The Growth Marketing Secrets of

TOP EUROPEAN SOFTWARE HOUSES

Poland Edition

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Growth stories in the Polish IT outsourcing.

Reverse engineering the marketing strategies.

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INTRO

A glimpse into the outsourcing rivalry between Poznan, Wroclaw, Warsaw, and Krakow.

13 case studies of successful software houses in the Polish tech scene and their marketing strategies.

The purpose of this was to build a blueprint of how B2B marketing is approached in non-corporate software houses (we did not go for Luxoft, EPAM, Grand Parade).

AUTHORS

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Growth marketing strategist, worked with
software houses, SaaS businesses, travel tech,
medical and ecommerces. Mentoring startups at
Google LaunchPad and Hub:raum (part of T-Mobile)

I worked in various international organization, like DHL, Electrolux, and Element14. At a very early stage of my career, I was already involved in organization development and process building. Now as growth marketing strategist I build efficient processes and funnels for tech businesses. My specialties:

- Inbound Marketing
- Marketing and sales Funnels
- Marketing Automation (Hubspot, Drip, Active Campaign, Intercom)
- Conversion Rate Optimization

ALINA BELASCU

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Developing marketing and sales processes in SMBs active in the B2B tech market. Partnering with Hubspot in order to grow SaaS and

"Traditional outsourcing is dead. Long live disruptive outsourcing."

- Deloitte

CHAPTER 1

GROWTH STORIES FROM POZNAN & ITS SOFTWARE HOUSES

INTRO

Netguru, STX Next and Merixstudio are the superstar software houses that come from Poznan. They are the pioneers of what Deloitte called "***disruptive outsourcing***".

What do all these companies have in common and how are they disrupting the "**IT Outsourcing"** industry?

In today's article will reverse engineer their growth and show you how they did marketing, community management and employer branding **in a series of 4 blog posts, this being the first one.**

While we are based in Kraków, and we are super proud of the tech scene here, the Poznan tech scene is something we envy (in a good way).

I looked into the best software houses in Poznan, how they built their employer branding and their digital marketing.

Before dwelling more into the Poznan tech and IT outsourcing playgrounds I want to lay some groundwork here.

In the past, companies used to outsource to improve back-office operations through cost reduction and performance improvement.

Not anymore.

Today you innovate or die. As simple as that. Be it machine learning, cloud computing, IoT or robotics and AI, you'd better choose your weapon.

Pandora's box has opened. And if you do not have the right product and the right marketing skills, you're kaput.

POZNAN'S IT COMMUNITY

First, let's understand why so much buzz around Poznan and which are the catalysts for its tech market:

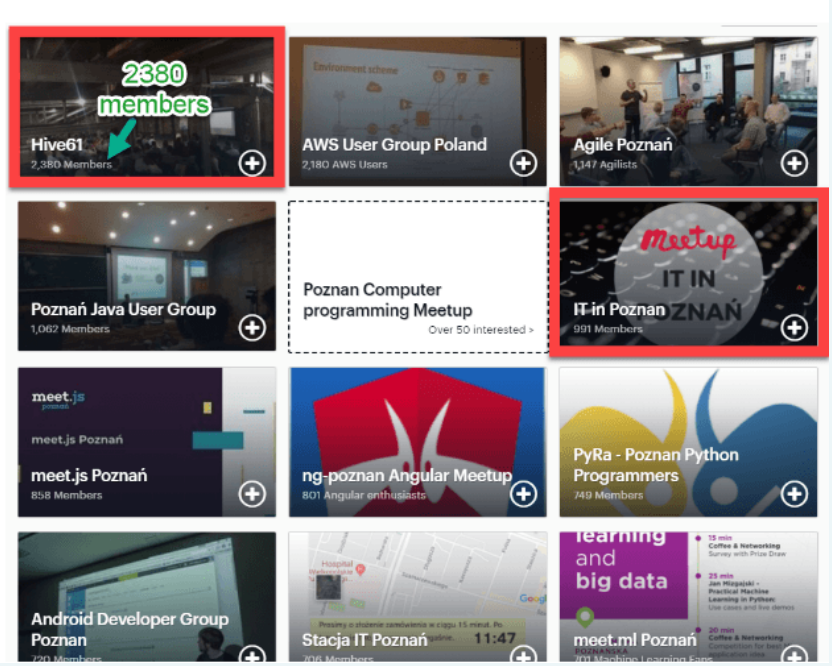
- **IT & science knowledge**: 40k new graduates enter the market with strength in science and engineering
- **Universities - companies partnerships**: building collaboration around R&D with companies such as Volkswagen, Microsoft (at The Microsoft Innovation Center) and more. - *Most of the CEO's of Software Houses are graduated Poznan University of Technology.*

- **Science and technology park:** 80 innovative companies, 60 research labs, a modern DataCenter to ensure innovation and technology transfer
- **Tax incentives**: investor protection from the Polish government
- **Business-friendliness:** Poznan ranks third in Financial Times' list of business-friendly mid sized European cities (*European Cities and Regions of the Future 2018/2019)*

TOP 10 MID-SIZED EUROPEAN CITIES OF THE FUTURE 2018/19 – BUSINESS FRIENDLINESS

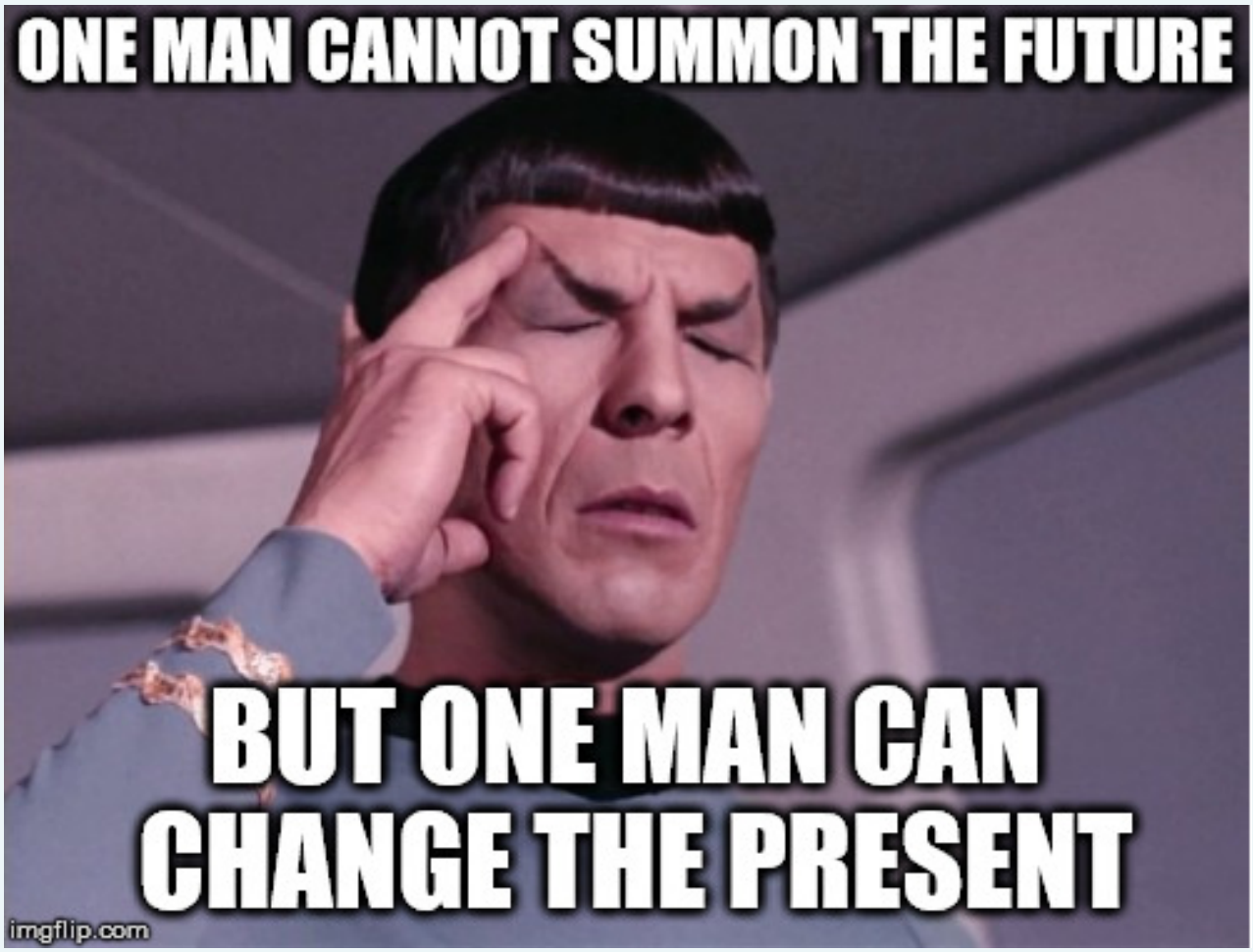
RANK	CITY	COUNTRY
1	Zurich	Switzerland
2	Wrocław	Poland
3	Poznań	Poland
4	Bratislava	Slovakia
5	Coventry	UK
6	Edinburgh	UK
7	Tallinn	Estonia
8	Bristol	UK
9	Nottingham	UK
10	Newcastle upon Tyne	UK

- **More than 60 meetup groups:** from Python, Java, cloud computing, Django to blockchain, VR and AI



POZNAN'S SOFTWARE HOUSES

Because we have some Star Trek fans around the house, I want to tell you a prophecy from Mr. Spock:



The next companies are trying to do just that, are they successful?

You judge.

In our we'll stick our noses into what former clients and employees have to say about these companies, what products they're building and communities they're frequenting.

Next, for the digital marketing footprint, we'll the website, content marketing strategies and social media presence.

First, let me warm up the conversation a bit through making some introductions.

STX NEXT - EUROPE'S PYTHON POWERHOUSE

Website: www.stxnext.com

No. employees: 300+

Revenue: 7M+ (Owler estimations)

Technologies: Python, Django, Android, iOS, Javascript, React, Angular and more

Services: web development, product design, software testing

Verticals: FinTech, big data, e-commerce, pharma, transportation, cybersecurity, gaming, blockchain, education & NGO and more

Key clients: Seerene, Verve, Hogarth WW, Pixomondo, Unity Technologies, Blocktrade, IMD Optimad, Wunderman, Vyze, Coras, Realface, BetBright, KNMP, Paze, Decernis, TBSeen, Newable Business Finance

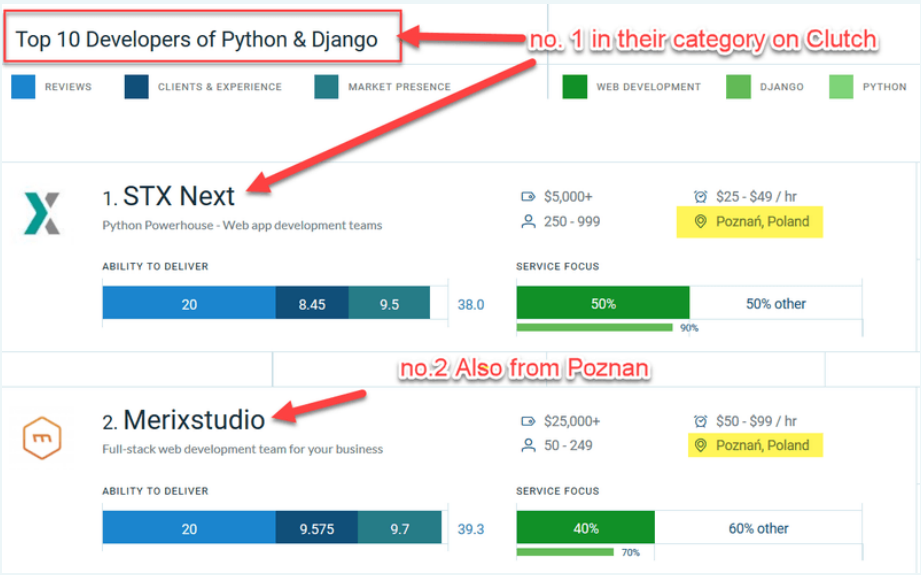
Offices: Poznan (HQ), Piła, Łódź, Gdańsk, Wrocław

Reviews: 4.8 - Clutch (44 reviews), 4.1 - Glassdoor (7 reviews)

CEO: Maciej Dziergwa

With an eye on employer branding and the other on client satisfaction, STX Next is one of the most rapid growing companies in the CEE.

According to Clutch, they are world leaders as Python and Django Developers.



In our chapter we will look into reverse engineering STX Next's marketing and employer branding.

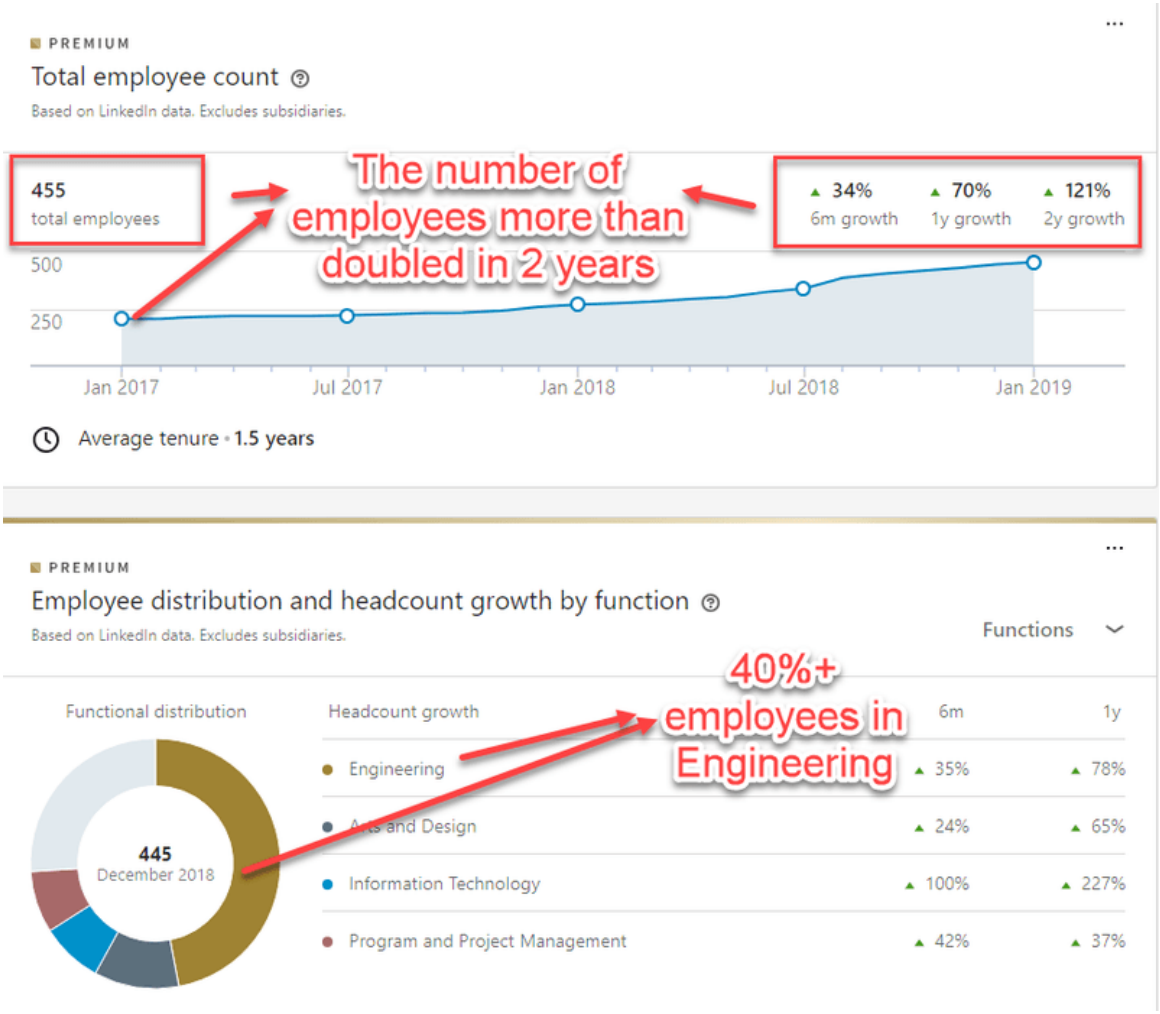
More importantly how they get traffic and what are their conversion strategies.

If you want to learn more about them this video done by their CEO talks more about their values, awards and history.

NETGURU - BUILDING SOFTWARE FOR WORLD CHANGERS

Website: www.netguru.com

No. employees: 450+



Revenue: $21M - 2018 (Netguru's Wikipedia page)

Technologies: Ruby on Rails, Node.js, React, Python, machine learning, Android, iOS, progressive web apps

Services: consulting, web development, mobile development, product design, code review

Verticals: automotive, FinTech, SaaS, hospitality & leisure, education, marketplace, e-commerce,

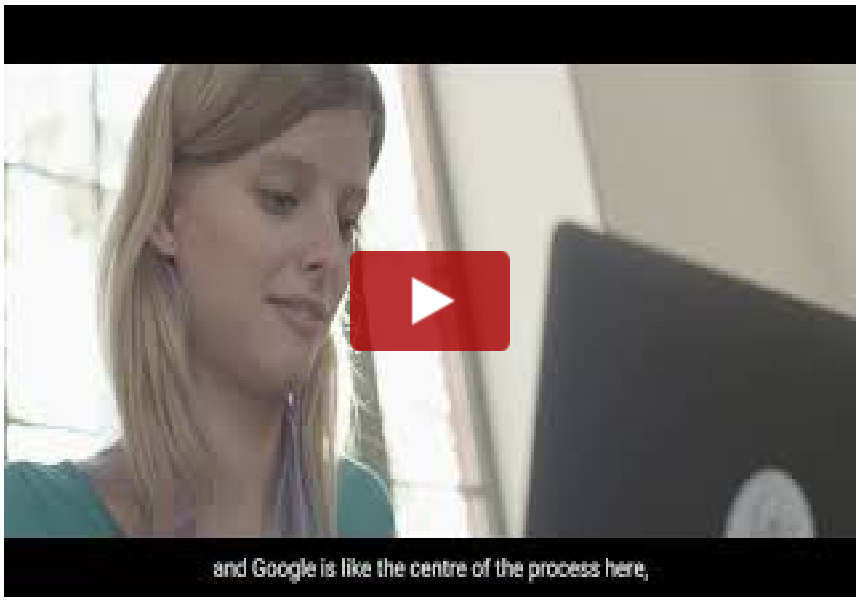
Key clients: Volkswagen, solarisBank, Oncimunne, temi, ClickMechanic, ChaperHome, Apps for Good, Herdius, Taqsim, FundCo, Helpling, The Know, Artemest, Case.One, Motarme, SeaHub, Intellection, Tourlane, Vendr, Evvnt, Clarity, NinetyPercent, Chorus, Whym, Raqib50, OpenBooks, ForrestHill Church, ShiftWear, Hiperpool, Barometa, Helpr, Hungr, Property Detective, CD Projekt, PolicyGenius

Offices: Poznan (HQ), Warsaw, Gdańsk, Białystok, Wrocław, Kraków

Reviews: 4.9 - Clutch (22 reviews), 4.7 - Glassdoor (28 reviews)

CEO: Wiktor Schmidt

Here is part of their story.



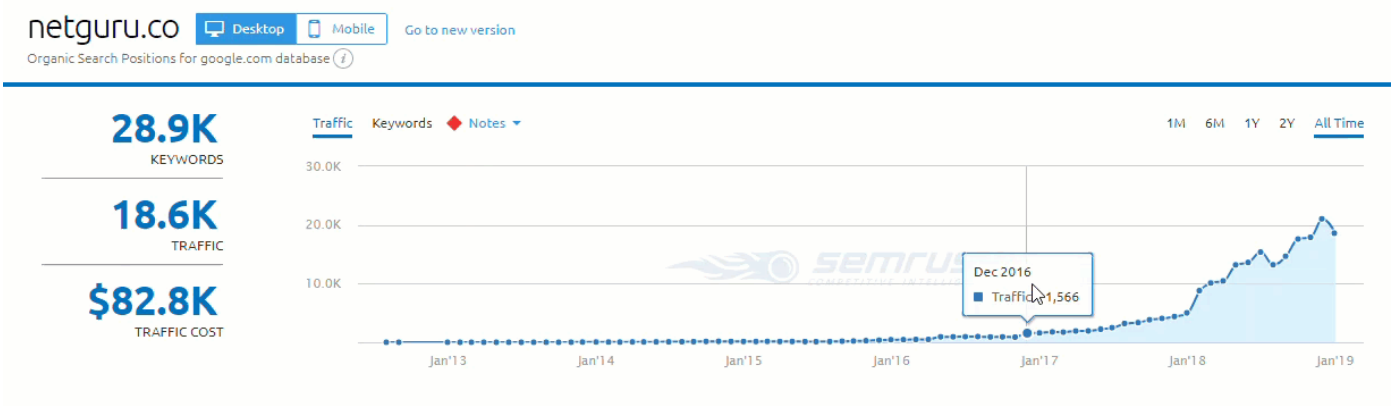
10 years ago they were a 3 person startup, in 2015 they got the award of the Deloitte 50 the fastest growing technology companies in Central Europe.

Their success is inspirational, not only that they grow as a company, but I believe they are one of the most community involved software houses in Poland.

They are running a bunch of meetups on product development, design, UX and coding.

They are the only Polish software house I saw, investing so heavily in content marketing. I will write about their marketing strategy and how they grew more than **1200%** their traffic in just 2 years.

