



METIS
COMMUNICATIONS
Agents of Influence™

CASE STUDY

Taking the company mission to the masses

Challenge

Know Your Company's mission is to help as many business owners as possible create open, honest work environments. In support of that mission, Know Your Company wanted to exponentially grow its awareness, expand its prospect pool and convert more leads into customers. Metis recommended Know Your Company leverage the data from its happy customer base, along with its CEO's insights and advice, to create and publish a report and e-book. The goal of these assets was to help prospects solve their No. 1 pain point: connecting with employees as their businesses grow. Metis helped Know Your Company optimize its website for conversions, and shared content and thought leadership through top-tier media coverage, blogs and social media to reach the target audience and attract them to the website.



Know Your Company

Company: A software tool that helps business owners get to know employees and overcome company growing pains

Industry: SaaS

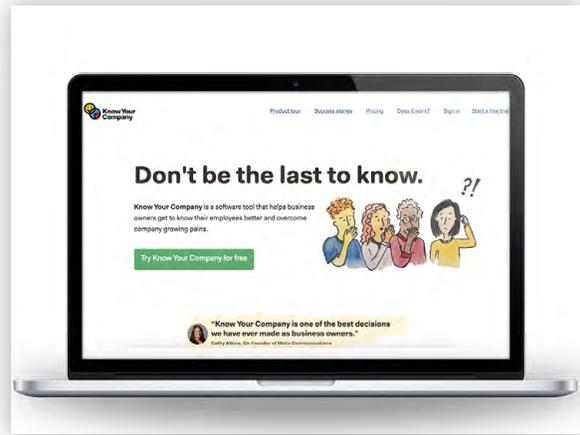
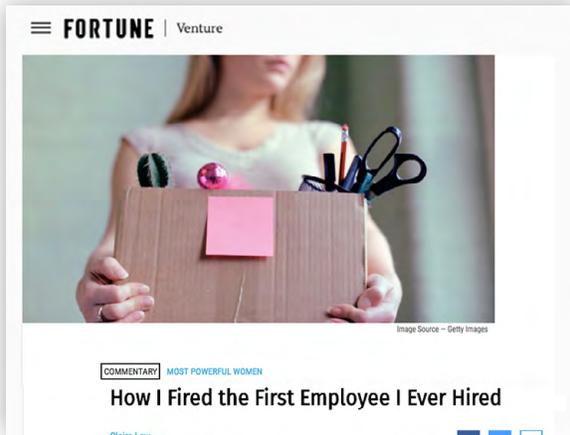
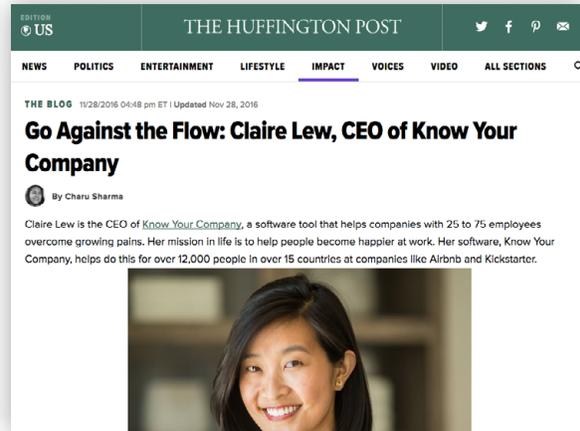
Location: Chicago

Website: www.knowyourcompany.com

“We’re a three-person company. Working with Metis, it all of a sudden felt like we 10x-ed our marketing efforts. The team helped us set our marketing strategy and work smarter.”

– Claire Lew, CEO, Know Your Company

Highlighted campaign examples



Results



National, top-tier coverage in Fortune, Huffington Post, Amex OPEN Forum and more



34% increased sales in 90-day period while working with Metis compared to previous four-month period from increased exposure



57% more software trial signups, **14%** more quality leads and **7%** more sales on redesigned site compared to previous version



Established strategy, processes and priorities for a focused marketing program the three-person company can continue to execute