Buffer
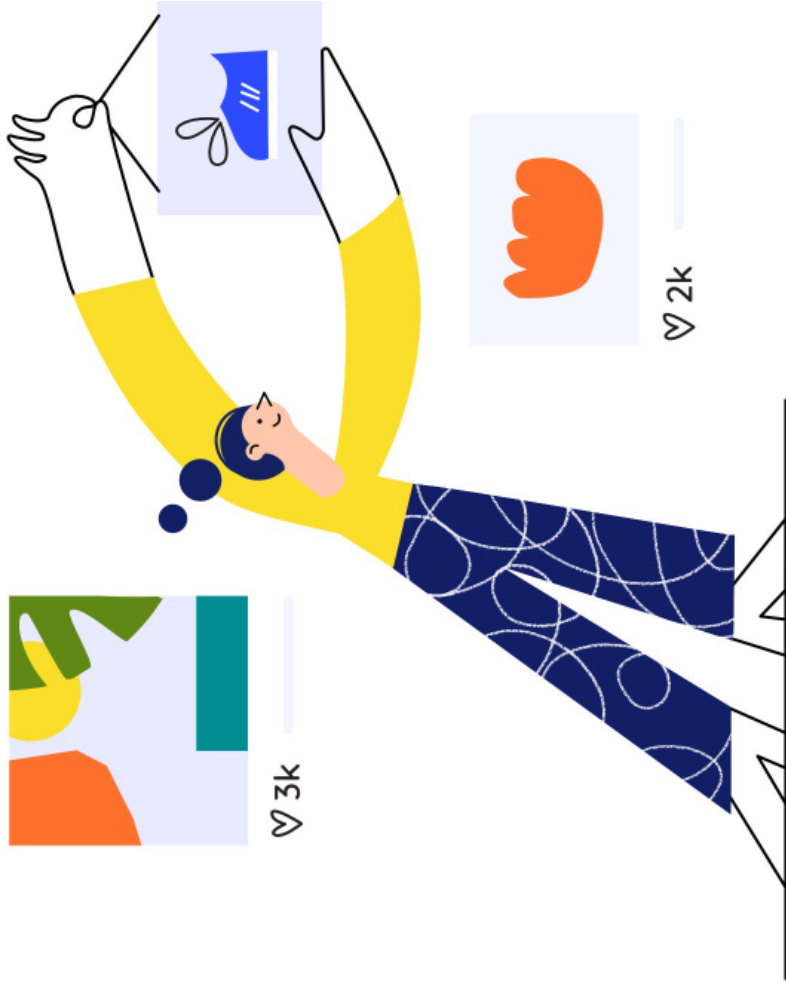
Build your audience and grow your brand on social media.
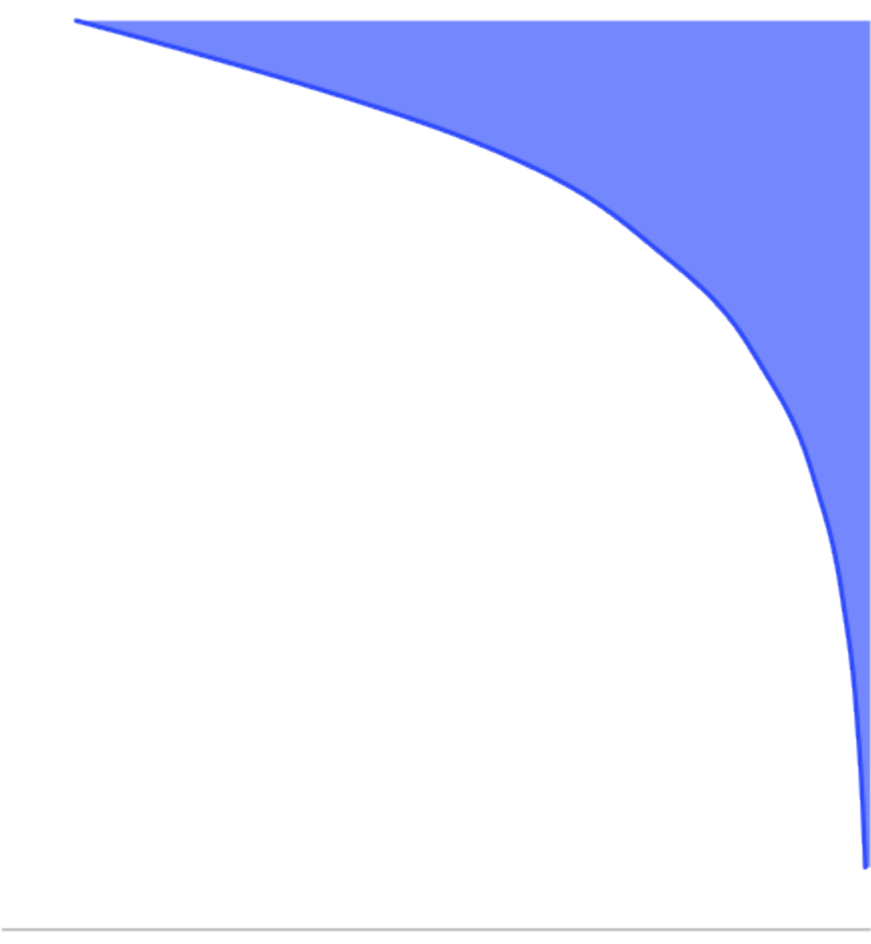
"It won't be long before Social Media Marketing will surpass SEO."