Netguru.co Keywords Ranking - source: Semrush.com



Netguru Organic Traffic Growth 1200%+ in 2 years

MERIXSTUDIO - CREATIVE.SOFTWARE.HOUSE

Website: www.merixstudio.com

No. employees: 74

Revenue: $15M+ (Owler estimations)

Technologies: Django, PHP, JavaScript, HTML5, CSS3, Python, React Native, React, Redux, Symphony, Drupal, Angular

Services: front-end development, responsive web design, illustrations & corporate identity, back-end development, software development, web applications, UX design, UI design, quality assurance

Verticals: automotive, retail, fashion, gaming

Key clients: The Julliard School, Toshiba GS1 SendinBlue FOX, Deutsche Post, HSBC, Marks & Spencer, Volkswagen, The Independent, Tesco, Payback, Bronson Laboratories, Herald.ie, Billabong

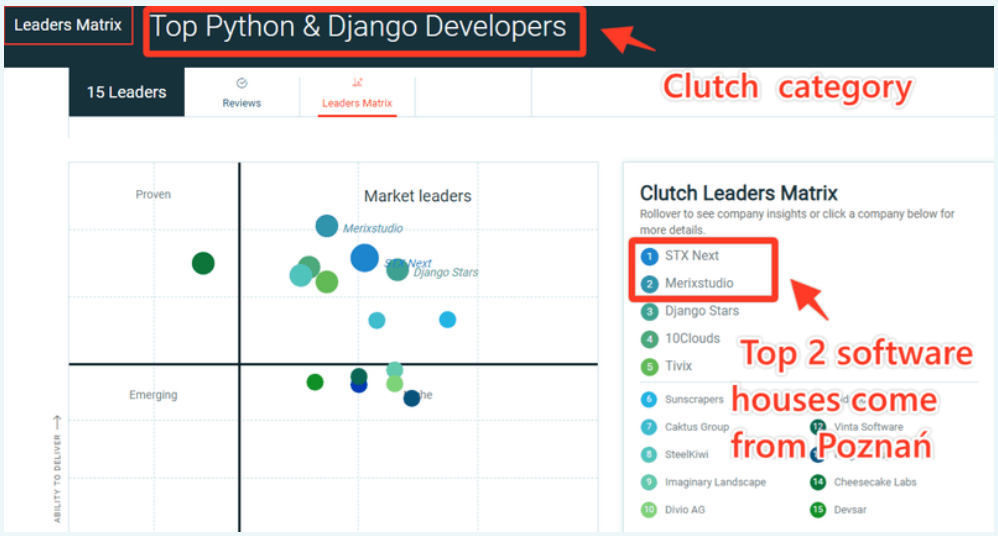
Offices: Poznan (HQ)

Reviews: 4.6 - Clutch (42 reviews), 5 - Glassdoor (3 reviews)

CEO: Adam Śledzikowski

Remember when I said STX Next are world's best Python and Django Developers?

Well, Merixstudio wants to challenge that. They're fast, furious and not afraid to engage in the combat.



2018 was the peak of their community involvement.

They were literally everywhere! They organized Django & front-end meetups, workshops series and attended lots of tech conferences.

For Merixstudio 2018 was the growth year: from employees (adding 26 more team members), events and projects.

Want to learn more about how Merixstudio turns growth resolutions to reality? I will show it to you next.

So, we've got a city bursting with technology - Poznan and three agile companies who want to make a name for themselves in IT outsourcing.

All 3 top software houses in Poznan use Hubspot as Marketing / Sales CRM. Next we will unfold their inbound marketing strategies, analyze their social media presence and understand their employer branding.

CHAPTER 2

REVERSE ENGINEERING THE MARKETING SECRETS OF EUROPE'S PYTHON POWERHOUSE- STX NEXT

INTRO

Who is one of the top Poznan software houses ?

STX Next is for sure on the list. Here is their story, their marketing story.

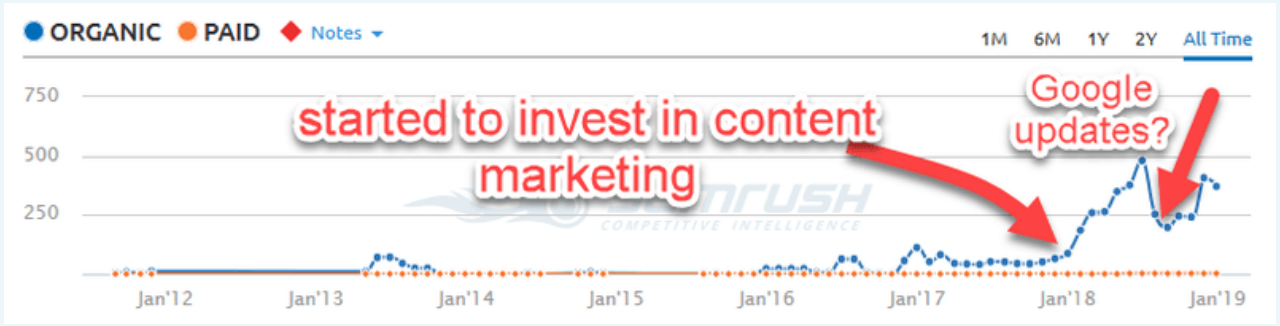
In 2004, Maciej Dziergwa was a Python developer.

Fast forward 15 years he runs one of the strongest Python Software Houses in Europe with four new offices in Poland: Wroclaw, Pila, Lodz and Gdansk.

Awarded by Deloitte Tech Fast 50 Central Europe Companies in 2017.

From the data we can see clearly that most of their growth was organic.

Nevertheless we can see a strong push in **content marketing** and marketing automation in the last months. Which happens at the same moment when their new CMO, Lukas Gmys, joins the team.



> *Full Disclosure: We helped them implement Hubspot.*

Now, follow me in my investigation of what led STX Next to the big leagues in IT outsourcing.

STX NEXT - SHORT OVERVIEW

Founded in 2005, STX Next now has 300+ employees, 100+ clients and 200+ projects in the portfolio.

From Kansas, to London and Barcelona, their clients are spread all over the world. Projects vary from FinTech and retail to Blockchain.

Former clients say their main strengths are:

- Effective use of project management,
- Agile and Scrum methodologies
- Thorough technical knowledge and error-free delivery
- Quick responses and feedback, effective communication
- Creative thinking
- Delivering high-quality products, within the specified budget and on-time

My next question now is:

How are they reaching out to prospects and close deals?

Well, this is the heartache for everyone: how to sell and market.

So, join me in this analysis where you'll find out that:

- **good UX and UI** are a must for any marketing strategy
- **inbound marketing** combined with outbound sales, community engagement and networking can pave your way to success.

Having 200+ projects spread all over the world and a monthly website traffic above 50k, wouldn't you want to know what are the growth drivers for STX Next?

In the following minutes you'll find out how the content strategies combined with offline events can fuel up growth.

So, let's roll!

STX NEXT'S TRAFFIC ACQUISITION

Direct traffic and search traffic is dominating their traffic acquisition. It is unclear for now what does "direct traffic" mean for them.

I guess it is Clutch referral traffic that is not UTM tagged, sales outreach (LinkedIn shows me they have 6 sales reps) and internal emails.

Most of their organic traffic comes from brand keywords. Things like "STX Next".

Direct traffic represents almost half of their website traffic.

CONTENT MARKETING

Because in the IT outsourcing it's not unusual to have a sales team, to do cold emailing and outreaching, this might easily explain why the direct traffic is this high.

Also STX Next is going to events, they have a speaking gig, people see their banner, they check their website... That's also accounted for direct traffic.

The blog is updated on a weekly basis. It's structured in categories such as Business, Agile, Python, JS, QA, Product Design, HR and DevOps.

A big like for the internal blog search engine, it's doing a really good job.

The blog posts' topics include:

- Tips and guides for product designers & UX design
- Best practices in web and app development
- Trends and new technologies
- Project management tips and tricks
- Advice on hiring remote teams and outsourcing

Now, let's see the top 5 blog posts by traffic volume:

#	Traffic ↓	Value	Keywords	RD	Page URL
1	155 27%	$755	104	0	stxnext.com/blog/2018/10/16/python-vs-nodejs-comparison/
2	73 13%	$33	191	7	stxnext.com/blog/2018/09/20/most-popular-python-scientific-libraries/
3	65 11%	$60	32	0	stxnext.com/blog/2018/08/23/8-python-conferences-attend-2018-become-better-cto/
4	57 10%	$27	36	4	stxnext.com/blog/2017/12/20/googles-amp-future-mobile-explained-examples/
5	43 8%	$216	40	2	stxnext.com/blog/2017/09/27/go-go-python-rangers-comparing-python-and-golang/

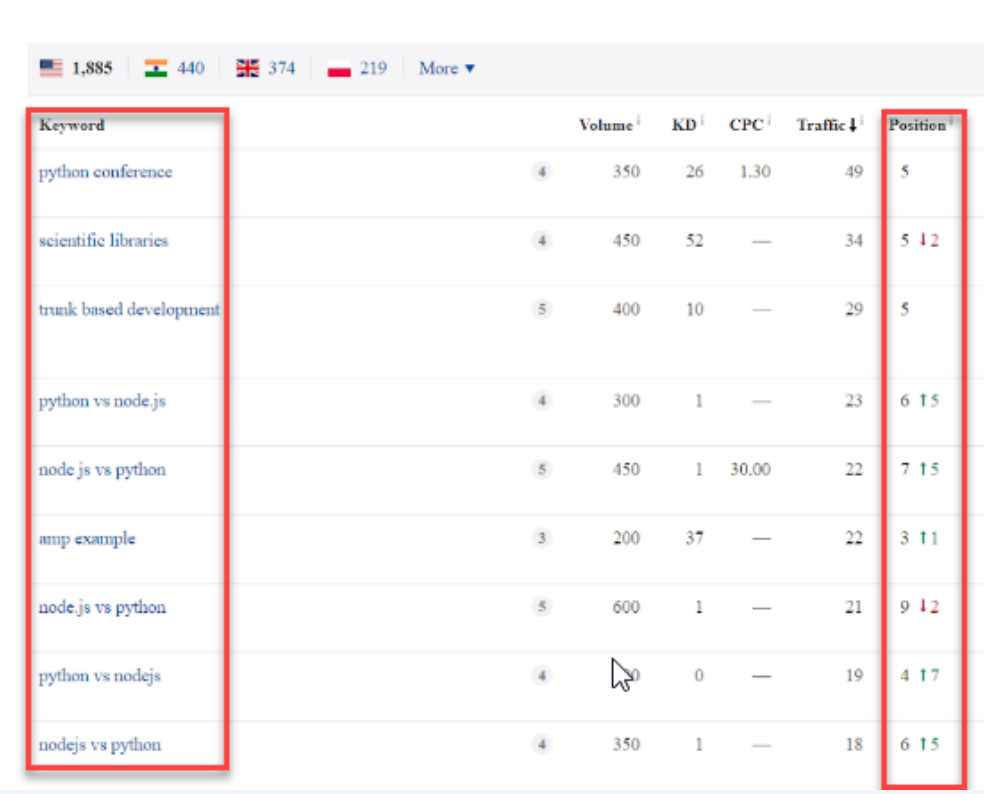
The top confirms that STX Next's really knows how to position itself as a **Python authority.** The thing I admire is that the marketing team involves their developers in creating high quality technical content.

Content writers and devs cooperate to develop quality tech content.

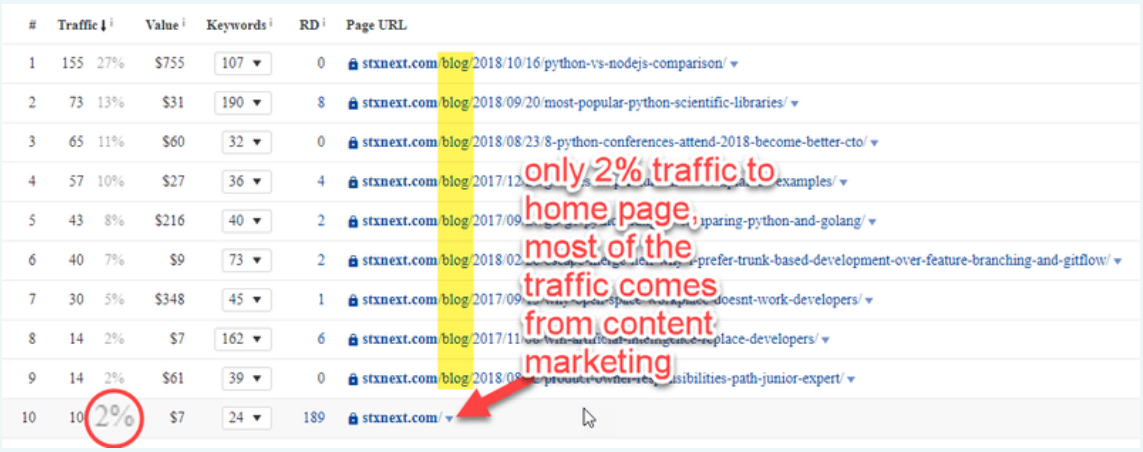
Next, let's take a look at those keywords ranking on the first page.

It seems that the focus is not on outsourcing or offshoring, but on tech keywords, mostly **Python**-related. Probably their main buyer personas are the CTOs and developers out there.

Only **2%** of the traffic goes to the home page from branded keywords like "stx next". Without content marketing the traffic would be much lower.



Keyword		Volume	KD	CPC	Traffic	Position
python conference	4	350	26	1.30	49	5
scientific libraries	4	450	52	—	34	5 ↓2
trunk based development	5	400	10	—	29	5
python vs node.js	4	300	1	—	23	6 ↑5
node js vs python	5	450	1	30.00	22	7 ↑5
amp example	3	200	37	—	22	3 ↑1
node.js vs python	5	600	1	—	21	9 ↓2
python vs nodejs	4	0	0	—	19	4 ↑7
nodejs vs python	4	350	1	—	18	6 ↑5



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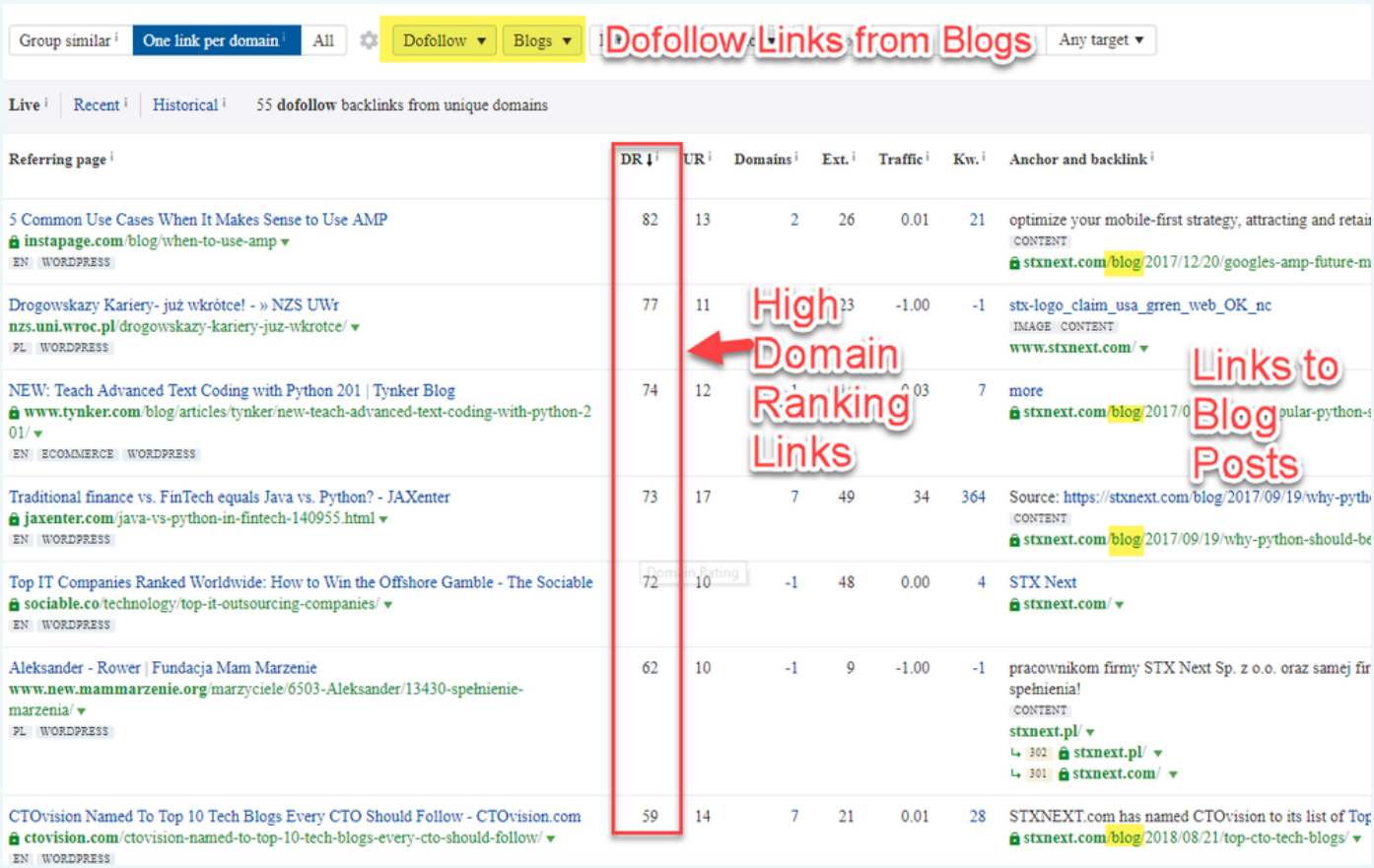
1	155 27%	$755	107	0	stxnext.com/blog/2018/10/16/python-vs-nodejs-comparison/
2	73 13%	$31	190	8	stxnext.com/blog/2018/09/20/most-popular-python-scientific-libraries/
3	65 11%	$60	32	0	stxnext.com/blog/2018/08/23/8-python-conferences-attend-2018-become-better-cto/
4	57 10%	$27	36	4	stxnext.com/blog/2017/12/ examples/
5	43 8%	$216	40	2	stxnext.com/blog/2017/09/ iparing-python-and-golang/
6	40 7%	$9	73	2	stxnext.com/blog/2018/02/ prefer-trunk-based-development-over-feature-branching-and-gitflow/
7	30 5%	$348	45	1	stxnext.com/blog/2017/09/ doesnt-work-developers/
8	14 2%	$7	162	6	stxnext.com/blog/2017/11/ place-developers/
9	14 2%	$61	39	0	stxnext.com/blog/2018/0 isibilities-path-junior-expert/
10	10 2%	$7	24	189	stxnext.com/

Backlinks to Support Content Marketing

As a result of some great content, we can see mentions about their articles in some great publications.

Instapage links to their AMP blog post... and the rest are Python related.



Group similar | One link per domain | All | Dofollow | Blogs | Any target

Live | Recent | Historical | 55 **dofollow** backlinks from unique domains

Referring page	DR	UR	Domains	Ext.	Traffic	Kw.	Anchor and backlink
5 Common Use Cases When It Makes Sense to Use AMP instapage.com/blog/when-to-use-amp EN WORDPRESS	82	13	2	26	0.01	21	optimize your mobile-first strategy, attracting and retai CONTENT stxnext.com/blog/2017/12/20/googles-amp-future-m
Drogowskazy Kariery- już wkrótce! - » NZS UWr nzs.uni.wroc.pl/drogowskazy-kariery-juz-wkrotce/ PL WORDPRESS	77	11		23	-1.00	-1	stx-logo_claim_usa_grren_web_OK_nc IMAGE CONTENT www.stxnext.com/
NEW: Teach Advanced Text Coding with Python 201 | Tynker Blog www.tynker.com/blog/articles/tynker/new-teach-advanced-text-coding-with-python-201/ EN ECOMMERCE WORDPRESS	74	12			0.03	7	more stxnext.com/blog/2017/0 pular-python-
Traditional finance vs. FinTech equals Java vs. Python? - JAXenter jaxenter.com/java-vs-python-in-fintech-140955.html EN WORDPRESS	73	17	7	49	34	364	Source: https://stxnext.com/blog/2017/09/19/why-pyth CONTENT stxnext.com/blog/2017/09/19/why-python-should-be
Top IT Companies Ranked Worldwide: How to Win the Offshore Gamble - The Sociable sociable.co/technology/top-it-outsourcing-companies/ EN WORDPRESS	72	10	-1	48	0.00	4	STX Next stxnext.com/
Aleksander - Rower | Fundacja Mam Marzenie www.new.mammarzenie.org/marzyciele/6503-Aleksander/13430-spełnienie-marzenia/ PL WORDPRESS	62	10	-1	9	-1.00	-1	pracownikom firmy STX Next Sp. z o.o. oraz samej fir spełnienia! CONTENT stxnext.pl/ 302 stxnext.pl/ 301 stxnext.com/
CTOvision Named To Top 10 Tech Blogs Every CTO Should Follow - CTOvision.com ctovision.com/ctovision-named-to-top-10-tech-blogs-every-cto-should-follow/ EN WORDPRESS	59	14	7	21	0.01	28	STXNEXT.com has named CTOvision to its list of Top stxnext.com/blog/2018/08/21/top-cto-tech-blogs/

Content marketing seems to be a strategic decision for STX Next and its paying out.

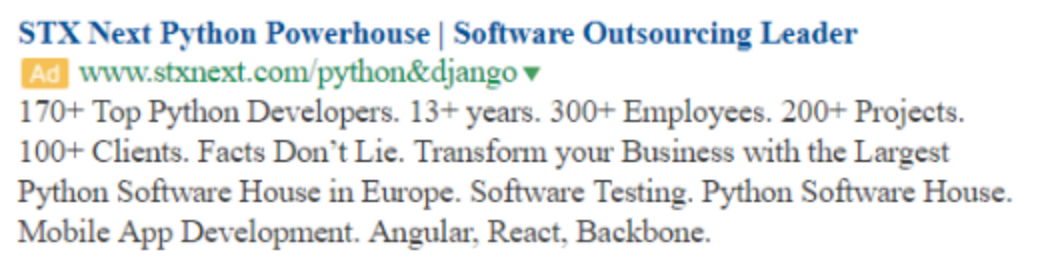
Through blogging and link building STX Next is building authority in the eyes of Google and potential clients.

STX Next manages to establish itself as a true **Python connoisseur**, building trust and leadership around the business.

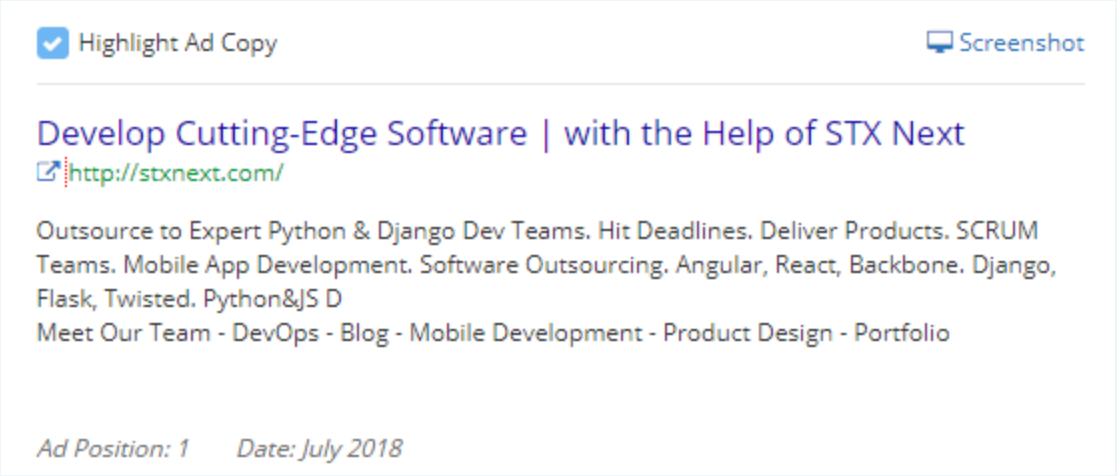
STX NEXT PAID TRAFFIC ACQUISITION

According to Ahrefs data, search Google ads were used back in 2016, and it seems that they are coming back to them beginning with the end of 2018.

