

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

Queue your updates

Saturday 1st October

- 2:12 PM 10 Great Tweetable Quotes To Cheer You Up <http://j.mp/ndllorC>  
- 8:08 PM Great list: My Favorite Tools <http://j.mp/ndllorC> by @FawnCarmichael  

Sunday 2nd October

- 2:12 PM No man is useless while he has a friend. -- Robert Louis <http://j.mp/ndllorC> great find from @randmaxprime  
- 8:08 PM YWe make a living by what we get, but we make a life by what we give. - Churchill <http://j.mp/ndllorC>  
featuring @amela_tweets

Monday 3rd October

- 1:04 AM Don't deny your feelings. They alone are what guide you through life. --Aron <http://j.mp/ndllorC>  
featuring @J.Kees

Traction

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

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

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

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

The effect of Buffering

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

 **ReadWriteWeb**

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



Competitive Landscape



SOCIALFLOW

Timely Intelligent Sharing

buffer

facebook

twitter Google+

LinkedIn

buffer

yoona Sharing Platforms

shareaholic Add This

hootsuite

tweet

Social Media Dashboards



Seismic

twuffer

Scheduling Apps



SOCIALCOMPANY

Team

Joel Gascoigne

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

Leo Widrich

Co-Founder, marketer, 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

Previous Investors

AngelPad



INSPIRATION





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**How do you use social
to drive traffic?**

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8:08 PM Great list: My Favorite Tools <http://j.mp/omcnEU> by @EvanCarmichael  

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- A green line graph is plotted on a light gray grid. The line starts near the bottom left and curves upwards in an exponential fashion towards the top right, ending with a small circle at its peak. The grid consists of approximately 10 vertical and 10 horizontal lines.

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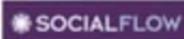
A sharing standard

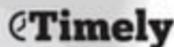
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 Crowdbooster

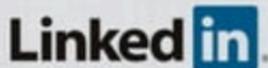
 SOCIALFLOW

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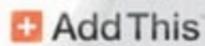
 twitter  Google+

 LinkedIn.

 buffer

 yoono

Sharing Platforms

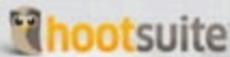
 shareaholic  Add This

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Scheduling Apps

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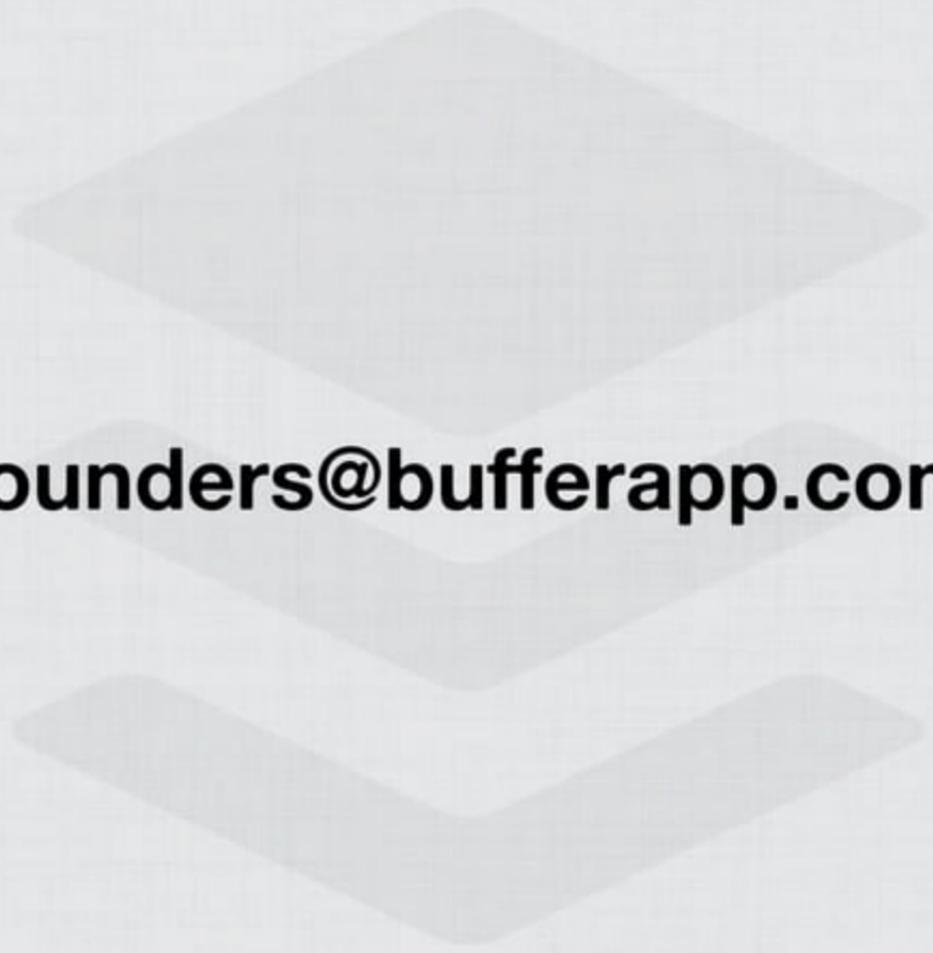
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founders@bufferapp.com