DONANZA
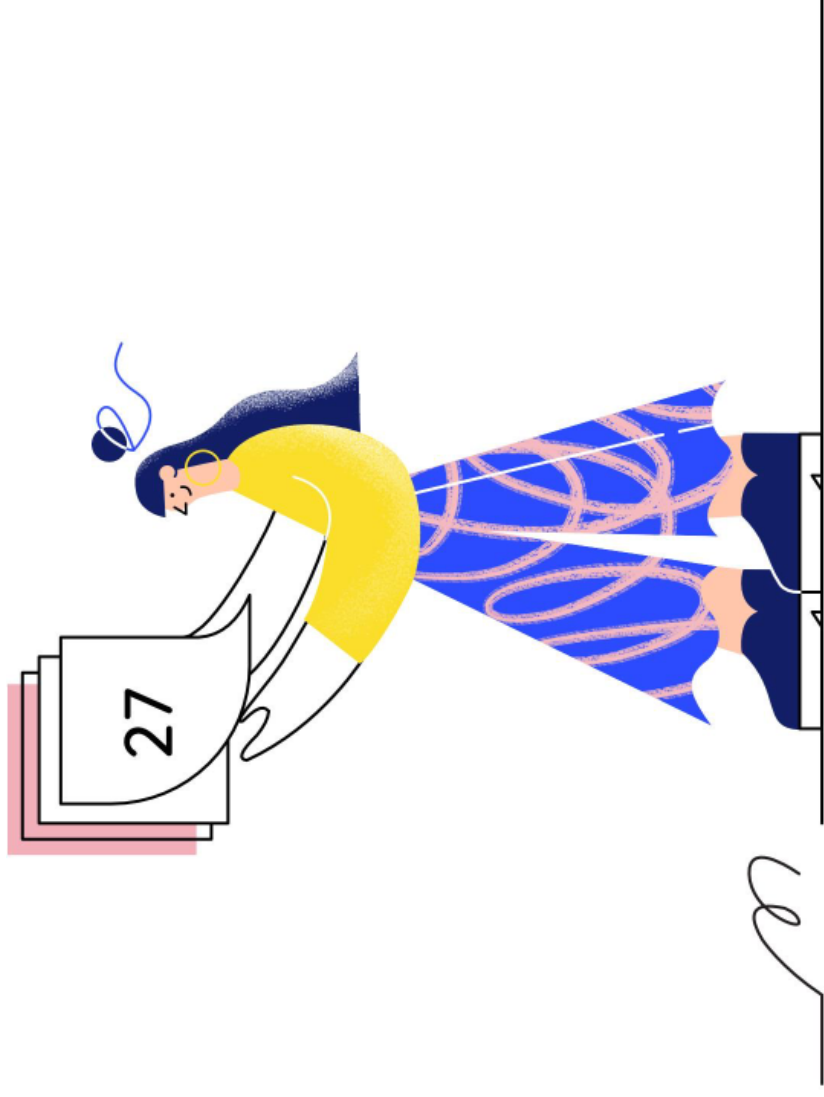
Buffer

Mark Zuckerberg's Law of Engagement

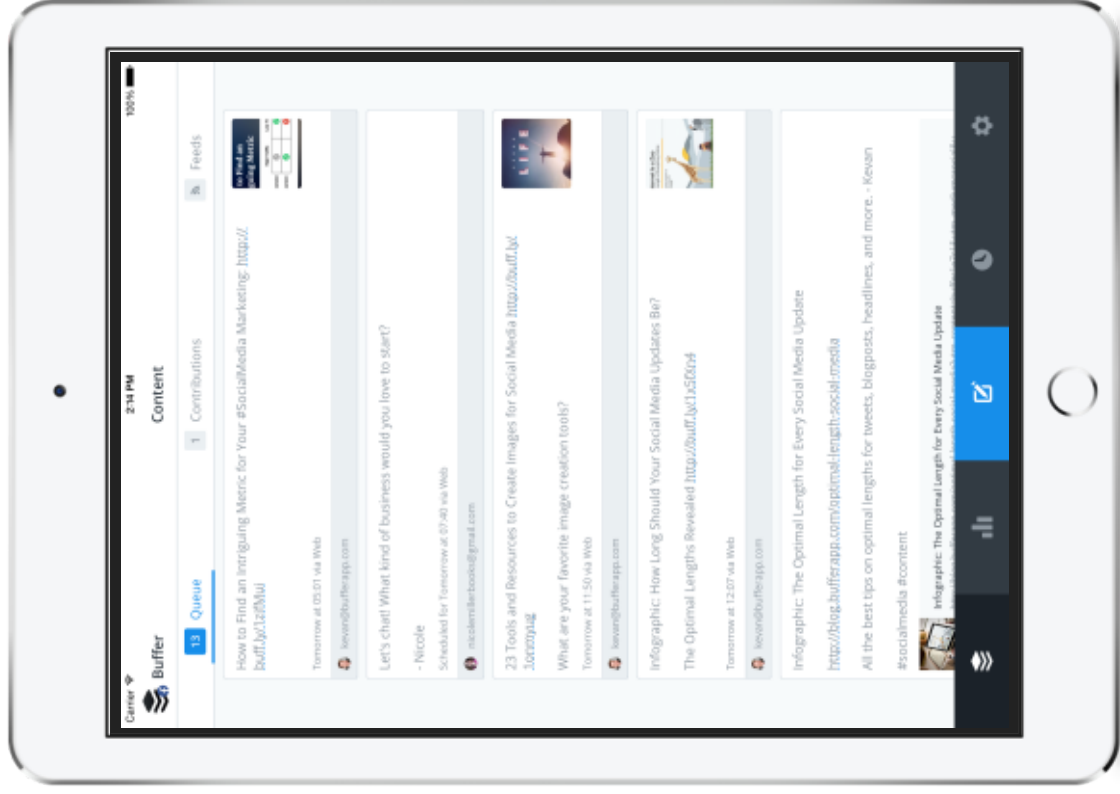**The amount of information** a user shares today is twice the amount they shared a year ago."

How do you use Social to drive traffic?

Queue your updates.

Buffer

Scheduling

Create a preset publishing schedule for each social account

Tailored Posts

Custom tailor your posts for each social network

Calendar

Get an at-a-glance view of all the content you have lined up

Buffer