The headline focuses on establishing STX Next as a software outsourcing leader.



According to Spyfu, some of the keywords they bid on are competitor related (caktus group, 10clouds, netguruindia), and the ads are promoting technologies STX Next works with and services it delivers.



BRAND AWARENESS AT STX NEXT

All roads lead to...branding.

From the website, to messaging in paid advertising, outreach efforts and social media, at the end of the day everything connects.

And what does the end of the day bring to STX Next?

Awards, lots of them.

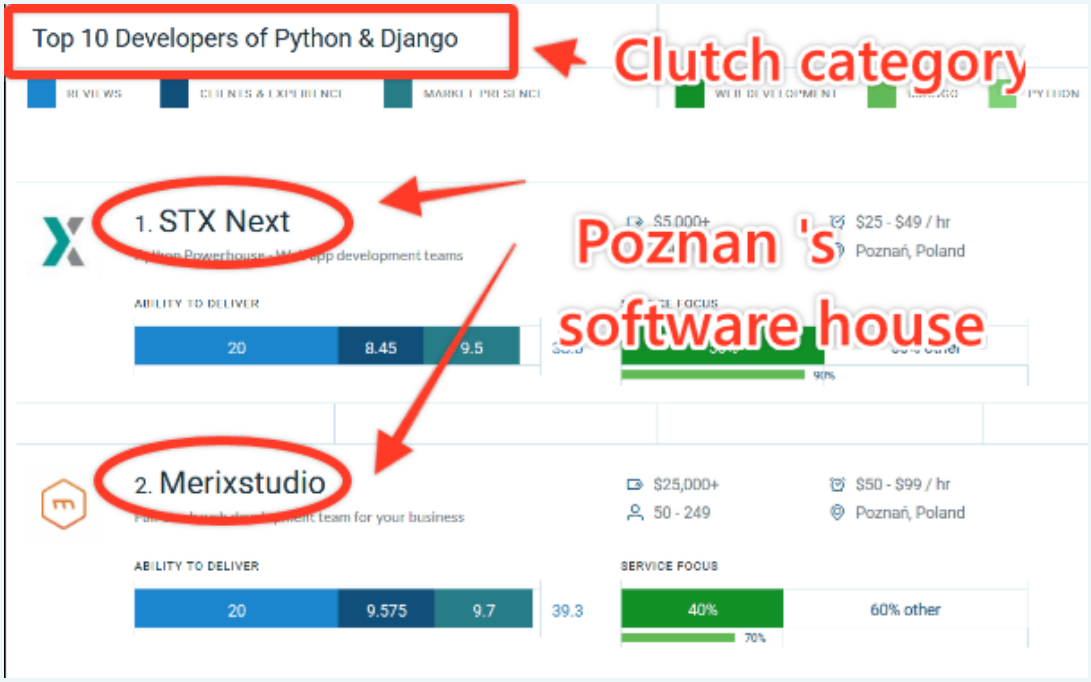
From Deloitte, to Clutch and The Manifest, this is what gives STX Next a major edge in an increasingly competitive market.

So, wanna find out what is the promise STX Next makes to its customers?

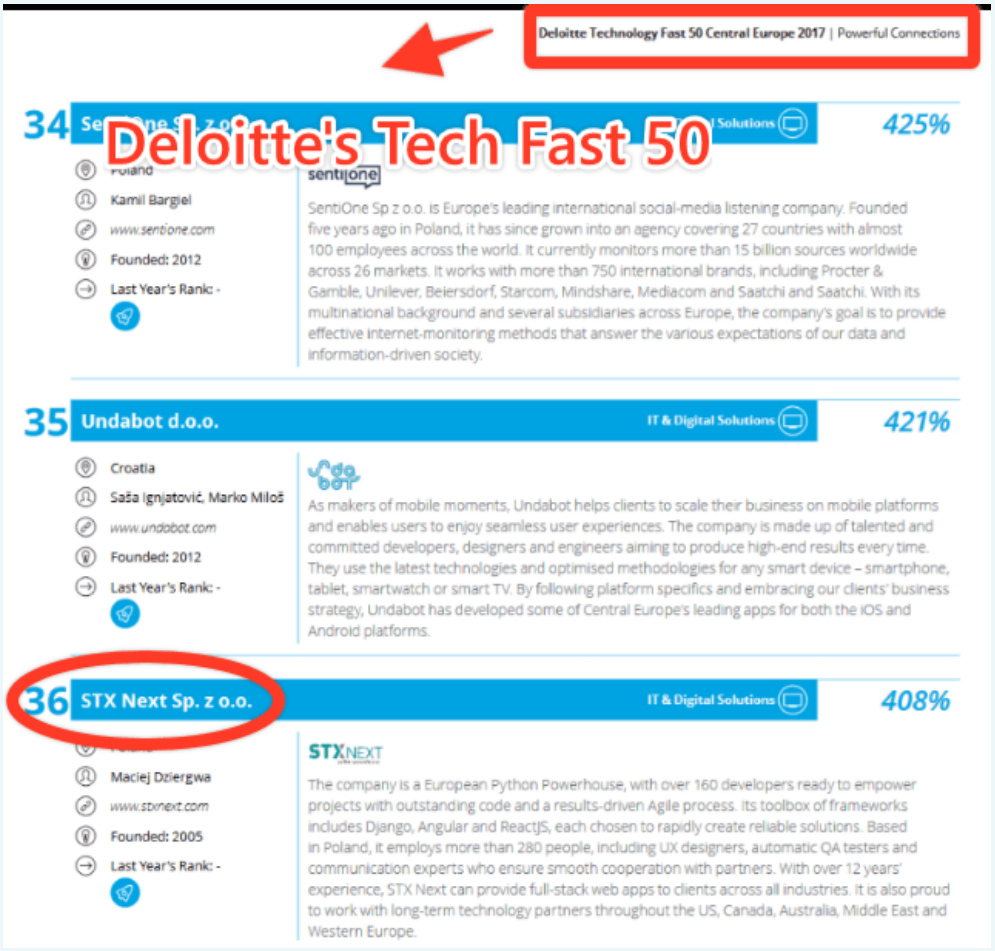
STX NEXT'S AWARDS

They praise on being Europe's Python Powerhouse, but Clutch does not agree.

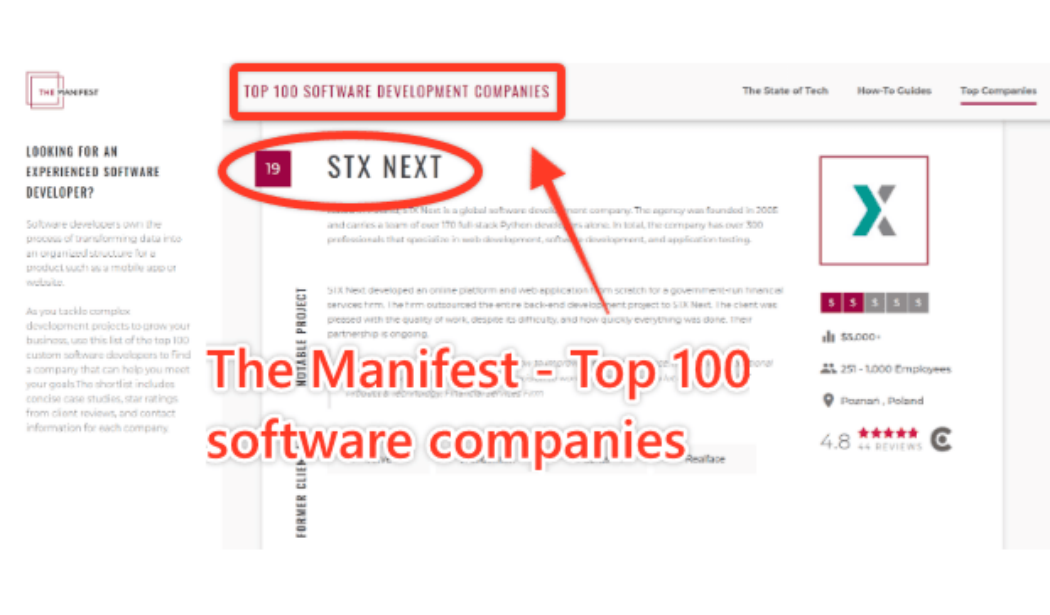
Clutch believes they are the world's best Python and Django developers (2018), followed closely by another Poznan software house, *Merixstudio*.



STX Next was featured in Deloitte's Technology Fast 50 Central Europe 2017, with a rank of 36.



The Manifest made its own [top 100 software development companies](), and STX Next is ranked 19.



WEBSITE AND CONVERSION RATE OPTIMIZATION

STX Next's website is simple and showing exactly what in my view their persona needs to know.

3 simple things.

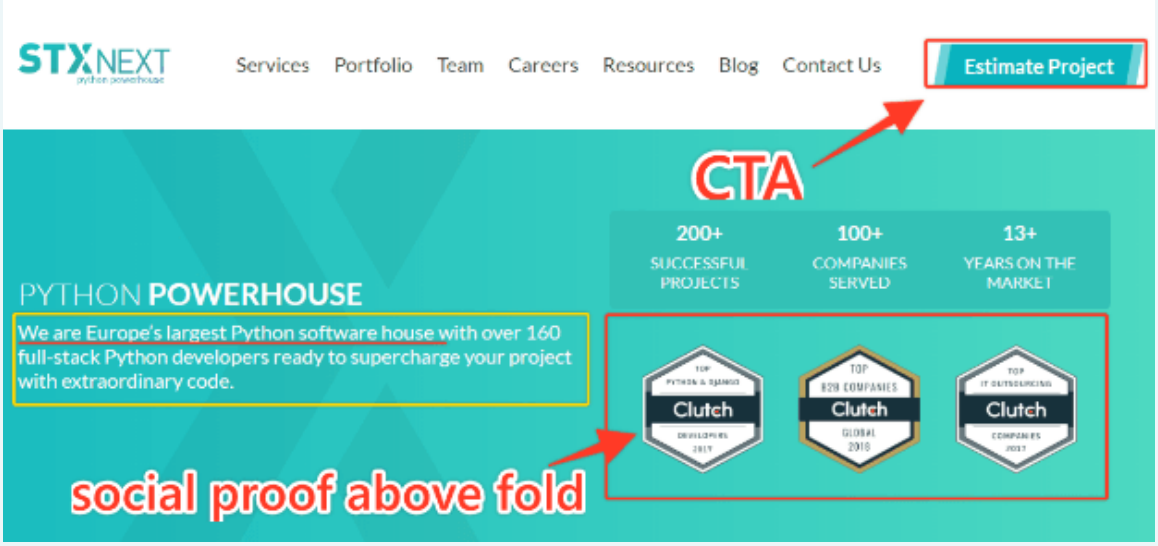
What is your word class specialty? Python.

How can you prove it?

- Clutch awards
- number of projects
- testimonials
- portfolio and case studies.

How can I get in touch with you?

CTA with Estimate Project / Form to contact sales.

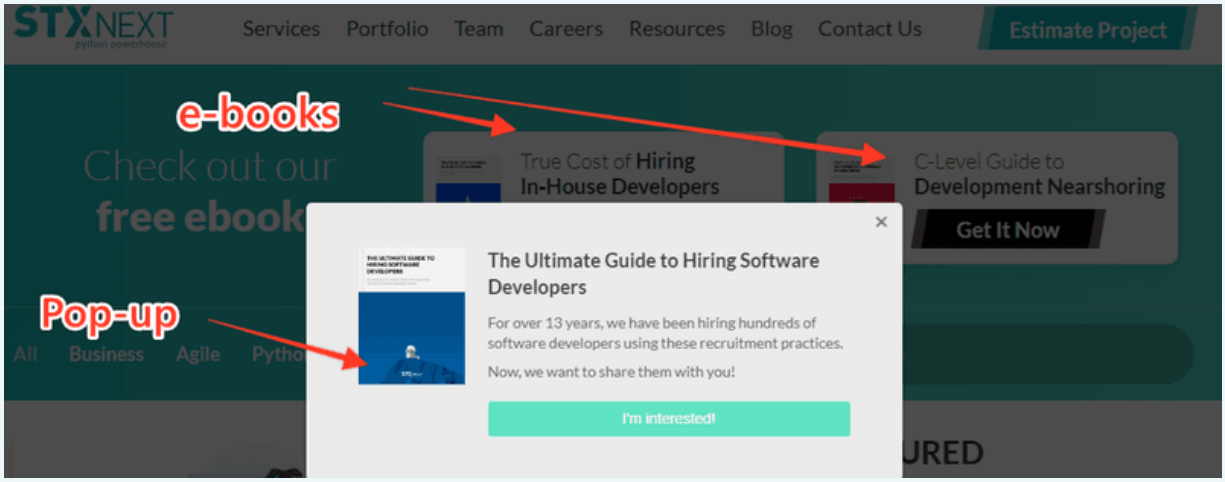


The visual hierarchy is clean, the UI elements are positioned effectively, having a have a great impact on user experience.

White space and contrast are used smart to emphasize on what's important.

For emphasizing, they're using also pop-ups.

For example, they want to draw attention on two e-books they've designed for the personas who are in the research phase, wanting to find out which strategy would fit their business: in-house hiring or development near shoring.

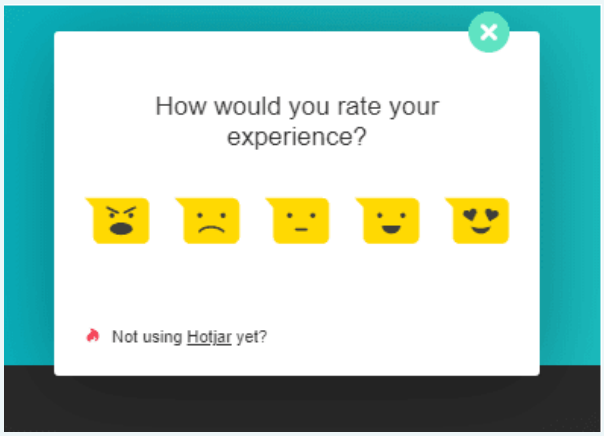


CONVERSION RATE OPTIMIZATION

STX Next uses Hotjar, this can mean they are considering conversion rate optimization, even though I don't see any A/B testing running or any research.

I would look more into this and do some A/B testing based on **location**, **traffic source** and definitely I would A/B test copy - I don't see them doing that at all.

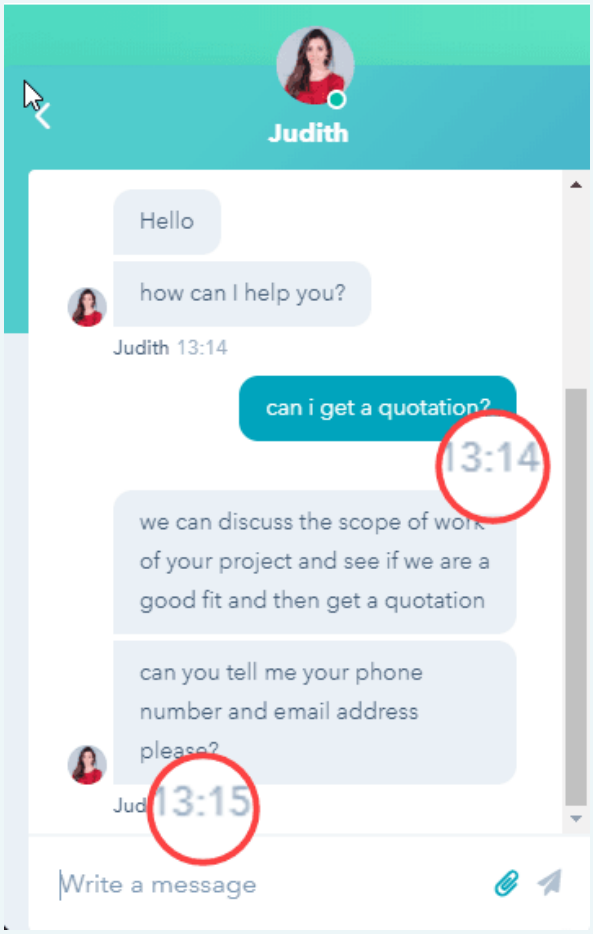
Very short survey is running - important for qualitative research, to find more visitors insights.



I would do more personalized survey's and based on the results of the survey they could start looking at creating hypotheses for their A/B testing elements.

Moving on, STX Next uses live chat in order to move users further in the funnel. I started to play with their website and ask for a quotation. After the "hello", I got a response in 1 minute, from a REAL PERSON.

They are using real humans for live chat, no chat bots, exactly what you need for B2B.



The live chat is part of a bigger picture, a picture that revolves around Hubspot marketing automation. They want to be more conversion-centric and to have seamless marketing and sales processes.

From my knowledge so far, they are using building buyer personas, using email automation, building workflows and sales pipelines.

STX NEXT'S SOCIAL MEDIA PRESENCE

3000+ Facebook fans

2400+ Linkedin followers

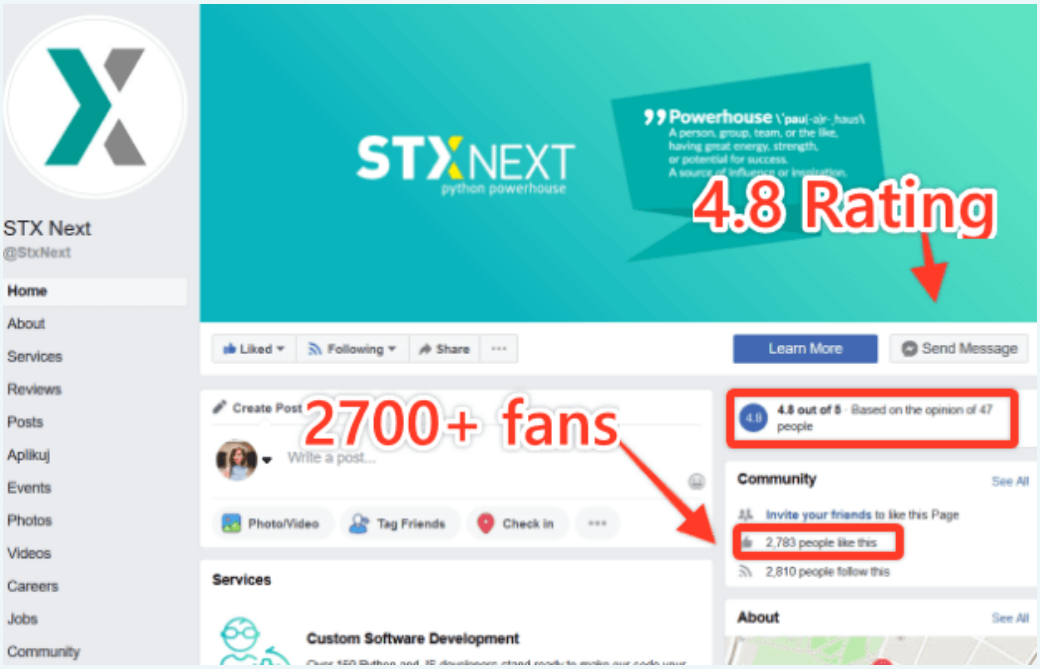
Not bad for a B2B, right?

With employer branding in mind, STX Next is really engaged in conversations with future employees through social media.

Find out next what their approach is.

FACEBOOK

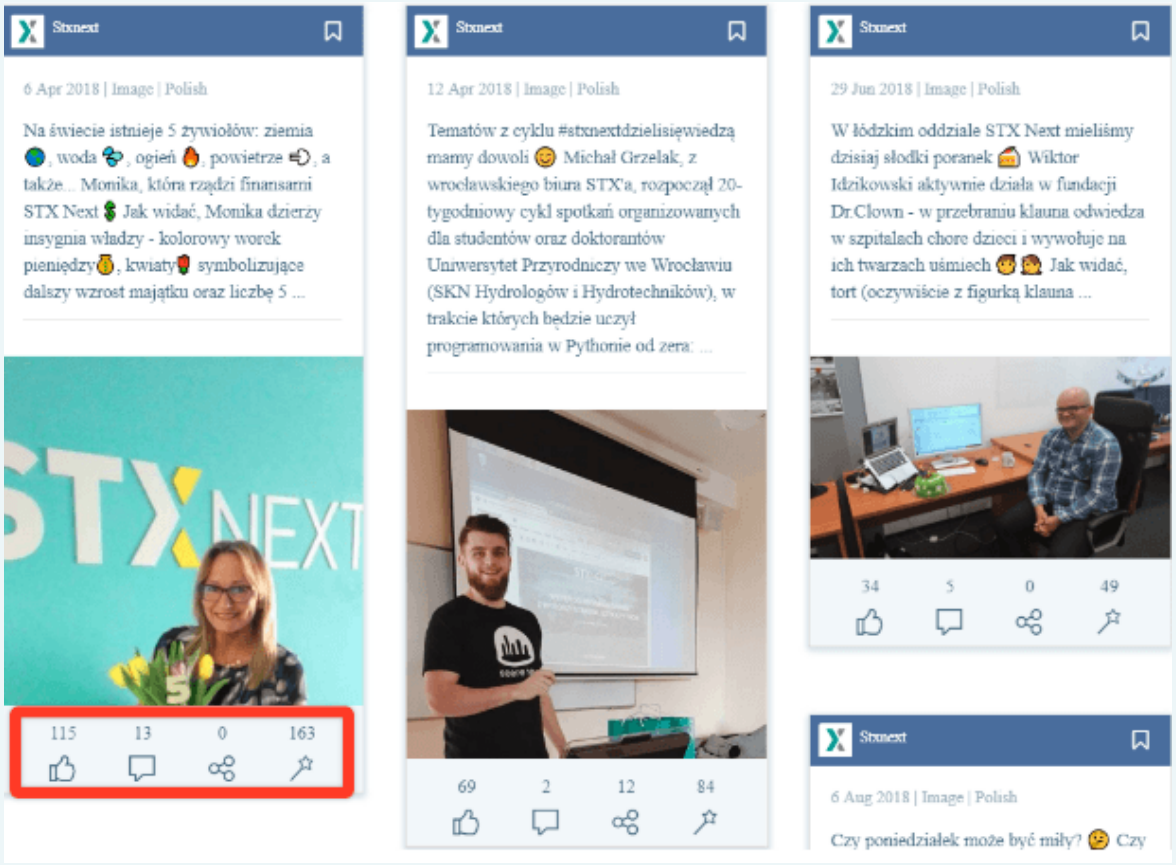
Heading towards 3000 fans, the Facebook account is up to date, posts are published almost on a daily basis.



