



buffer

# 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

**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 <a href="http://j.mp/nd6rzC">http://j.mp/nd6rzC</a>	 
8:08 PM	Great list: My Favorite Tools <a href="http://j.mp/omcnEU">http://j.mp/omcnEU</a> by @EvanCarmichael	 

Sunday 2nd October

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

Monday 3rd October

1:04 AM	Don't deny your feelings. They alone are what guide you through life. –Anon <a href="http://j.mp/nd6rzC">http://j.mp/nd6rzC</a> 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

# 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

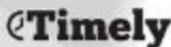
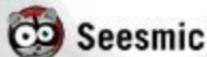
- **6 integrations so far**
- **in talks with Reeder, Pocket and Feedly**
- **We plan to become the default sharing standard in any app**



# Competitive Landscape



Social Media  
Dashboards



Intelligent  
Sharing



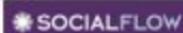
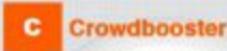
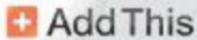
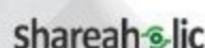
twitter      Google+



Scheduling  
Apps



Sharing  
Platforms



# 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

## Previous Investors

AngelPad



INSPIRATION



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