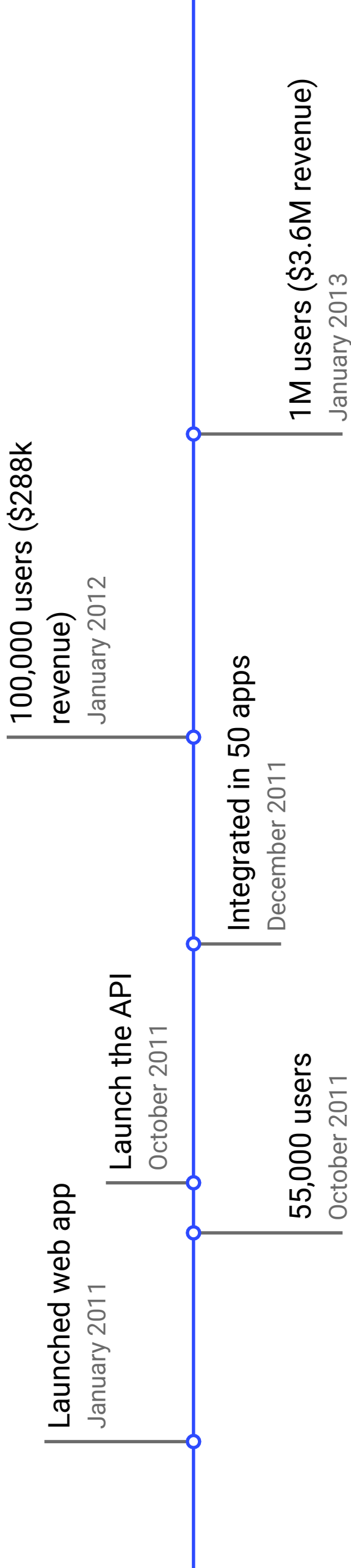
Traction

800 paying users

$150,000 annual revenue rate

97% margins

55,000 users, growing **40%** per month

1.5 million updates buffered

Milestones

Launched web app
January 2011

Launch the API
October 2011

55,000 users
October 2011

Integrated in 50 apps
December 2011

100,000 users ($288k revenue)
January 2012

1M users ($3.6M revenue)
January 2013

≫ Buffer

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 1 million 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