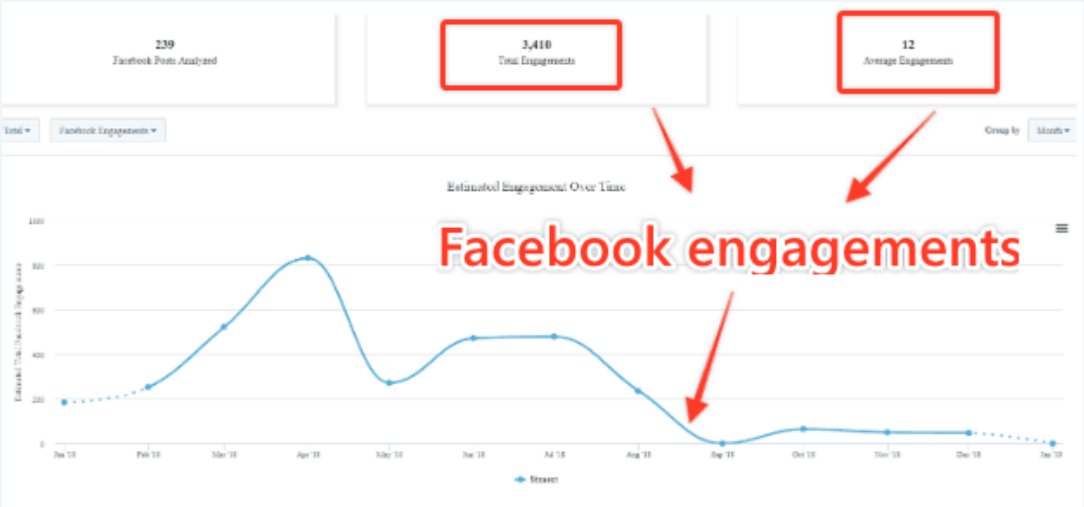
They promote their blog content, jobs, Medium and other articles related to the software industry (mostly Python focused), events they participated in, awards they received.

Very few interactions, but this is also due to the fact that organic traffic for brands is a long shot on Facebook.

Most of their posts on Facebook are about their employees and way of working in STX Next, I believe they are using it more for employer branding than for clients.

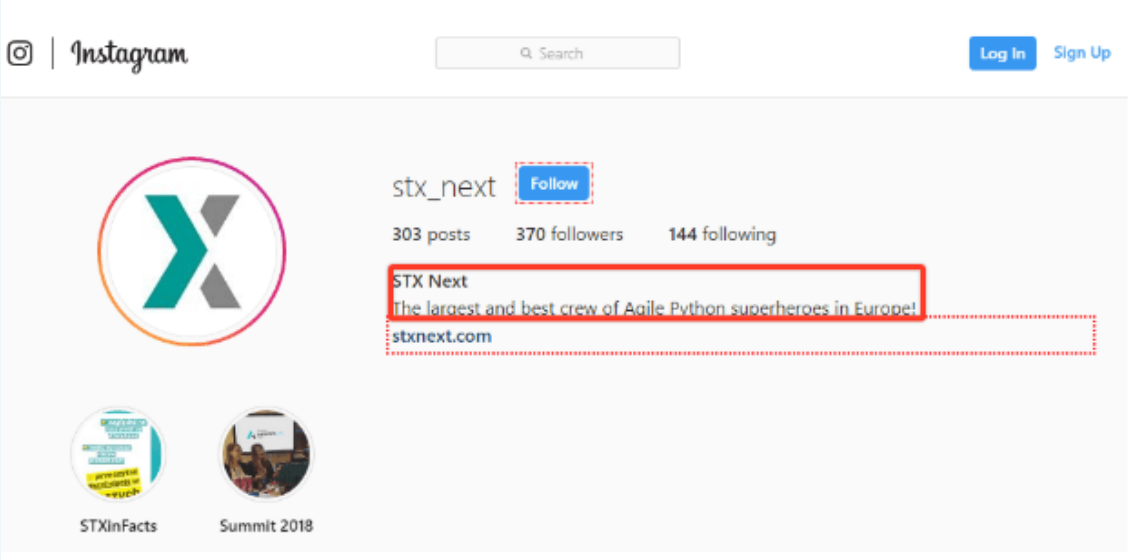


The average engagement per post is around 12, but there are some outliers that amount 100+ interactions.



INSTAGRAM

The Instagram profile is mainly trying to revolve around STX Next's culture and employees. They seem to be using the account for employer branding.



The videos and images are picturing a cozy working place and lots of team events.

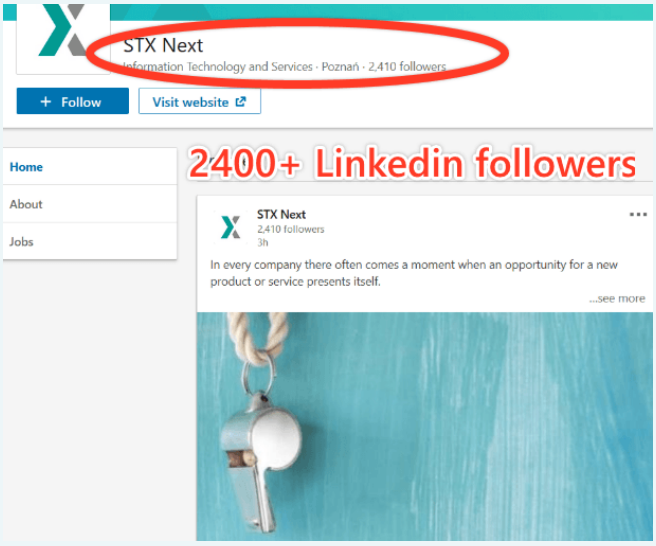
LINKEDIN

The Linkedin profile has 2400+ followers and counting, most used hashtags being #outsourcing, #softwaredevelopment, #itdevelopment.

The frequency of the posts is almost daily, they promote their blog posts, companies they worked with, Clutch reviews, events they participate in. A lot of Python related content is pushed in front.

STX Next uses Linkedin to position itself as a guru in Python development, project management and IT outsourcing.

In terms of interactions there are around 10 likes/post, almost no comments or shares.



TWITTER

Most of the Linkedin content is replicated on the Twitter profile, published almost on a daily basis, also articles from the field are shared.

As Facebook's published content merely addressed to potential employees, the Twitter and Linkedin accounts address mainly to potential clients.

Through showcasing awards, products they've worked on, Python related topics, STX Next is saying: I'm your Python guru, let's do business together.

YOUTUBE

STX Next's Youtube account: an account with 300+ followers, featuring videos from 2018, such as:

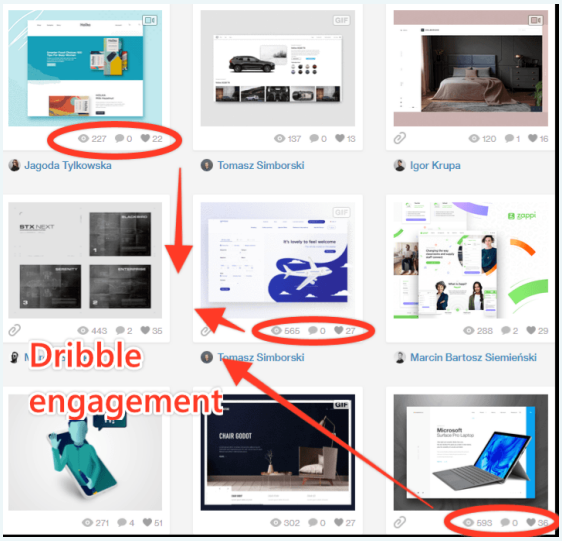
- STX Next Summit videos
- Streamed Webinar
- Hackathon video

The video publishing is made rarely on Youtube, they seem to be preferring Facebook videos.

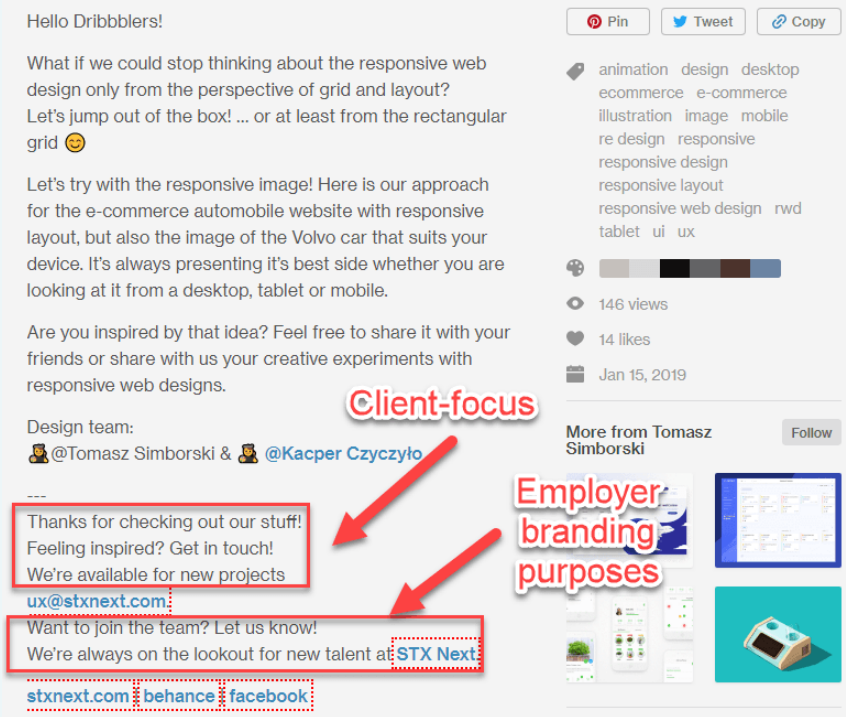
DRIBBBLE

The Dribbble account is quite appealing: many views, interactions, everything up to date. On the other hand, it has only 378 followers.

Compare this with Netguru's 65k+ followers (check our Netguru case study here).



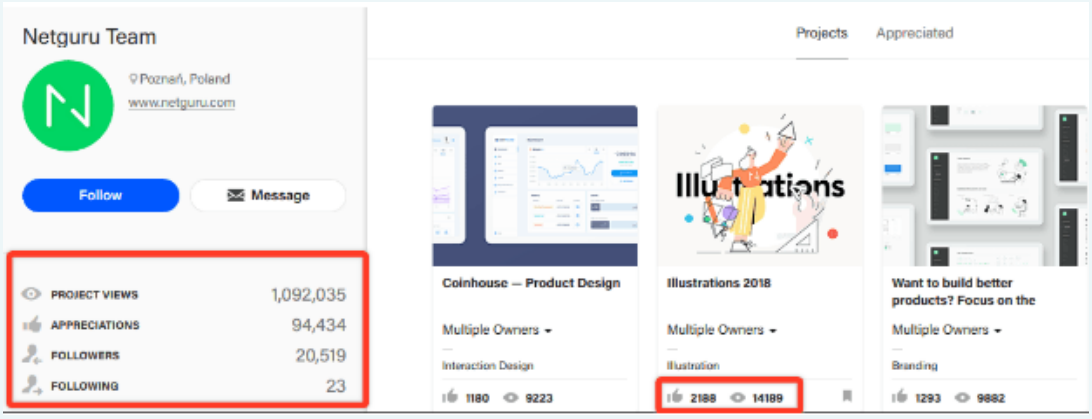
The Dribble account wants to show-off STX Next's portfolio to clients, but also sends hiring opportunities messages to potential employees.



BEHANCE

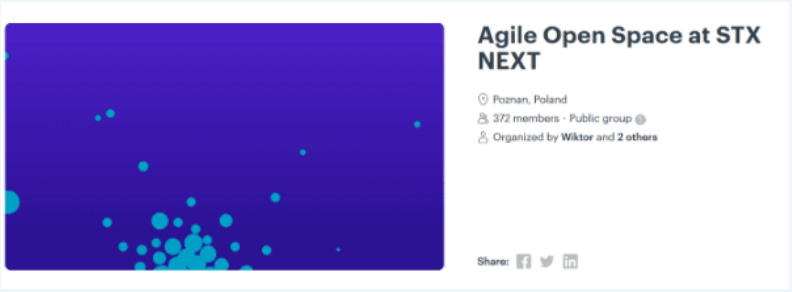
The Behance account features 7 projects and achieved thousands of views, 300+ appreciations and 50+ followers.

Compared to the competition, Netguru clearly has the most engaging Behance account.



COMMUNITY AND NETWORKING

Because at STX Next the buzzword is “agile”, they’re hosting a meetup around it.



The company also organizes hackathons at their HQ, the March and December 2018 theme being machine learning.

They also hold workshops under the umbrella of Python Has Power, Agile Has Power and QA Has Power, in various cities around Poland.

One other big community project is the STX Next Tech Power Summit - the company’s annual international conference, hosted for all of STX Next. The 2018 focus was on new technologies.

STX Next’s CEO was invited to speak in 2018 at the Bloomberg Live event in London called *Charting Poland’s Future: Spotlight on Growth & Innovation*. The invitation was pretty exclusive, I might add. Only 5 Polish CEOs attended.

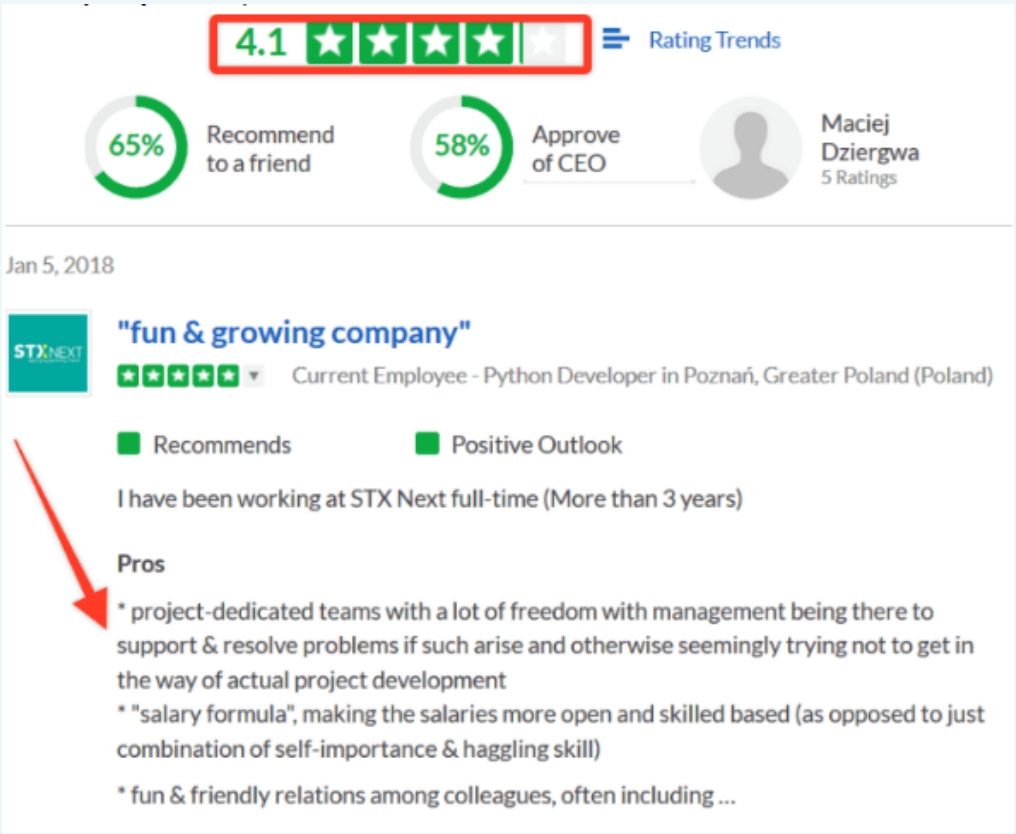
EMPLOYER BRANDING

Now, let's see how things are from the inside, is it everything shiny? Let's hear the company's former employees.

On Glassdoor, employees of STX Next say that there are project-dedicated teams, the management team is supportive, the atmosphere is friendly, lots of training opportunities available.

The salary topic is a bit arguable, some saying salaries are not correlated to skills, others agreeing that they are.

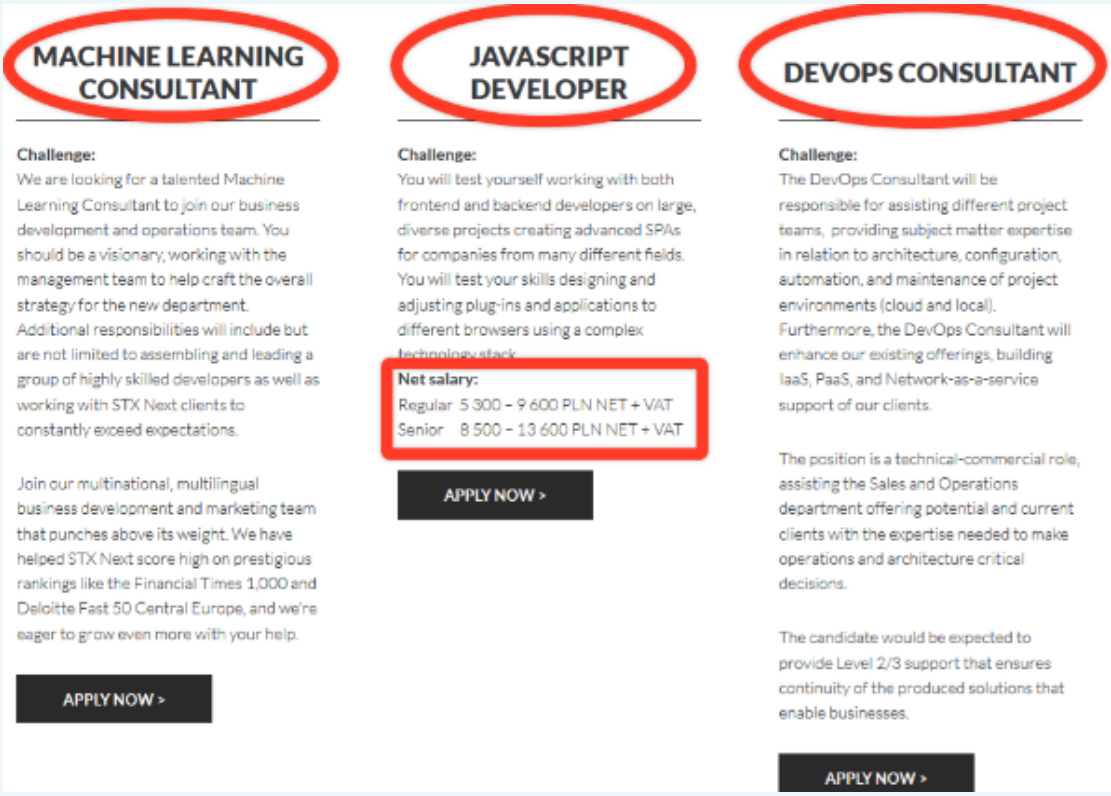
Some complain there isn't much place to grow, but I'd take that with a grain of salt, because this is a very subjective topic.



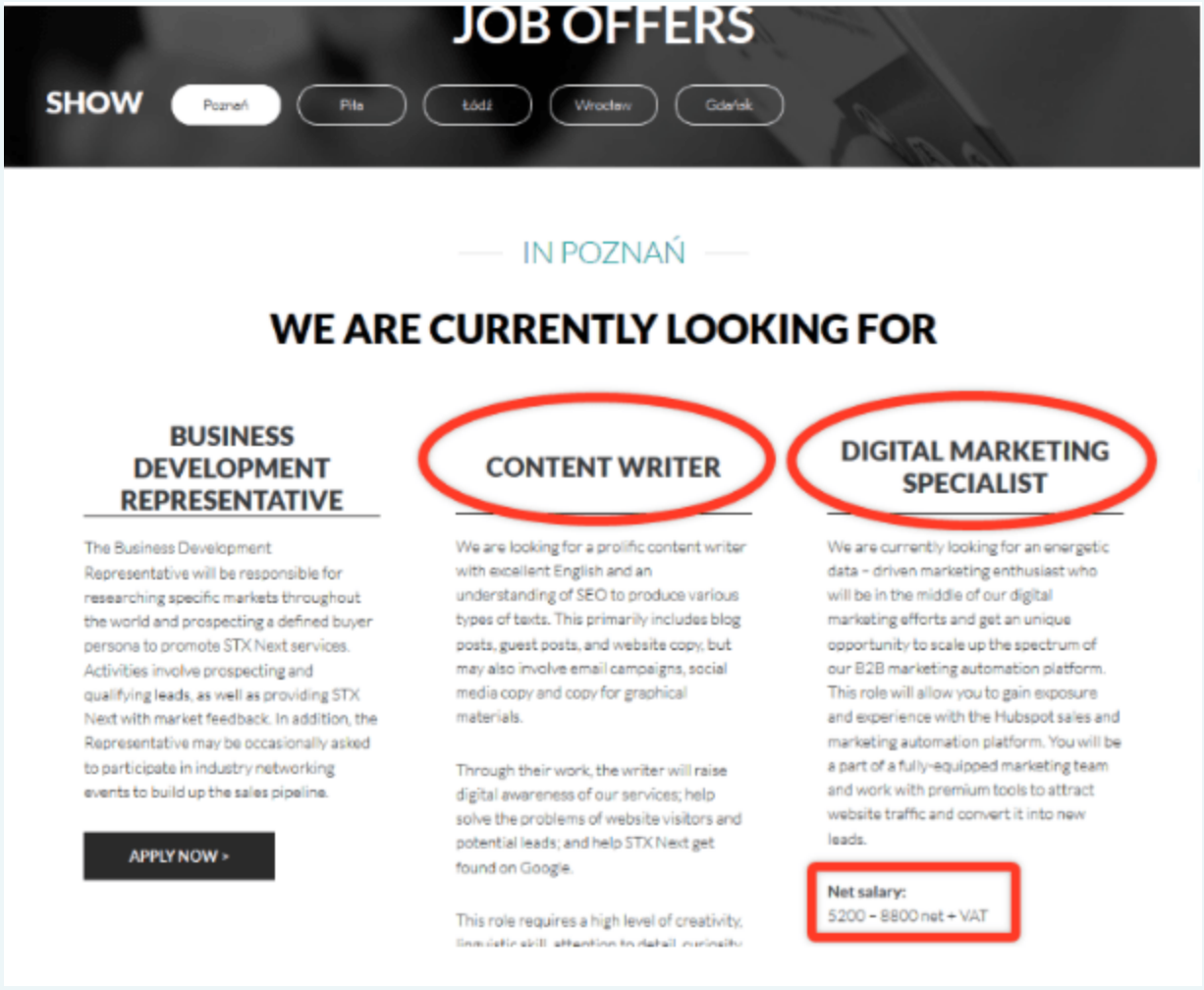
The company is transparent about the career path and salary level.

