



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 <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





# 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

 **hootsuite**

 **co tweet**

Social Media  
Dashboards



 **Seesmic**

**facebook.**

**twitter** **Google+**

**Linked in**

 **Crowdboost**

 **SOCIALFLOW**

 **Timely** Intelligent  
Sharing

 **buffer**

 **buffer**

 **yoono**

Sharing  
Platforms

 **Add This**

**shareah-lic**

**twuffer**

Scheduling  
Apps

 **twAitter** 

**SOCIAL OMPH** Boost Your Productivity



# 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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