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Social, the most important trend

“the amount a user shares today is twice the amount they shared a year ago”

- Zuckerberg’s Law

“it won’t be long before Social Media Marketing will surpass SEO” - Donanza

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How do you use social to drive traffic?

Queue your updates

Saturday 1st October

2:52 PM	10 Great Tweetable Quotes To Cheer You Up http://j.mp/nd6rzC
8:08 PM	Great list: My Favorite Tools http://j.mp/omcnEU by @EvanCarmichael

Sunday 2nd October

2:52 PM	No man is useless while he has a friend. – Robert Louis http://j.mp/nd6rzC great find from @sandmaxprime
8:08 PM	YWe make a living by what we get, but we make a life by what we give. ~ Churchill http://j.mp/nd6rzC featuring @amitv_tweets

Monday 3rd October

1:04 AM	Don't deny your feelings. They alone are what guide you through life. ~Anon http://j.mp/nd6rzC featuring @LXLee

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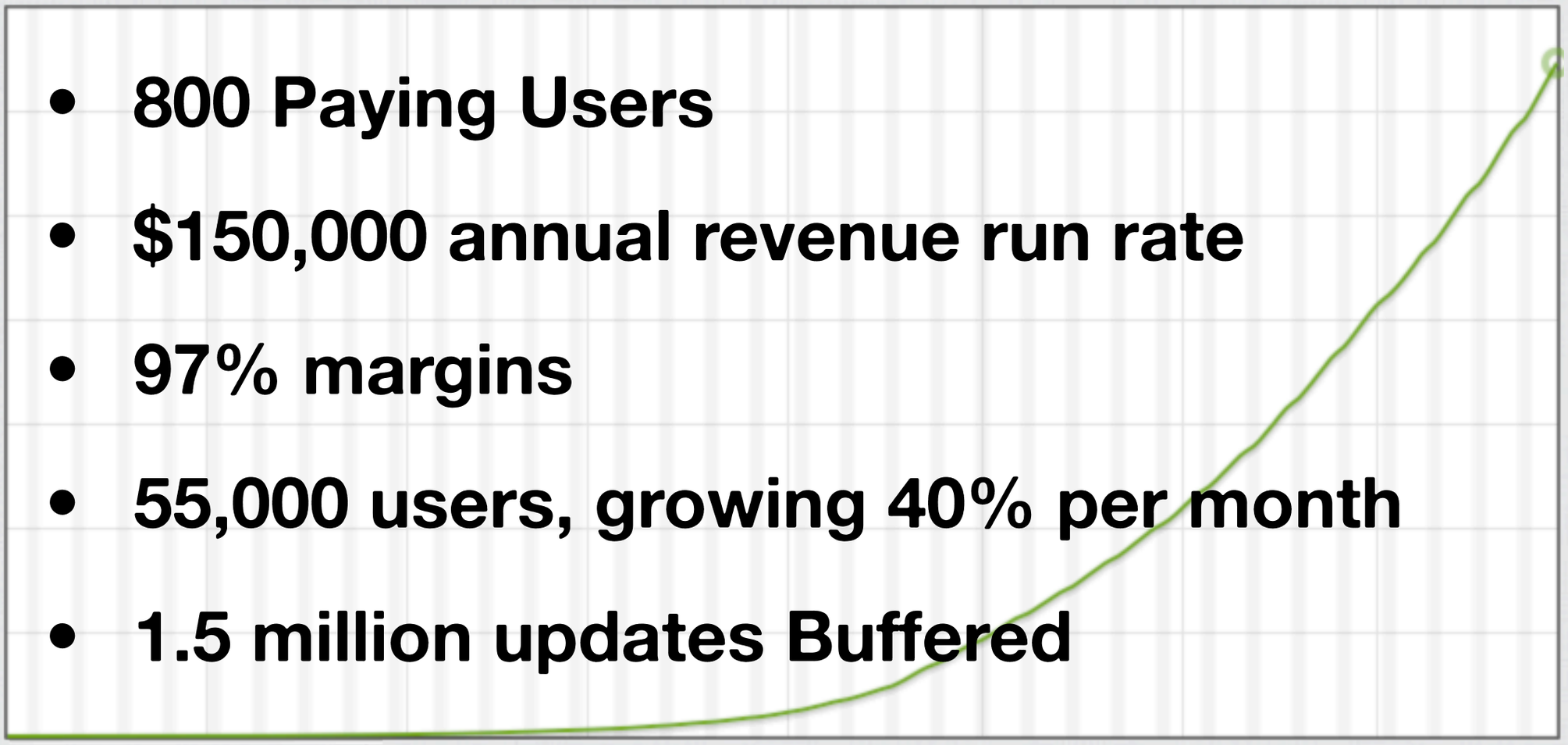
Traction

- 800 Paying Users
- $150,000 annual revenue run rate
- 97% margins
- 55,000 users, growing 40% per month
- 1.5 million updates Buffered



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Milestones

- **Launched web app**
  January 2011

- **55,000 users ($150K revenue)**
  October 2011

- **Launch the API**
  October 2011

- **Integrated in 50 apps**
  December 2011

- **100,000 users ($288K revenue)**
  January 2012

- **1 million users ($3.6M revenue)**
  January 2013

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Business Model

- Freemium model with consistent 2% conversion from Free to Paid plans
- 5% churn equates to a LTV of $240 and allows us to pay up to $5 to acquire a free user
- At 1M users, our projected revenue is $3.6M

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Social Media Landscape

- Of 200M daily Tweets, 55% contain links
- 4 billion items shared on Facebook per day
- Zuckerberg's Law shows exponential growth of sharing
- Traffic through social is soon to surpass traffic from search

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The effect of Buffering

“Buffer Finds Tweet Scheduling Can Increase Clicks by 200%”

ReadWriteWeb

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A sharing standard

- 6 integrations so far
- in talks with Reeder, Pocket and Feedly
- We plan to become the default sharing standard in any app

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Competitive Landscape

Crowdbooster

SOCIALFLOW

hootsuite

Timely Intelligent Sharing

tweet

Social Media Dashboards

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Seesmic

facebook

Google+

twitter

LinkedIn

buffer

yoono

Sharing Platforms

AddThis

shareaholic

twuffer

Scheduling Apps

twAitter beta

SOCIALOOMPH Boost Your Productivity

Team

Joel Gascoigne

Co-Founder, took the idea to revenue in 7 weeks, Masters in CS

Leo Widrich

Co-Founder, marketeer, took Buffer from 200 to 55,000 users

Advisors

Guy Kawasaki

Former Chief Evangelist of Apple. Co-Founder of Alltop. Author of ten books

Hiten Shah

CEO / Co-Founder of KISSmetrics. Previously started CrazyEgg & ACS

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Previous Investors

AngelPad

INSPIRATION

SIERRA VENTURES

iw INTERWEST PARTNERS

founders@bufferapp.com