STX Next plans in hiring in all of its offices (Poznan, Wroclaw, Pila, Lodz and Gdansk), summing up more than 25 new employees, mostly developers.

It seems that machine learning is a priority, because they want to grow their team of machine learning consultants.



Marketing is also a go-to, they intend to grow their Poznan software house team.



So, they're hiring, it means that software development projects are pouring in.

And, what's more, STX Next takes learning really seriously, from software development to QA and project management.

They have huge plans in educating students and tech spirited folks through workshops such as: Python Has Power, Agile Has Power and QA Has Power.

This brought them an award in 2017, by EmployerBranding.pl, winning the Employer Branding Excellence Award for the Best Offline Campaign.

STX NEXT'S GROWTH STORY: WRAPPING UP

STX Next seems to know how to pave the way to success. They understood that in order to be a strong software everything is about:

- Building **the right team** for the job
- **Top-notch project management**
- Having a **strategic approach toward content marketing**
- Content marketers and developers creating **high-quality tech content** with lots of traction
- **Client-focus,** trying to understand their buyer persona through chat interactions, social media and community building

CHAPTER 3

HOW NETGURU, A SOFTWARE CONSULTING AGENCY IN POLAND, BECAME A WORLD-CLASS MARKETING MACHINE

INTRO

How does Netguru, a software consulting agency in Poland, want to prove that there's nothing fabulous about Silicon Valley?

With the right moves, skills and company culture you can get *3 times awarded by Deloitte in its Tech Fast 50 in CEE.* Netguru is ranking as we speak as one of the best software consulting agencies in Poland.

That's how they increased their revenue by 644% in the last 3 years.

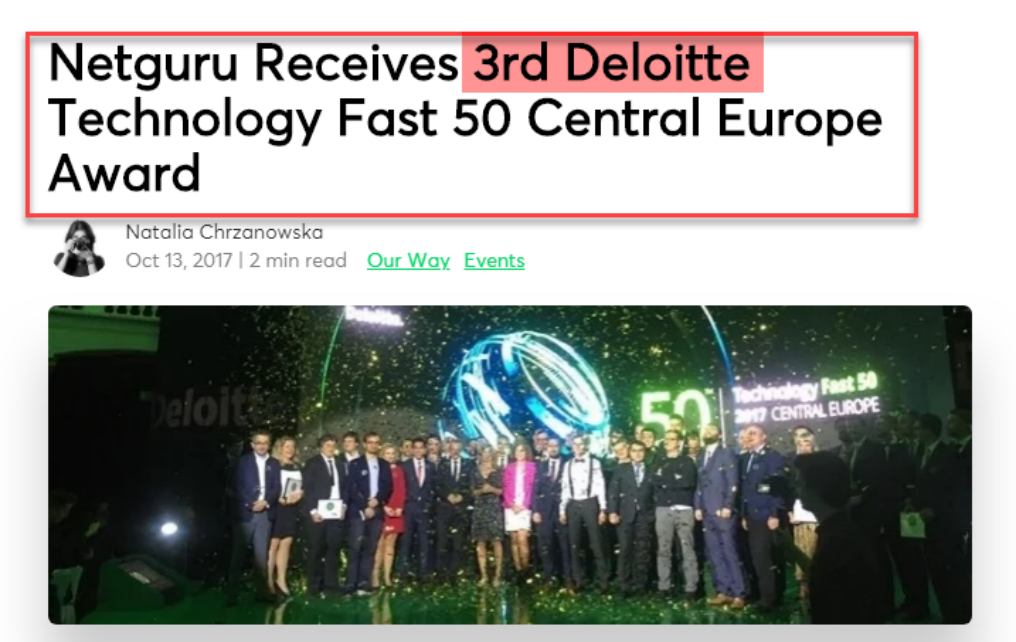
Netguru is 10 years old! We're celebrating our birthday at the Web Summit Conference in Lisbon. Come and join us on November 6-8, 2018.

Before we meet, we'd like to invite you to take a quick look at these '10 numbers for 10 years' to see how we've changed from a small software shop to an international consulting agency:

- **644%** revenue growth in the past three years.
- Nearly **500** people on board Netguru.
- In **6** offices in Poland.

Today's blog post is about a company that never ceased to amaze Deloitte, Fortune500, Clutch, Financial Times.

I mean, really: 3 times awarded by Deloitte in its Tech Fast 50 in CEE?



We definitely have to find out what triggered this growth.

Netguru has a big mission: building software for world changers. How is Netguru living by its mission? Just follow me.

NETGURU - SHORT OVERVIEW

Founded in 2008, Netguru went from 3 to 500 employees in 10 years, making it all the way to Fortune500 companies and Financial Times' 1000 list.

Netguru's clients include major corporations and early-stage startups from Western Europe, Asia, North America and across the Middle East.

In 2018 Netguru acquired Bitcraft, a software house in Białystok, Poland, that has completed around 40 projects in 9 different time zones, including projects for more than 40 hospitals in Poland.

Former clients say Netguru's main strengths are:

- professional environment and high-quality deliverables
- smooth project management, delivery ahead of estimates, ability to stay on budget
- in-depth technical knowledge, up-to-date technology, and coding
- trustworthiness, transparency and commitment, proactivity
- creative problem-solving

Thumbs up, guys!

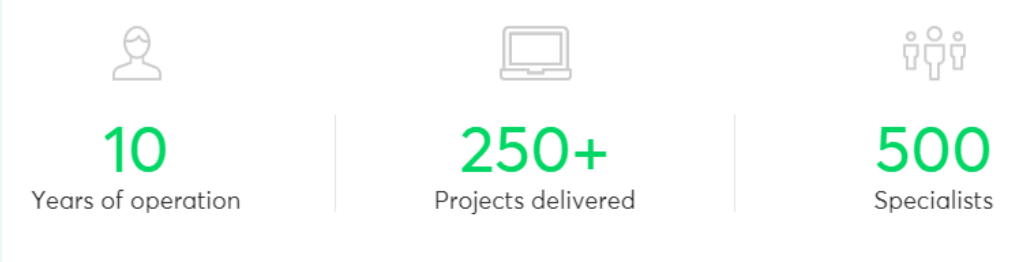
Next on Baywatch: how does Netguru grow? Did it manage to find the Holy Grail of Marketing and that's why they deliver projects to clients on all continents? In the following section, we'll dig deeper intro Netguru's marketing approach. I will make you understand:

- **How building a great website** with stunning visual hierarchy can show off your product design skills and increase your conversion rates
- **How a strategic approach for content writing** can make you lovable by Google...and potential clients
- **How building a community** around you, you'll get access to a pool of talent and future clients
- **How using tools**, marketing automation and conversion rate optimization can get you good qualified leads and customers

BRAND AWARENESS AT NETGURU

> *It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.*
>
> Warren Buffet

For Netguru it's been 10 years of building, of building this:



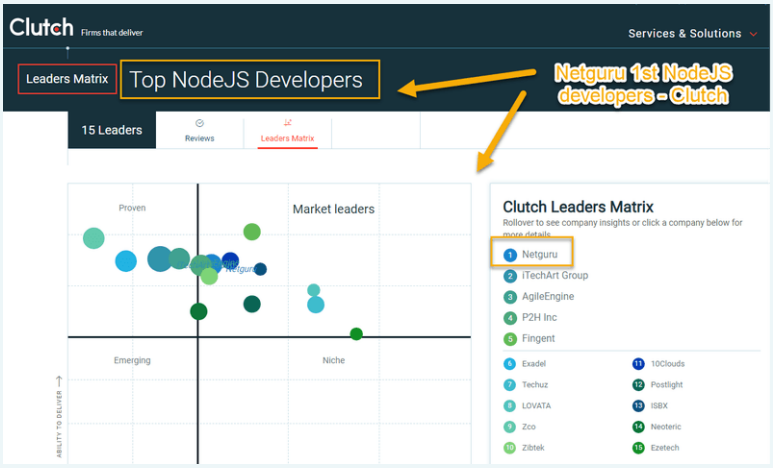
Do you want to find out why Netguru keeps popping up on Deloitte's Tech Fast 50 list?

Let's dissect how Netguru is designing a great brand.

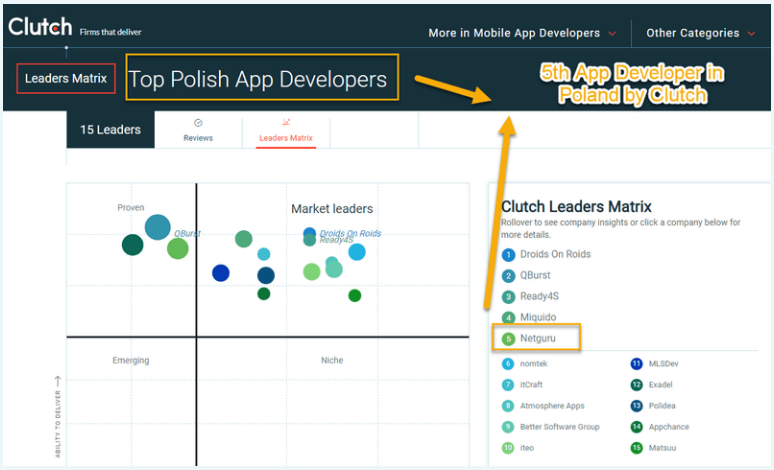
Netguru being awarded by Deloitte. Source: Netguru's Twitter

NETGURU'S AWARDS

Netguru seems to be a constant presence in Clutch's tops. Netguru ranks first in the Top NodeJS Development companies in the World (2018).



Also, Netguru holds an honorable 5 rank in the Top Polish App Developers.



Netguru was featured in Deloitte's Technology Fast 50 Central Europe, three times already, ranking 46 in 2017.

NETGURU'S WEBSITE CONVERSION RATE OPTIMIZATION

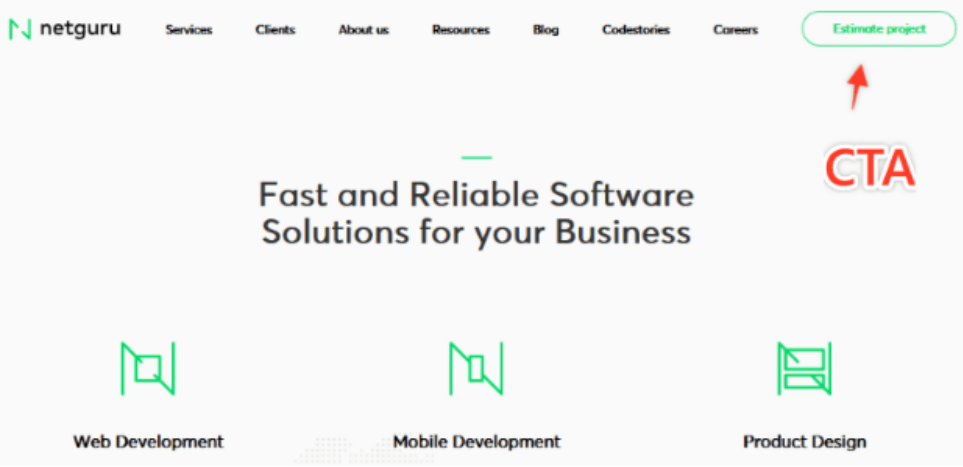
I am not a designer, not even near to the field. Nevertheless one can spot beauty. With a friendly UI and smart UX, Netguru's website is simple and sending the right message to the user.

What does Netguru do?

Web and mobile development, product design.

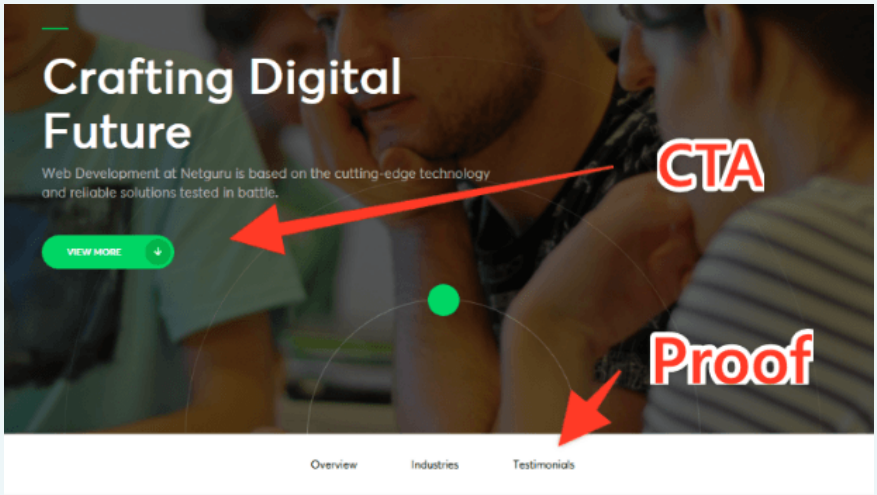
How can I get a quote? - Call to Action with Estimate Project.

As Unbounce Co-Founder Oli Gardner puts it *"Have a F***** CTA"* .



Need more info about web development?

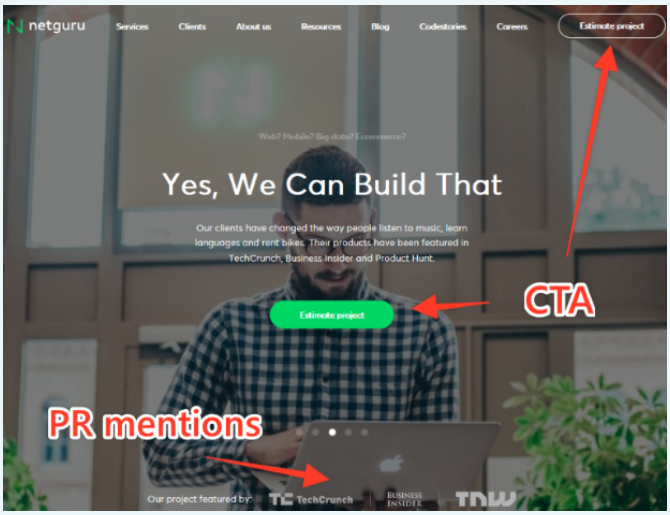
There you go:



With a clear menu, navigation, whitespace used cleverly, the Netguru website really shows off good design and UX.

Good readability, no clutter, balanced contrast, everything used to highlight what's important and not to overwhelm the user with too much data.

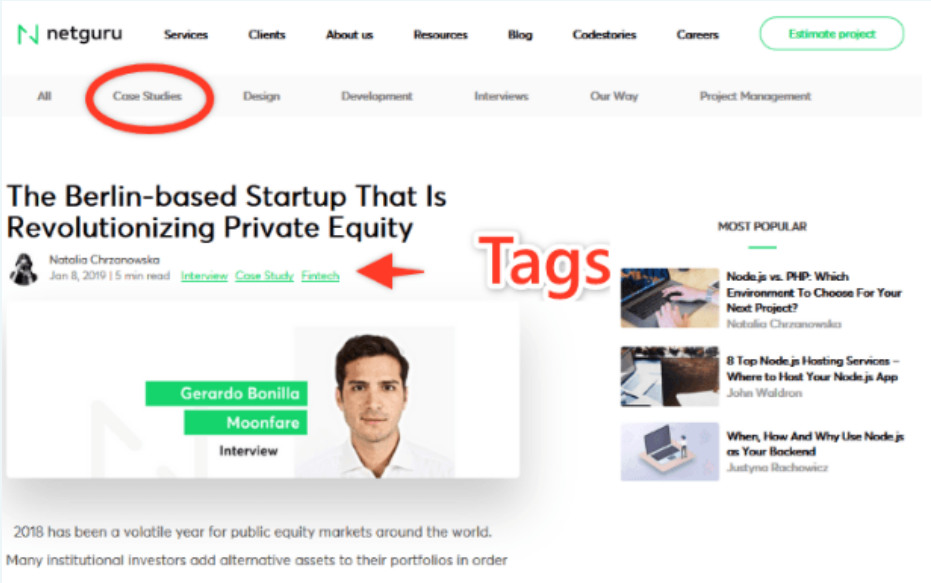
Social proof is everywhere, from testimonials, PR featuring to awards.



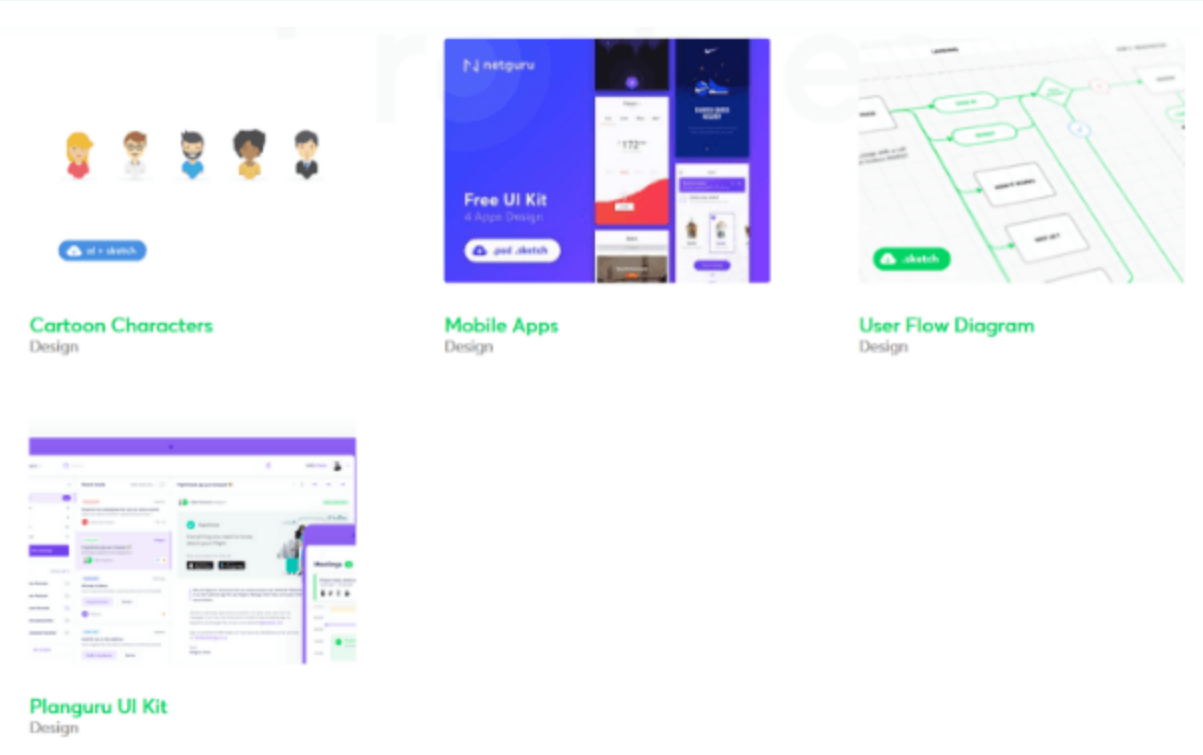
They designed ebooks that tackle programming languages, project management and UX, they are downloadable via form.

Case studies are considered really powerful pieces content and Netguru really understands that and puts this to practice.

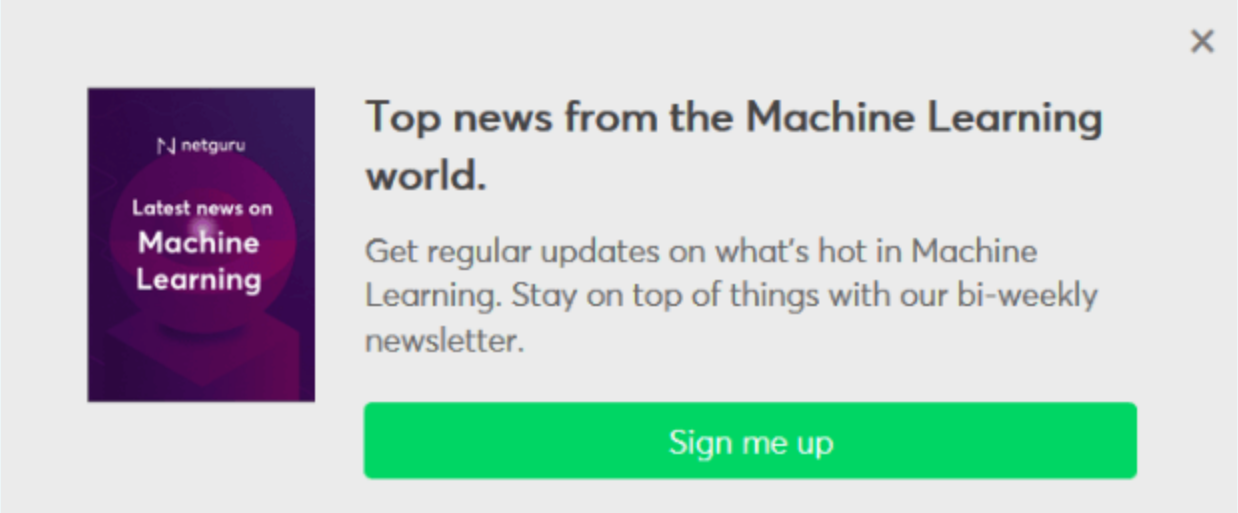
They feature lots of case studies per different verticals on their website.



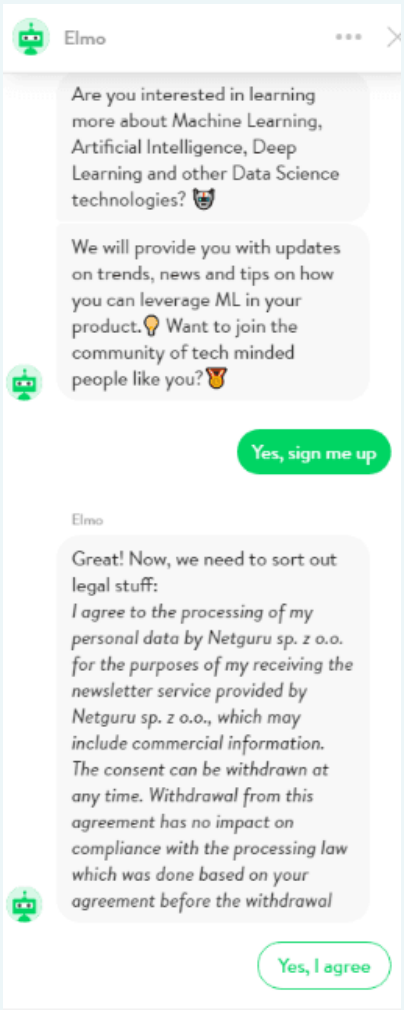
They also have some open source Git projects for sharing and some freebie resources:



Netguru boarded the machine learning hype train so they're even having a by-weekly newsletter on it, there's a pop-up that invites you in signing up.