"Buffer finds Tweet scheduling can increase clicks by **200%**"

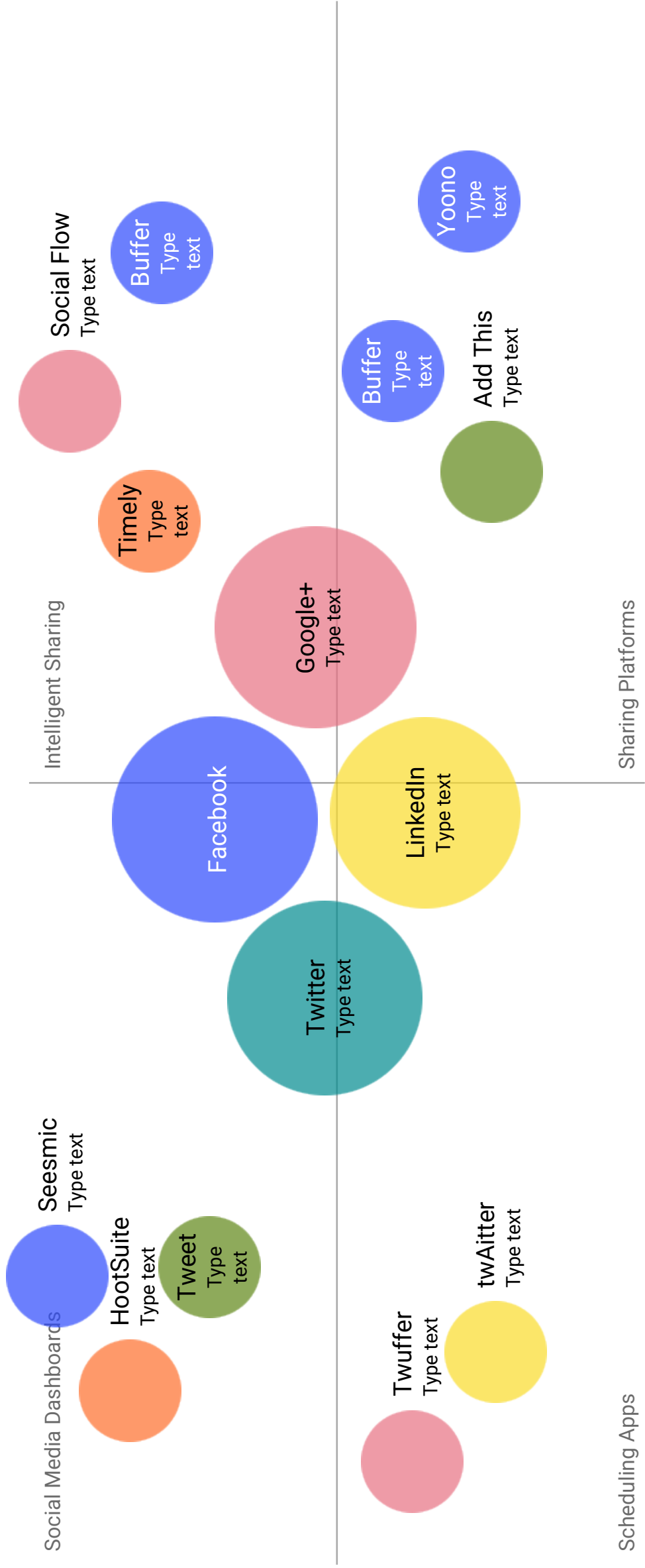READ WRITE WEB

◈ Buffer

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 Flow
Type text

Buffer
Type text

Yoono
Type text

Buffer
Type text

Add This
Type text

Timely
Type text

Google+
Type text

Facebook

LinkedIn
Type text

Twitter
Type text

Seesmic
Type text

HootSuite
Type text

Tweet
Type text

twAitter
Type text

Twuffer
Type text

Buffer

Founding Team

Leo Widrich

Marketeer, took Buffer

from **200 to 55,000 users**

Joel Gascoigne

Took idea to revenue in **7 weeks**,

Masters in CS

Buffer

Reach out

Founders@bufferapp.com

410-123-4566

www.buffer.com

@buffer

Luna_Sneakers

Tomorrow
4:31 pm

Sunday
12:00 am

2:30 pm

Buffer