stormboard.com) by 350% over a year
- Increased monthly revenue by 300%
- Doubled user-ship.



STRATEGY TWELVE