Also they use the chat bot for newsletter signup:



In December they rolled over an Internet of Things (IoT) only newsletter:

CONVERSION RATE OPTIMIZATION

Netguru is going to the next level. According to Similartech, they've just made a big move for CRO, with Visual Website Optimizer. Big thumbs up.

On the other hand, they've been using Hotjar for a while.

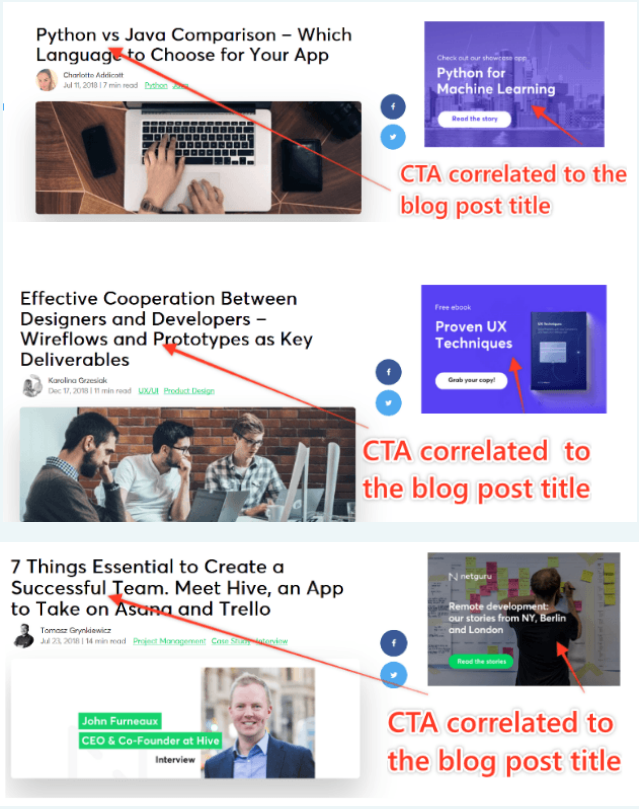
In a few months of using Hotjar and analyzing the users' path (both leads and potential employees), Netguru managed to:

- Decrease the bounce rate by more than 50%
- Drive up the "services" page traffic by 30%
- Drive up the "career" page traffic by more than 50%
- Increase the number of users going further in the services marketing funnel by 17%

I haven't found any evidence for A/B testing, but they seem to know the theory, as they prove it in this blog post.

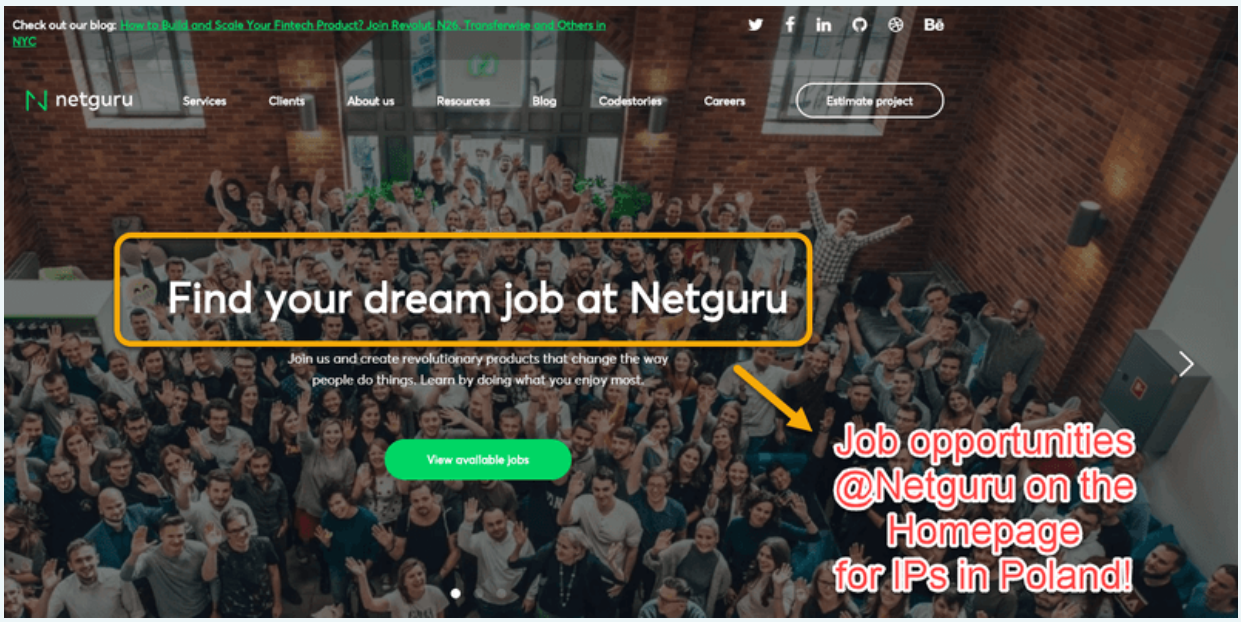
Personalization is another strategy that leads to increasing conversion rates.

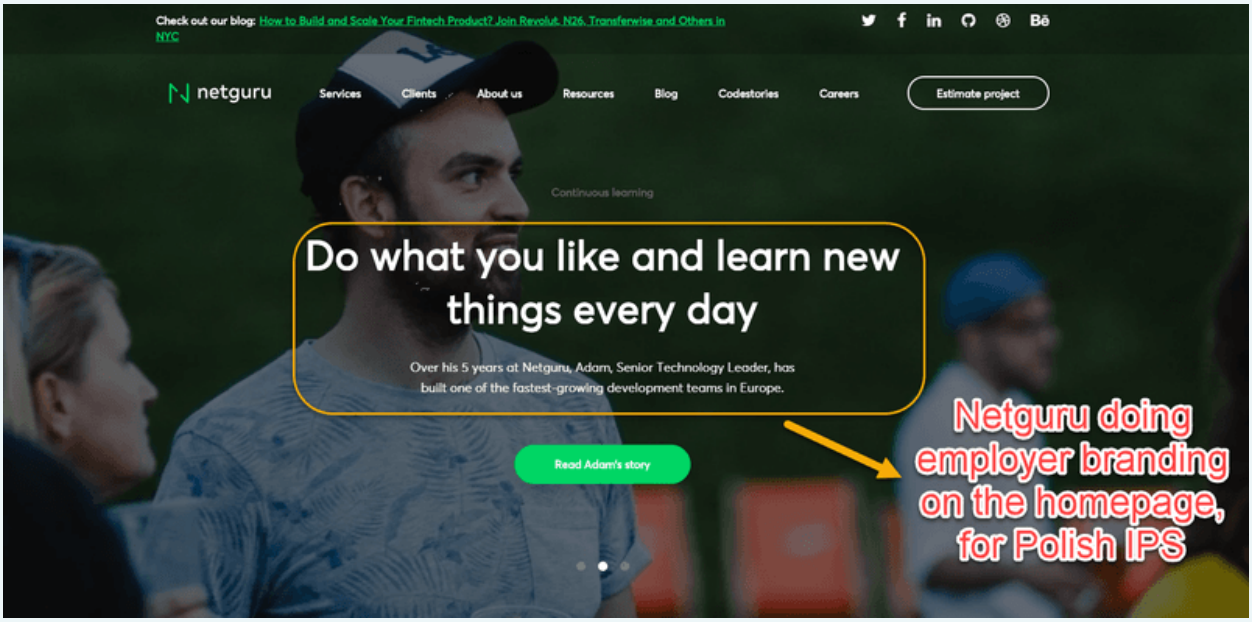
What stroke my eyes is that on the blog they have customized sticky CTAs. From the inbound consultant's point of view, they nailed it!



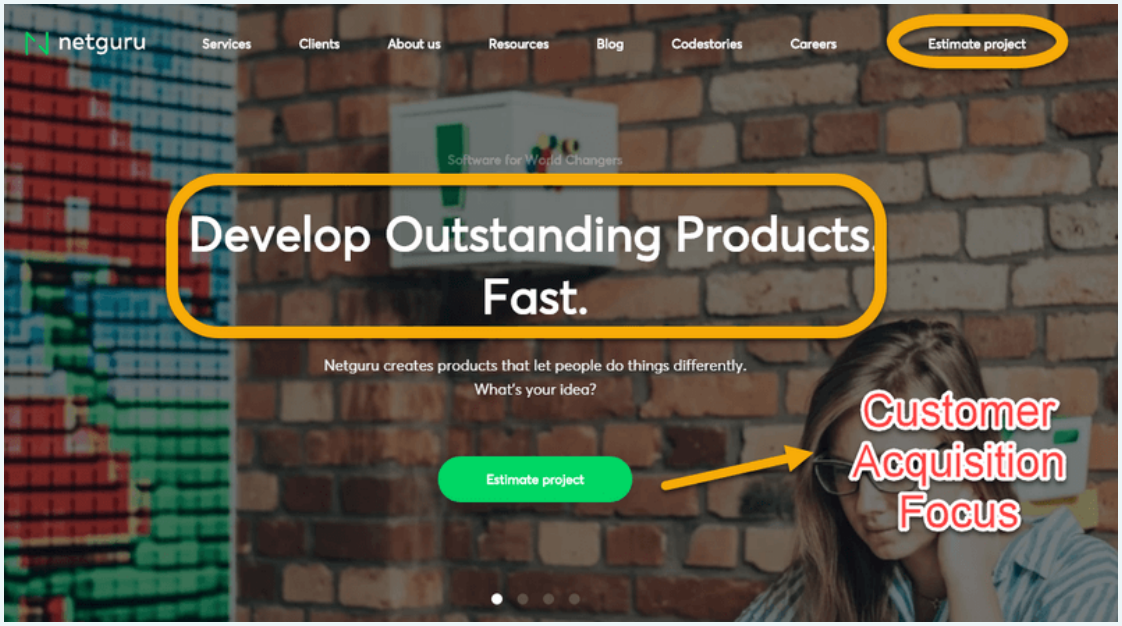
Another thing that stroke me is that the homepage above the fold slider differs from country to country!

For example, in Poland, the purpose of the homepage is around employer branding and hiring. That makes sense, because the Polish market is not their focus in terms of customers.

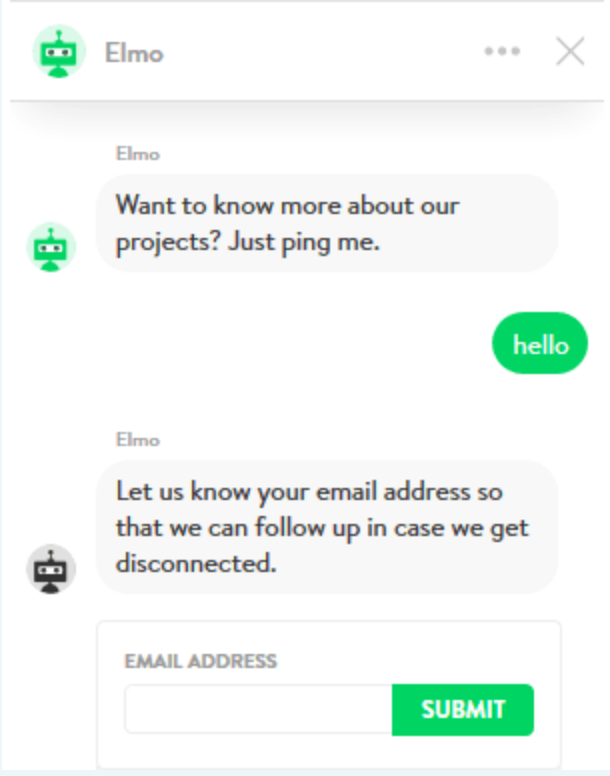




When not in Poland, well, the story changes and it looks like this: lead generation and client focus all the way. Smart.



Next, also for the purpose of improving the website conversion rate, and for starting conversation with possible leads, a Drift chat bot is active on the website.



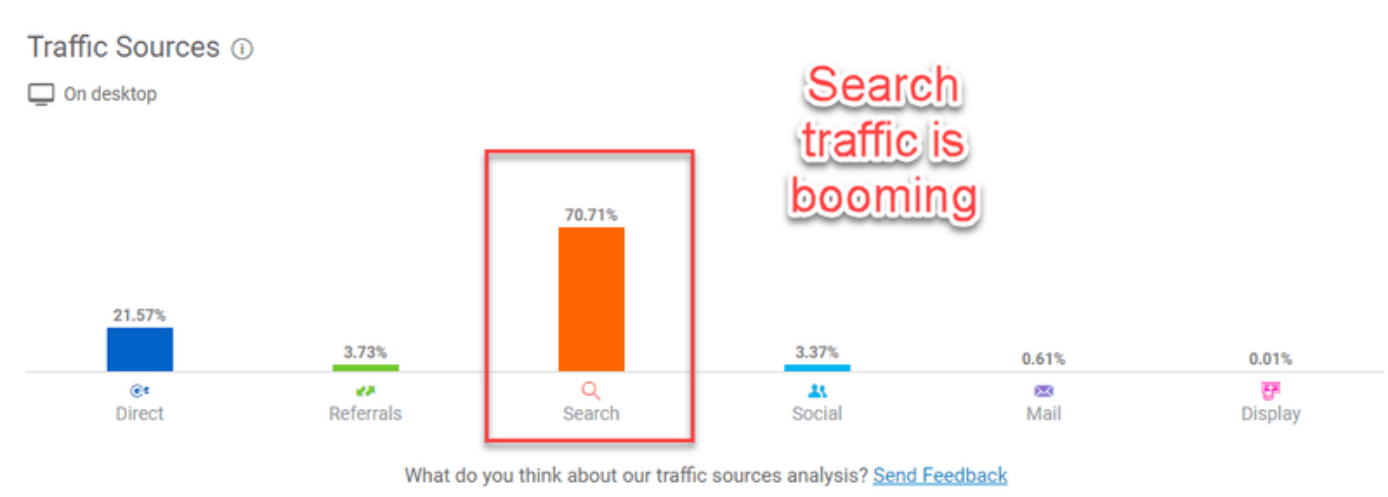
NETGURU'S TRAFFIC ACQUISITION

Direct traffic and links account for more than 90% of Netguru's website traffic.

Just like in the case of Poznan software house STX Next, I'm suspecting direct traffic might be due to:

- branding efforts within offline events
- referral traffic not tagged
- sales representatives' activities (7+ sales reps found on Linkedin)

So, the sales team is on the move! Make way! Emailing, outreaching, they know the drill.



And take a look at that: 70%+ search traffic? That requires some investigation.

The monthly organic traffic goes beyond 20k a month! An the volumes incresed 20 times in 2 years!

Ahrefs might not be 100% accurate, as they explain it here, but still, the percentage increase is impressive.

What I can see is that they rank on a bunch of technical keywords.

In the next chapter, I'll go more in-depth on how they achieved this growth with content marketing.

CONTENT MARKETING

The main topics on Netguru's blog are about:

- Guides, strategies and tips for designers and developers
- Best practices in software development, hacks for different technologies and programming languages
- Advice on technology for product owners, startups
- Project management content
- Trends and predictions in the tech scene

Also, Netguru accepts guest posts and has clear guidelines for this.

Now, let's make a blog posts top 5:

United States ▾ 1,394 results Total traffic: 10,919

#	Traffic ↓		Value	Keywords	RD	Page URL
1	710	7%	$35	499 ▾	2	www.netguru.co/blog/python-vs-c-comparison-of-the-programming-language ▾
2	557	5%	$1,182	132 ▾	2	www.netguru.co/blog/top-10-startup-accelerators-nyc ▾
3	511	5%	$853	200 ▾	1	www.netguru.co/blog/11-top-image-recognition-apps-to-watch-in-2019 ▾
4	383	4%	$362	293 ▾	3	www.netguru.co/blog/8-top-companies-that-use-python-for-their-apps-examples-of-top-notch-python-applications ▾
5	372	3%	$19	364 ▾	2	www.netguru.co/blog/node.js-vs-python-comparison-which-solution-to-choose-for-your-next-project ▾

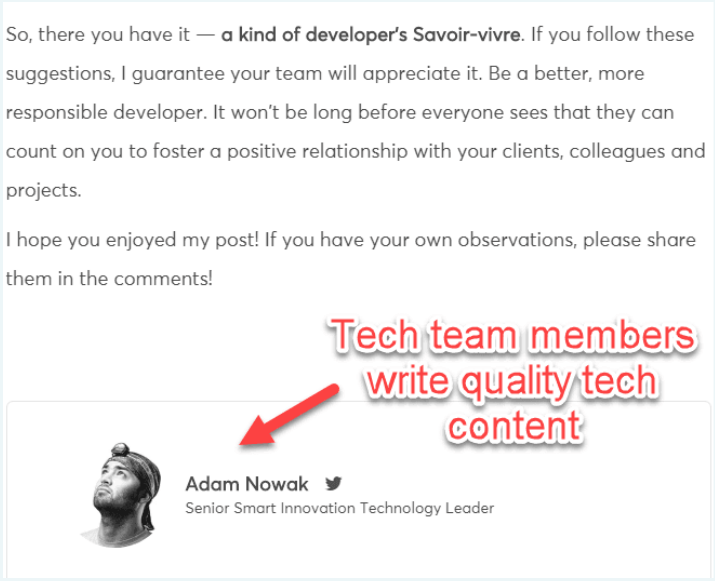
It seems that Python related posts are making a statement here, just like in the case of STX Next.

Many blog posts are technical, **making comparisons between different technologies** and frameworks.

Top keyword
c# vs python
nyc incubators
recognition app
node js vs
overlog
best node js book
tensorflow vs pytorch
python application examples
node.js backend
node vs php
java vs kotlin
node.js vs java
swift vs
node js server hosting
websites built with django

My “aha moment” is seeing that developers are involved in content creation.

This shouldn’t be in fact surprising, a content writer does not have the knowledge a developer has.



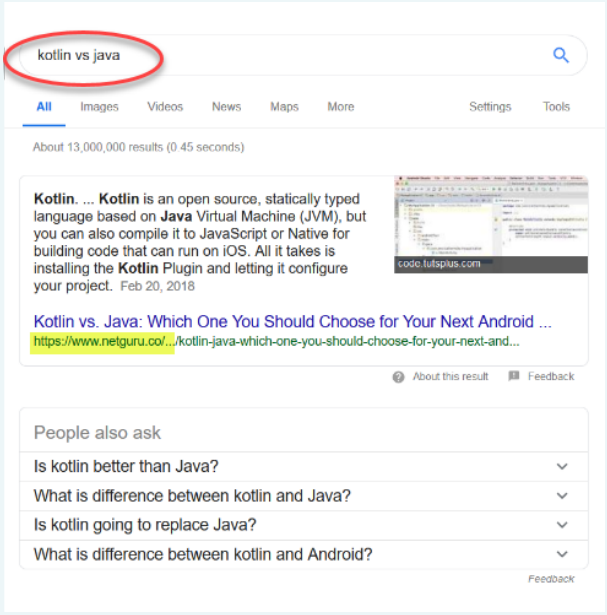
Time to go more granular now, let's analyse some first page ranking keywords.

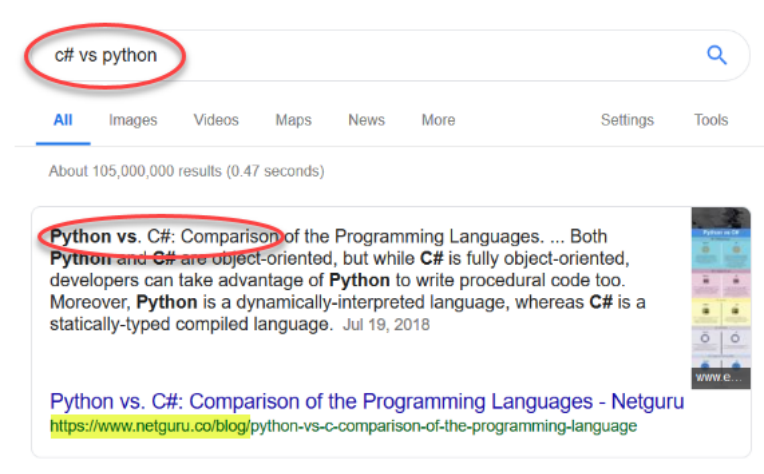
22,768 | 5,767 | 3,839 | 2,554 | More ▾

Keyword		Volume	KD	CPC	Traffic ↓	Position
c# vs python	4	1,200	1	—	383	1
overlog	4	1,300	0	0.30	318	2
java vs kotlin	5	300	12	—	184	1 ↑3
c# vs python	4	1,200	1	—	183	3
image recognition app	7	600	6	2.00	105	1
recognition app	3	250	16	1.40	97	1 ↑4
best node js book	3	250	5	2.50	94	1
nyc incubators	6 9	250	2	1.30	93	1
netguru	2	300	11	—	85	1
php vs python	5	1,700	5	—	81	7 ↑1
image recognition app android	7	200	8	1.60	80	1 ↑5
node js performance	6	200	34	4.50	73	1
best node.js book	3	200	3	0.60	70	1
python applications examples	4	250	39	1.00	68	1

It seems that keywords relating to technologies/frameworks comparisons are making a statement here. Lots of traffic, great ranking.

Aaand, gotcha: featured snippets! Good work, Netguru.





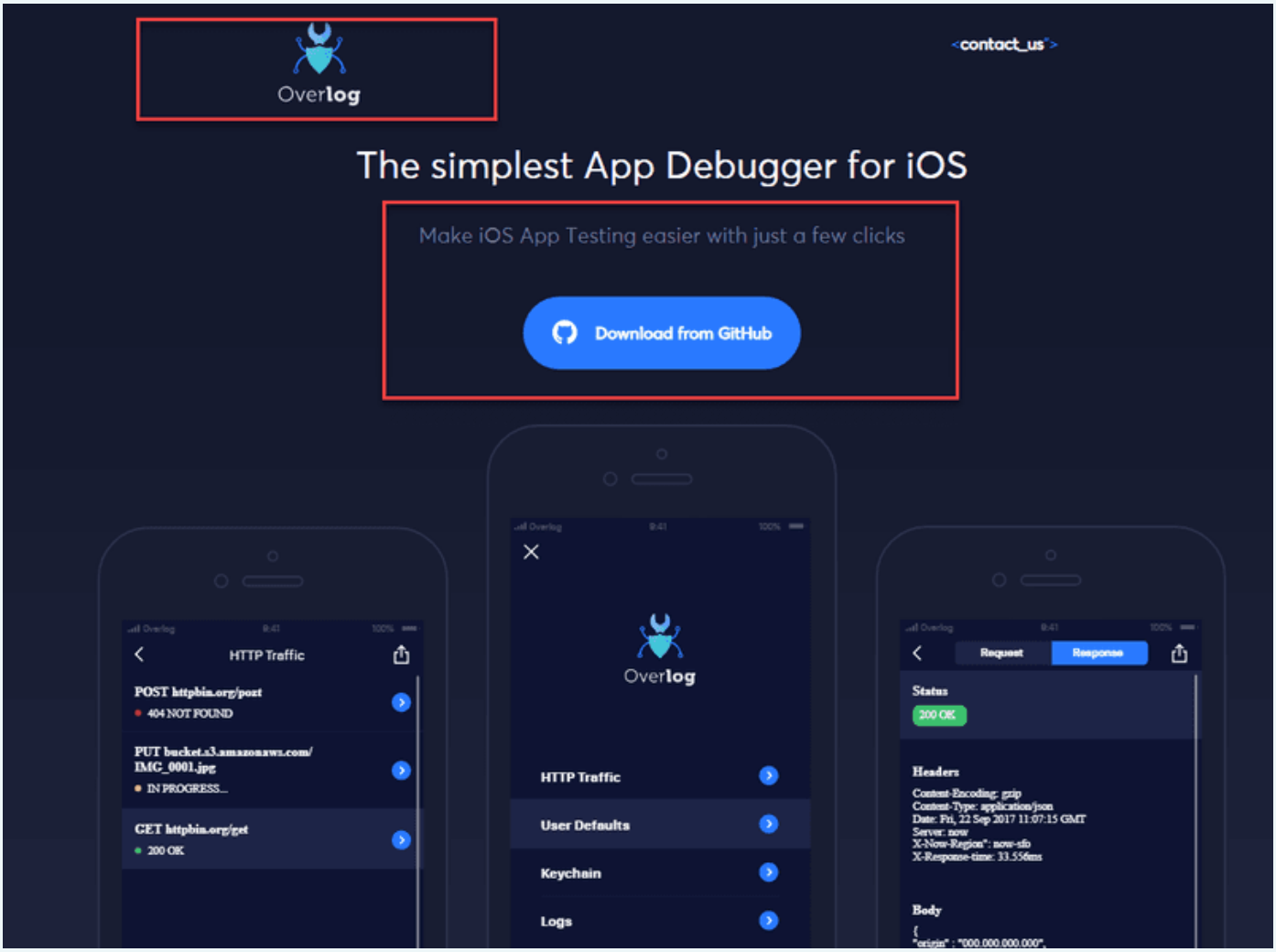
Looking at Netguru's top pages, there's one lonely page that's not a blog post and it's not the homepage either.

United States ▾ 1,394 results Total traffic: 10,919

#	Traffic ↓		Value	Keywords	RD	Page URL
1	710	7%	$35	499	2	www.netguru.co/blog/python-vs-c-comparison-of-the-programming-language
2	557	5%	$1,182	132	2	www.netguru.co/blog/top-10-startup-accelerators-nyc
3	511	5%	$853	200	1	www.netguru.co/blog/11-top-image-recognition-apps-to-watch-in-2019
4	383	4%	$362	293	3	www.netguru.co/blog/8-top-companies-that-use-python-for-their-apps-examples-of-top-notch-python-applications
5	372	3%	$19	364	2	www.netguru.co/blog/node.js-vs-python-comparison-which-solution-to-choose-for-your-next-project
6	318	3%	$99	4	5	www.netguru.co/overlog
7	311	3%	$454	155	2	www.netguru.co/blog/10-nodejs-books
8	286	3%	$772	321	14	www.netguru.co/blog/use-node-js-backend
9	277	3%	$845	170	4	www.netguru.co/blog/deep-learning-frameworks-comparison
10	243	2%	$27	494	4	www.netguru.co/blog/nodejs-vs-php

Not a blog page

Overlog, who the f**k is overlog? Well, as Netguru puts it: the simplest app debugger for iOS. Here is the overlog story.



Overlog is an open source tool built by the mobile devevlopment team at Netguru and it seems it gets lots of traction.

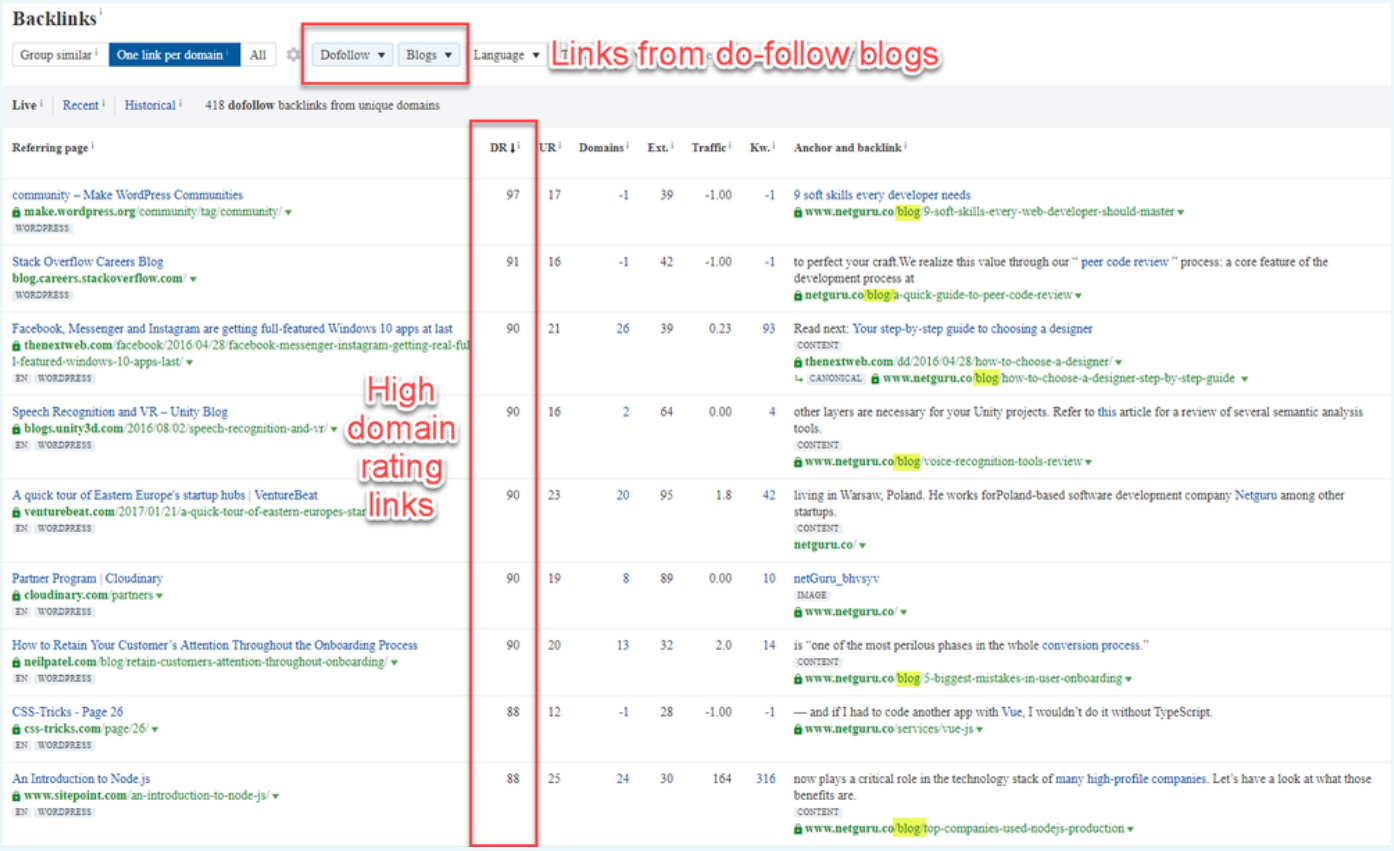
Revenons à nos moutons, without the blog traffic, there would be almost no traffic on Netguru's website.

So, definitely content marketing is what makes Netguru stand out. And they're really good at it.

BACKLINKS TO SUPPORT CONTENT MARKETING

What do Neil Patel, Wordpress, The Next Web, Stackoverflow have in common?

They all link to Netguru's blog or website. And we're talking about high domain rating do-follow links!



Do-follow high quality links

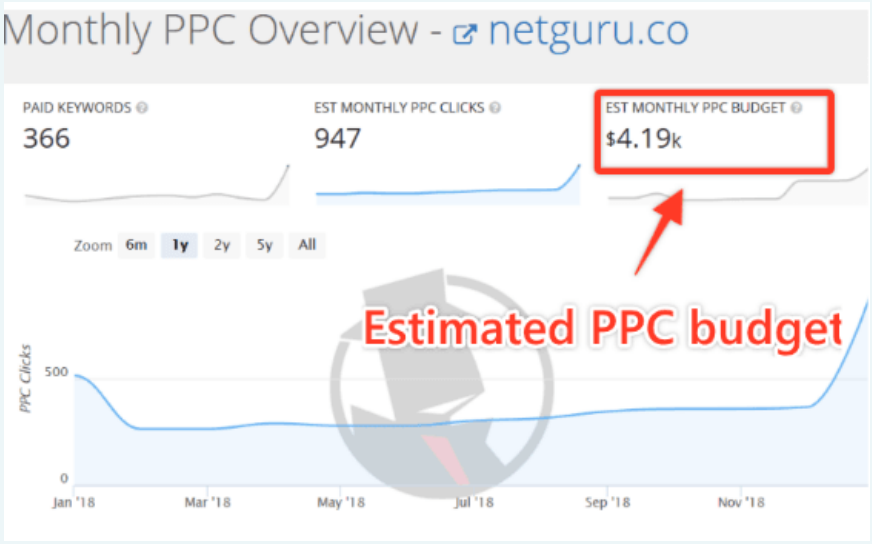
Looking at the organic traffic Netguru has right now, SEO and content marketing are at the core of Netguru's marketing strategy.

This means they combine efficiently original content creation with quality link building.

NETGURU'S PAID TRAFFIC ACQUITISION

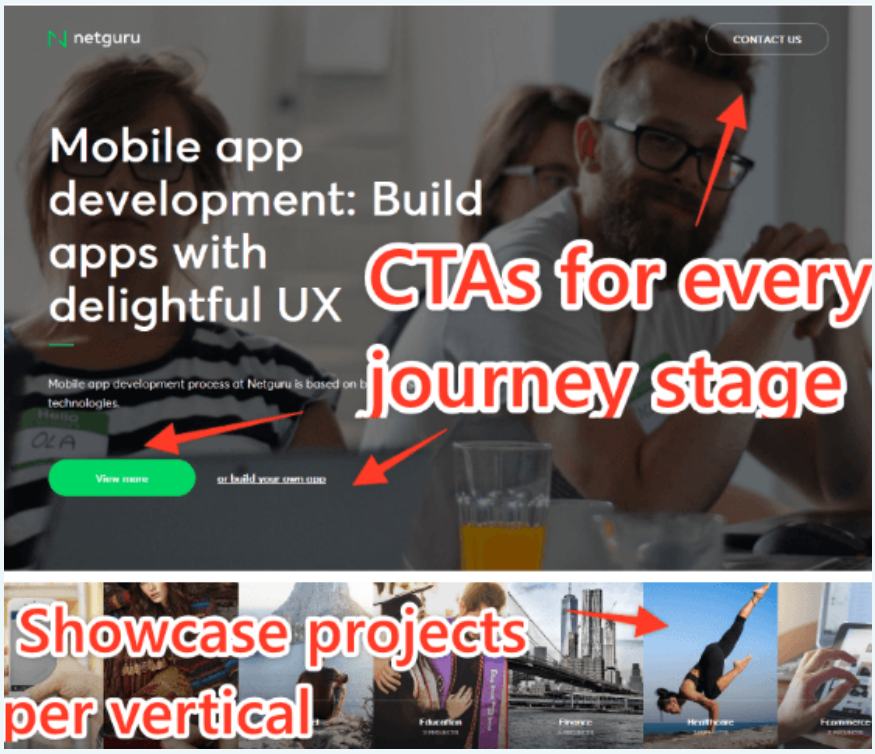
In terms of Adwords search ads, they focus on pushing forward the mobile app development and Python outsourcing.

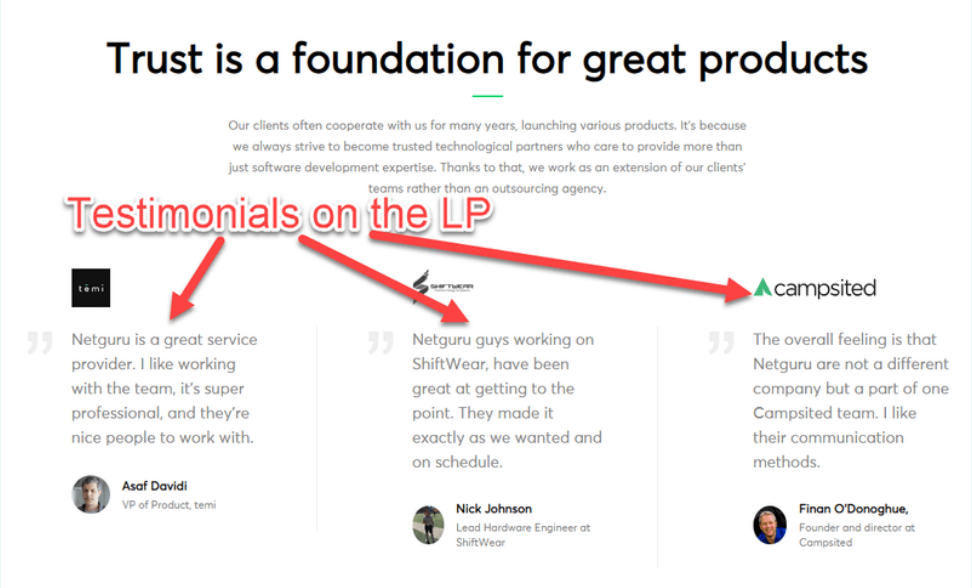
The estimated budget for PPC advertising is $4k+.



[This is one landing page example](), it's filled with social proof, project examples, industries.

There are more CTA's on the page, one for those who are ready to move on in the funnel and get an estimation, others for those more in the research mode.





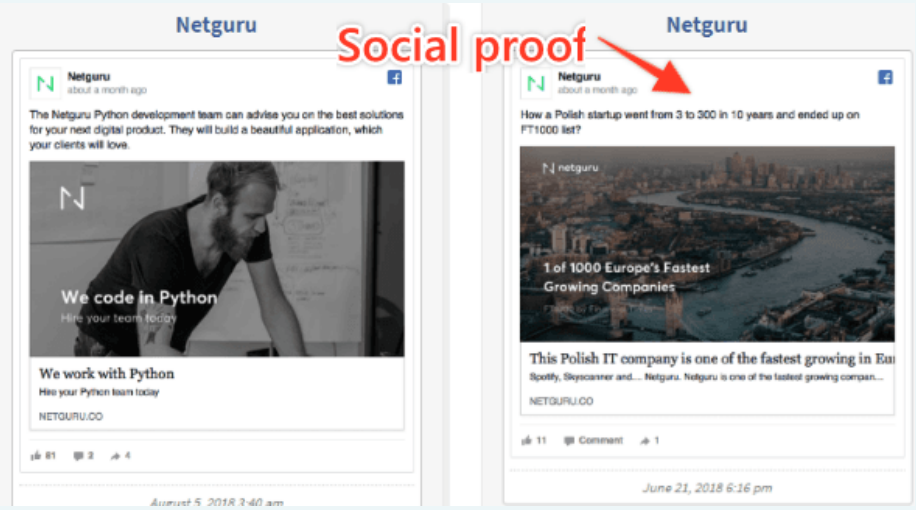
Beside Google search ads, Netguru is experimenting also with Facebook ads.

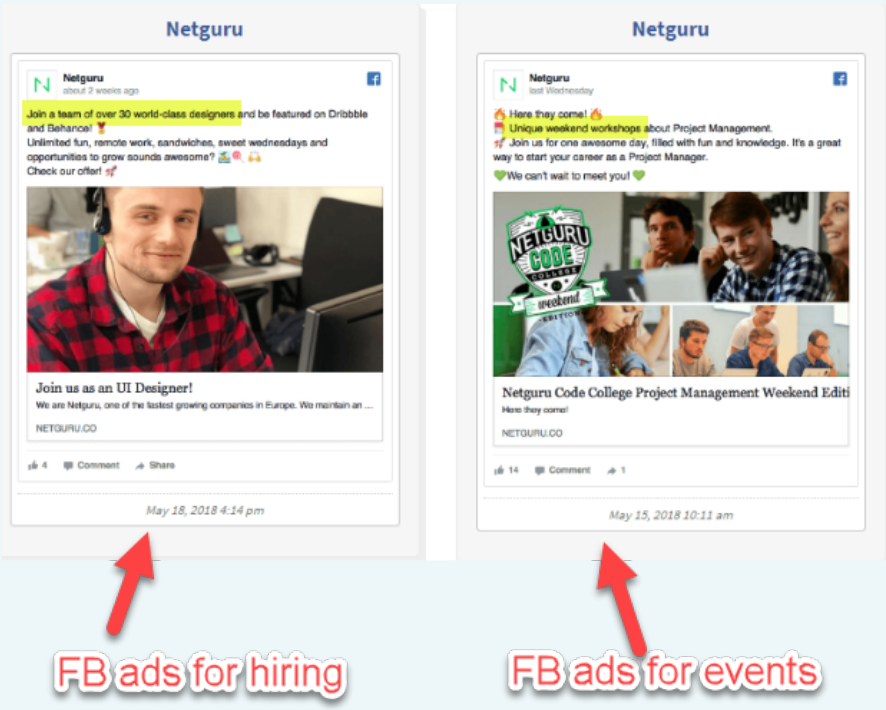
Netguru Facebook Ads Examples

Three topics arise from Netguru's Facebook ads:

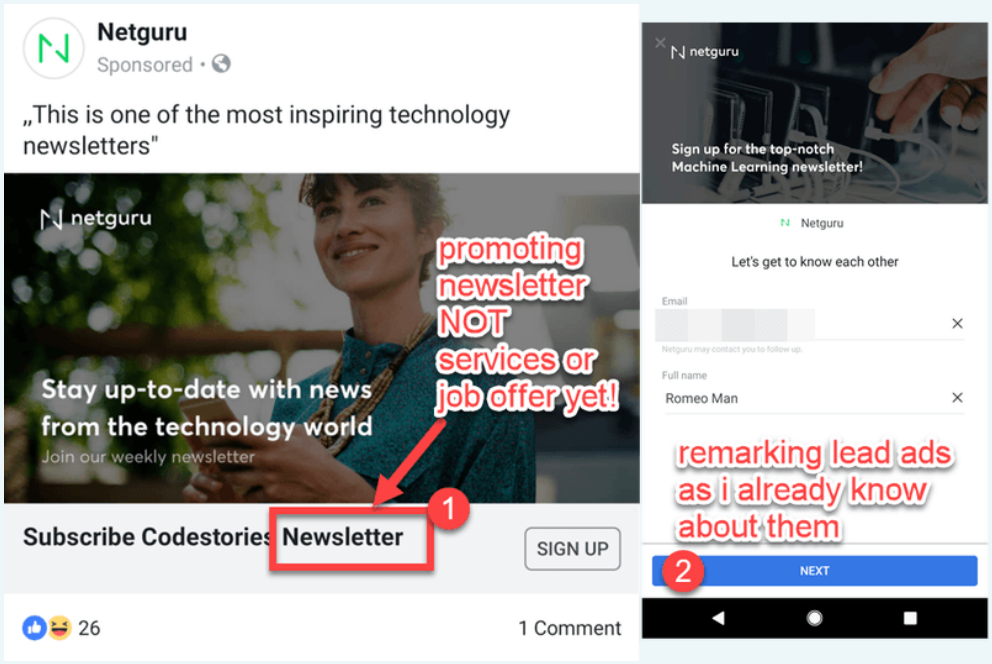
- Product promotion
- Hiring
- Events promotion

The copy tries to be engaging, it often includes social proof.

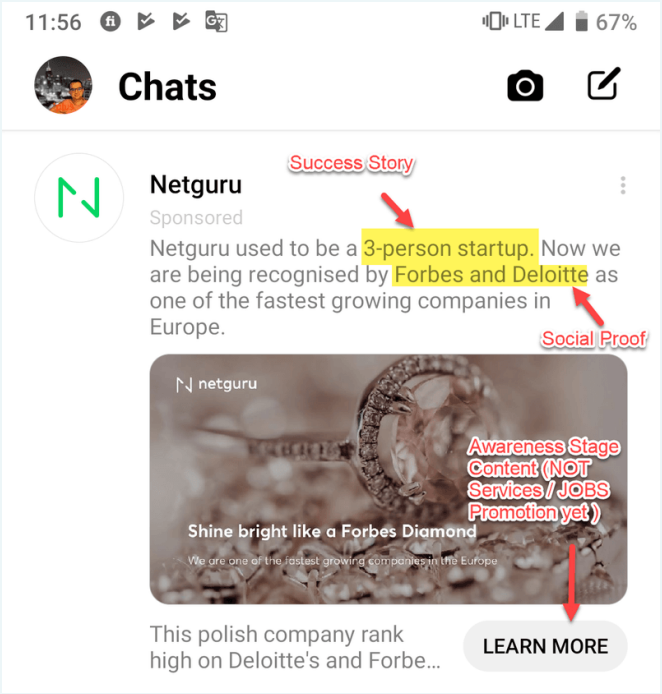




They are doing also brilliant work with remarketing using Lead Ads to subscribe to their newsletter or direct us to more brand awareness content.

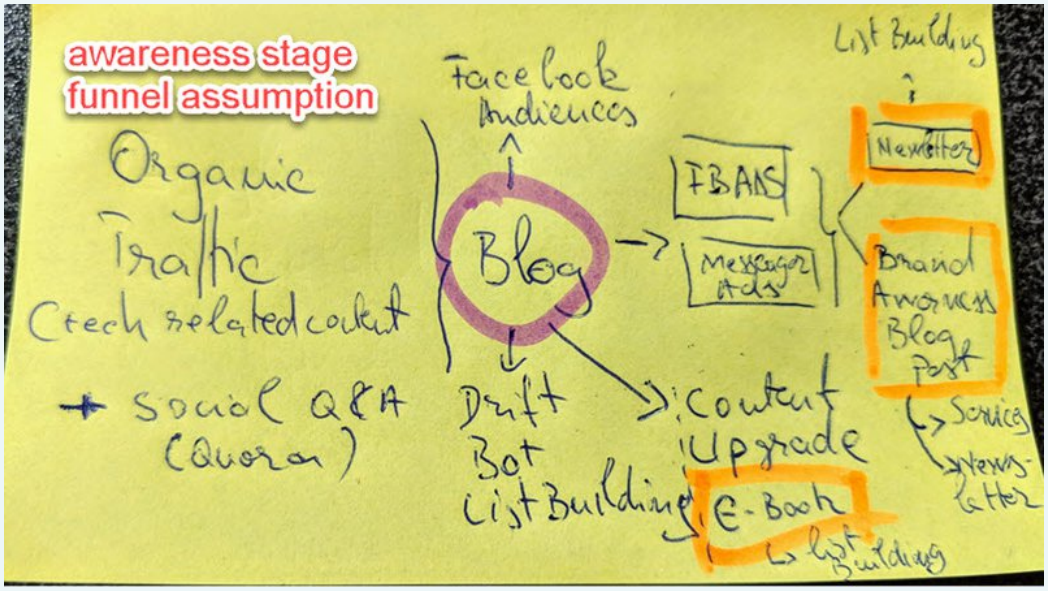


Netguru Facebook Lead Ads Example



Netguru Facebook Messenger Ads

From my assumptions they are having the following remarketing funnel:

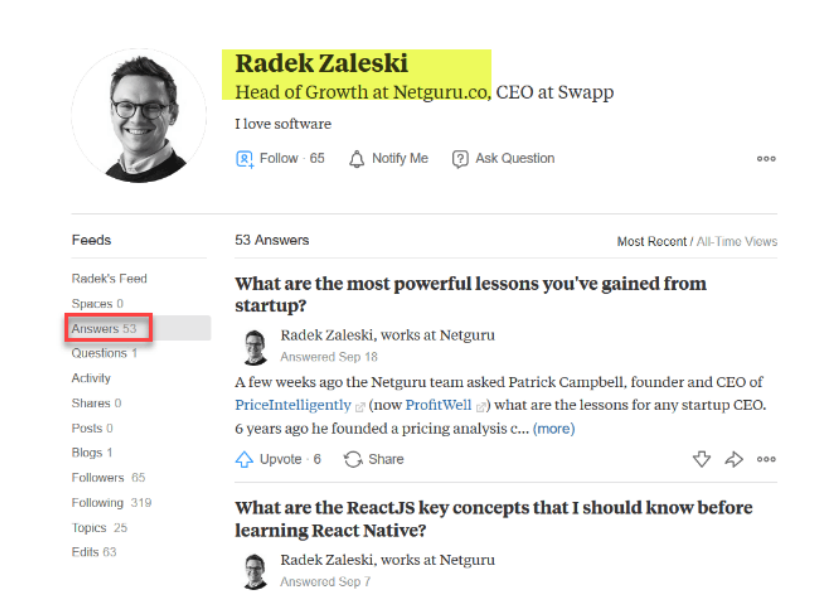


Netguru Awareness Stage Funnel Assumption

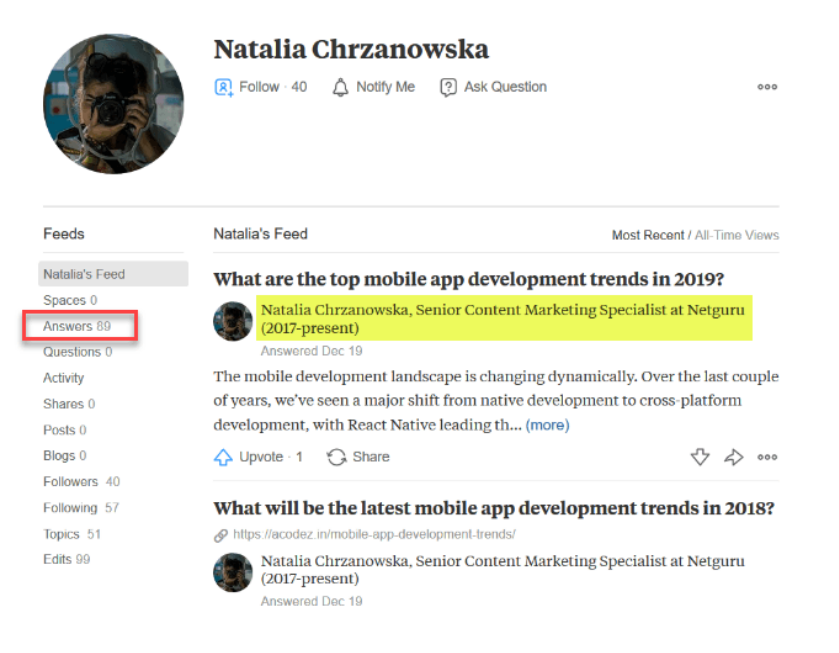
On Twitter they promote similar content, even though I didn't see any Twitter Ads (maybe because they don't advertise on Twitter in Poland as it is not very popular here).

SOCIAL SELLING

Meet Radek, he's Netguru's Head of Growth and he's active on Quora. He has a total of 53 answers with topics ranging from React Native (a lot of focus here), startup advice, to comparing different programming languages, SaaS talks and more.



Also, their Senior Content Marketing Specialist, Natalia, has a very active presence on Quora, covering topics like: web development, startups, business, marketing, project management and more.



NETGURU'S SOCIAL MEDIA PRESENCE

Would you say this is a B2B business?

- 16k+ Facebook followers
- 8k+ Linkedin followers
- 65k+ Dribble followers
- 20k+ Behance followers

Yeah, me neither.

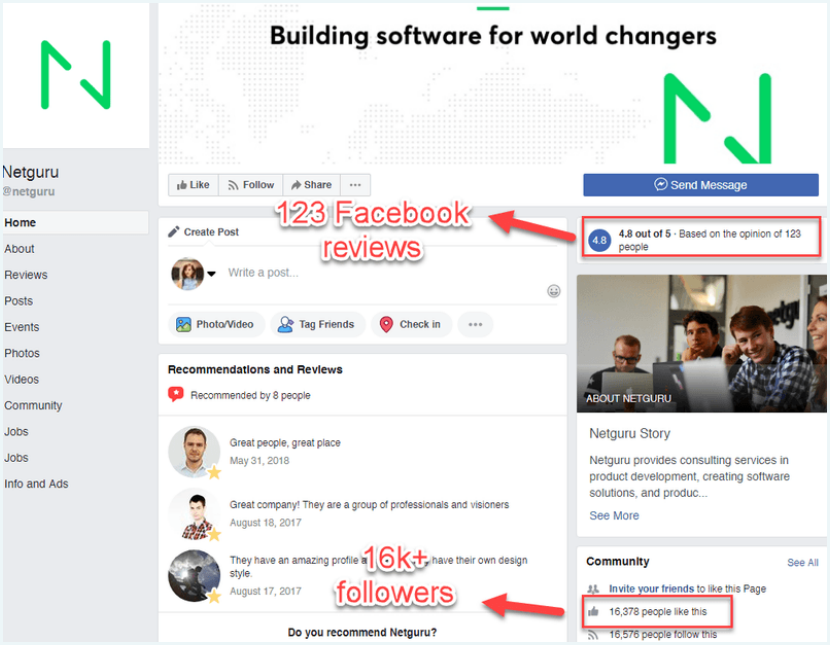
But these are the numbers behind Netguru's social media presence.

These numbers are not the result of only having the right social media strategy. All of the other marketing efforts are mirrored by the social media accounts. From offline events, to content marketing, from clients to employees, or employees wannabees, Netguru can acquire followers.

Next we'll take a peek at Netguru's profile on various social media channels.

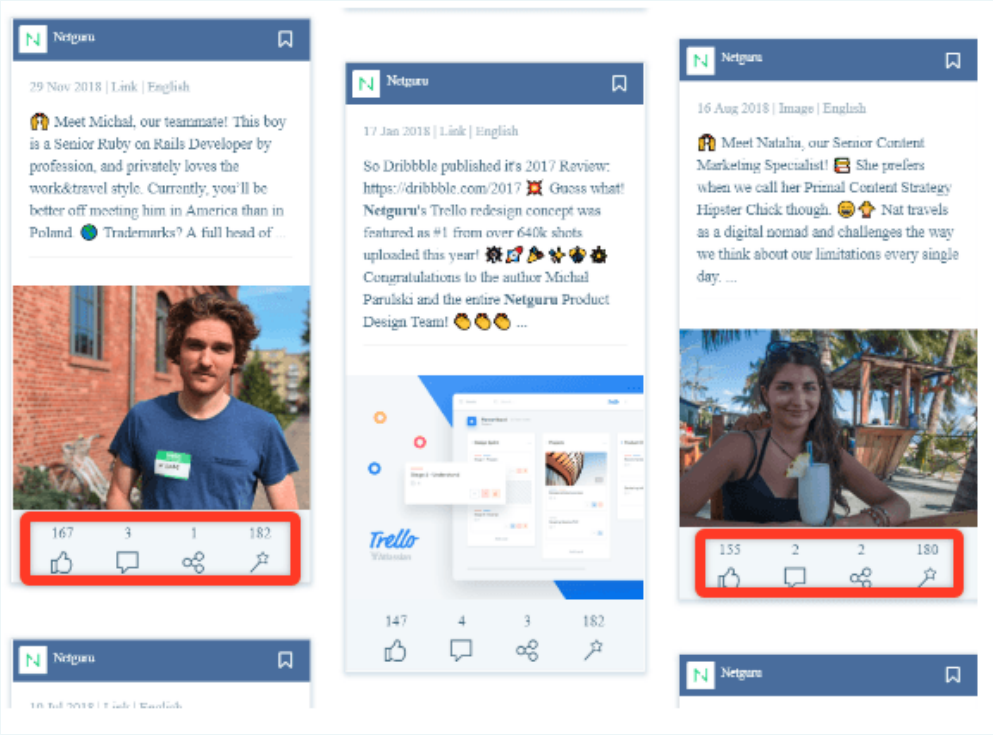
FACEBOOK

Around 16.000 Facebook followers are updated on a daily basis about the latest events Netguru participated in, their latest blog content, their team members.

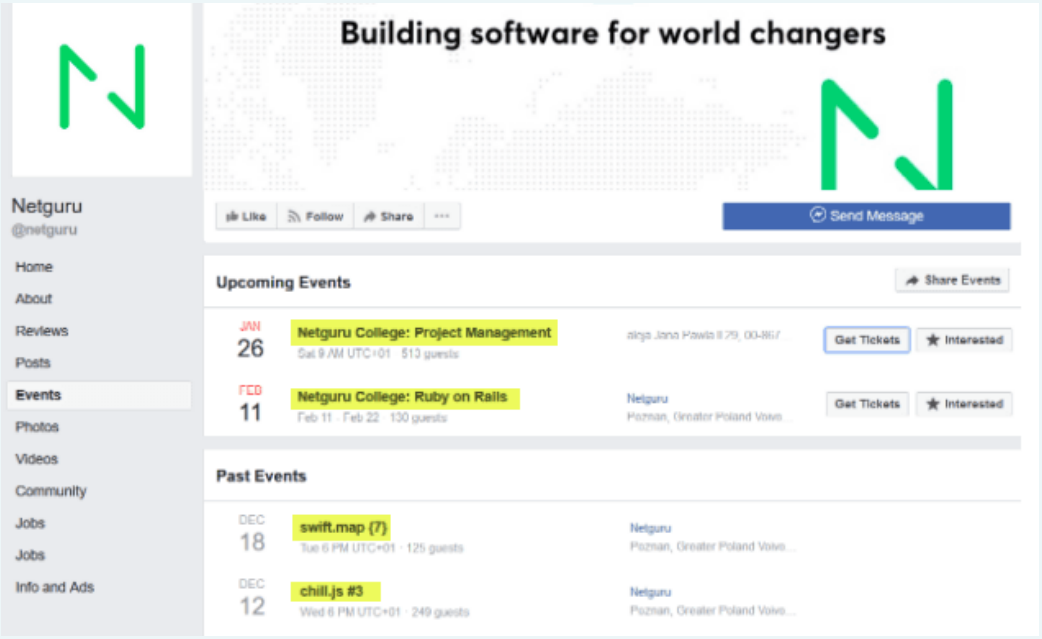


The number of engagements varies (with an average of 16), but there are some really popular posts, most of which relate to team members.

This makes me conclude that Facebook is merely used for employer branding, a strategy used also by STX Next.



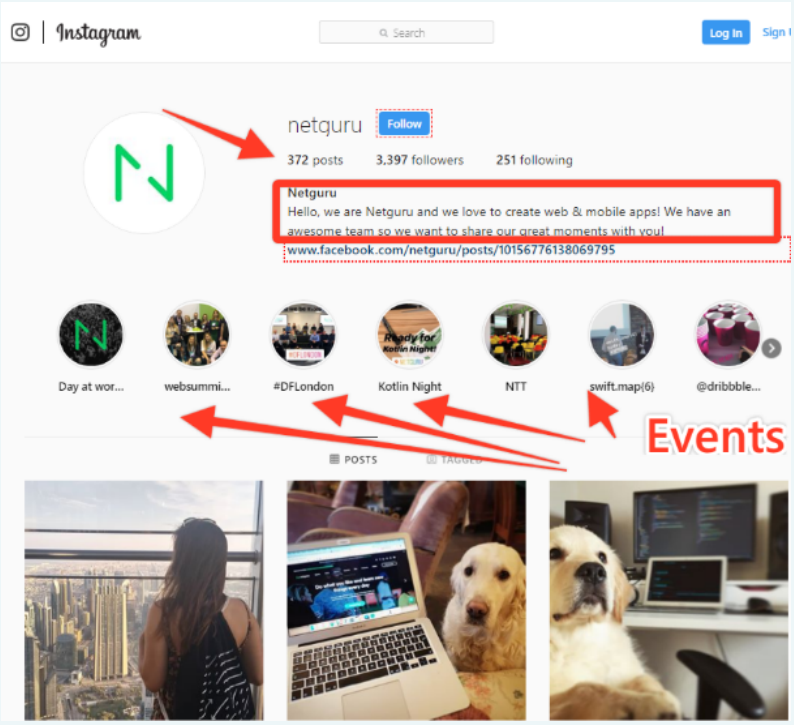
The main events promoted on Facebook refer to one-day workshops for college students in the Netguru College series. The main topics feature programming languages and project management.



INSTAGRAM

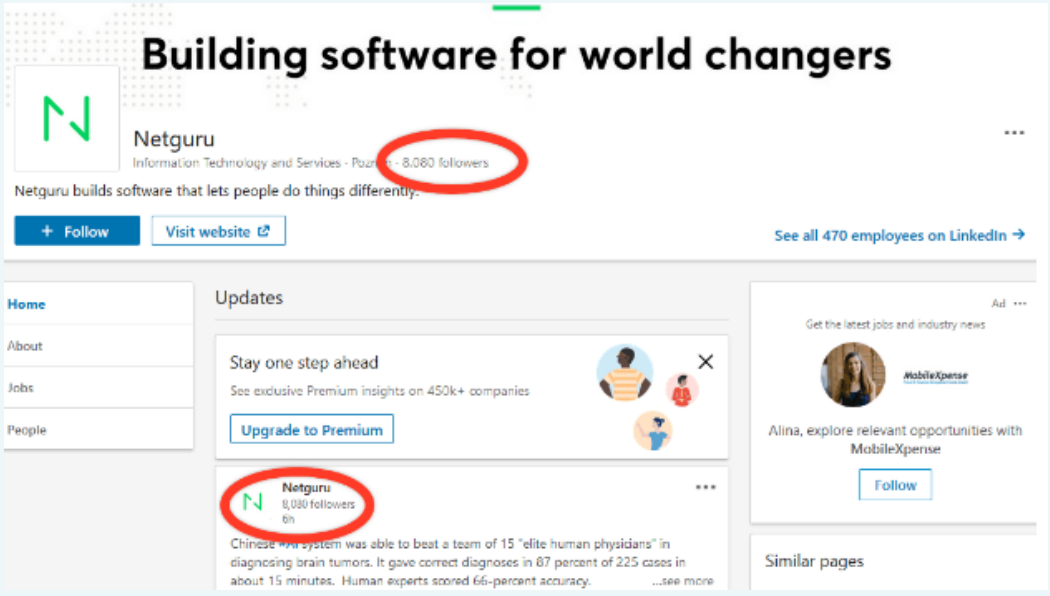
The Instagram profile is all about the team spirit, Netguru's culture, events.

Clearly the messages are directed to employer branding.



LINKEDIN

The Linkedin posts relate to the latest events Netguru participated in, their latest blog posts, they're introducing team members and products and projects they've designed.



The profile has reached 8k+ followers. Usually this number correlates with the number of employees on Linkedin.

We can see the content is very strategic. They are posting enterprise, B2B type of content rather than technical, like this example on "digital transformation":

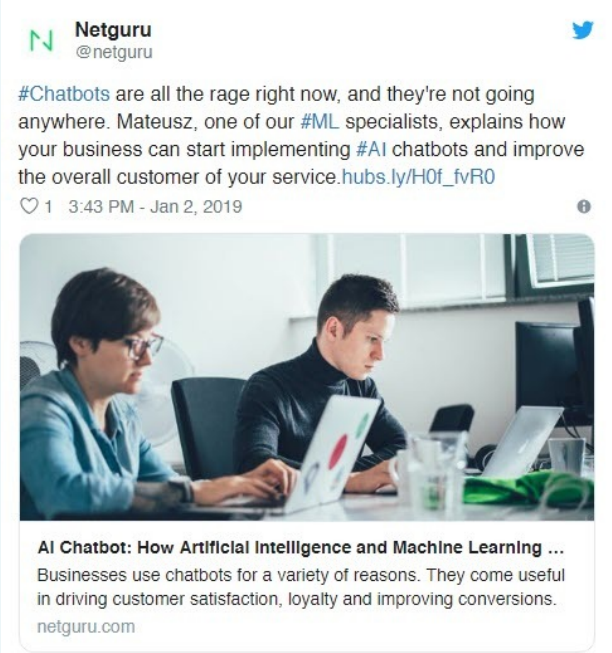
The bigger the company or the brand, the bigger the number of followers, unless you're some startup unicorn.

TWITTER

Besides sharing almost the same content that's being posted on Facebook, on the Twitter profile Netguru also shares news and interesting facts from the industry.

So, the Twitter feed is merely used as a broadcasting platform, where they push out company messages and promote products.

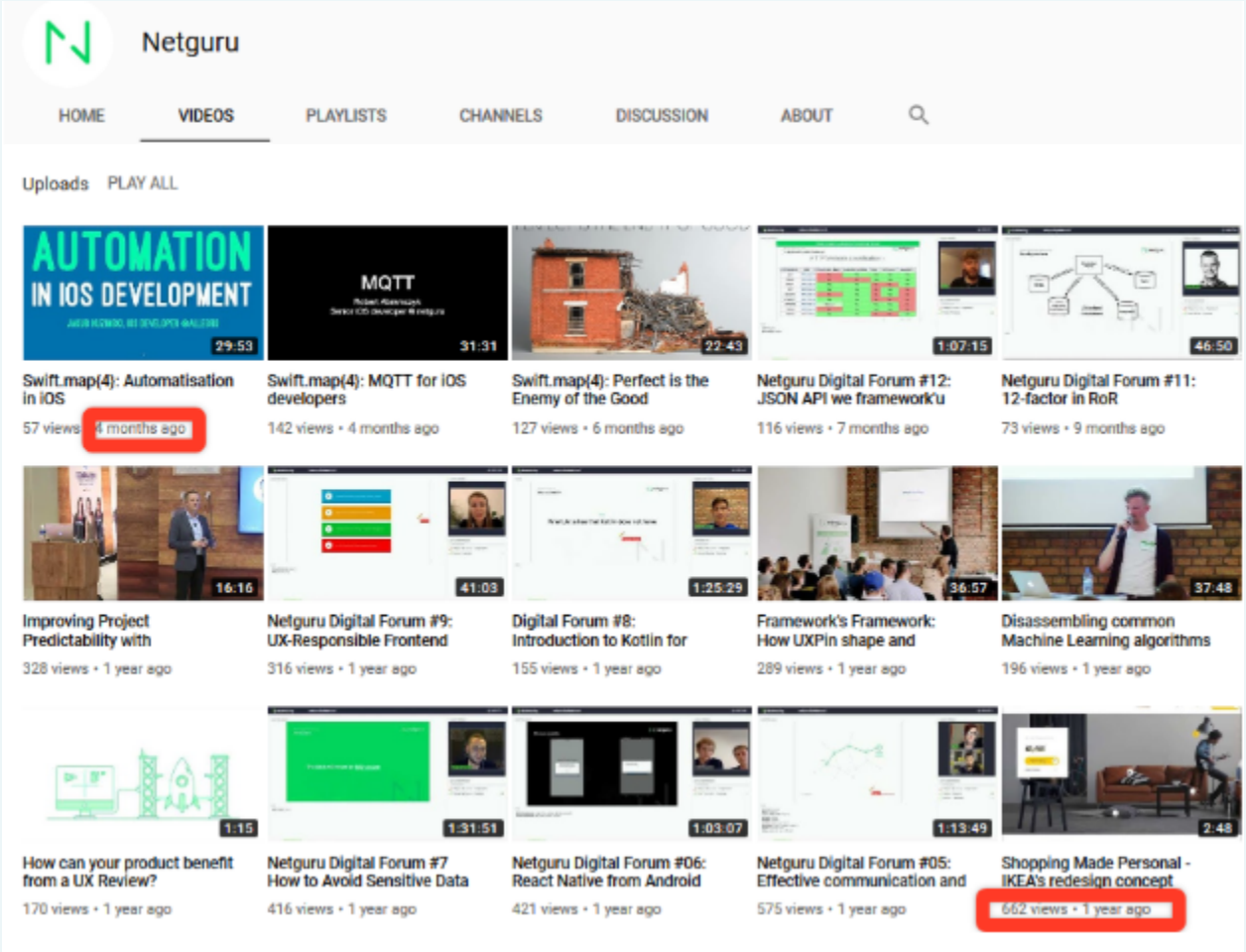
They have some very good copywriters, as their tweets are top-notch. Here are some of the posts promoting mainly content and not services (an inbound approach, rather than outreach).



YOUTUBE

The Youtube channel features 21 videos, some of them are part of a webinar series called Digital Forum, some of them are recordings from the events they hosted or participated in.

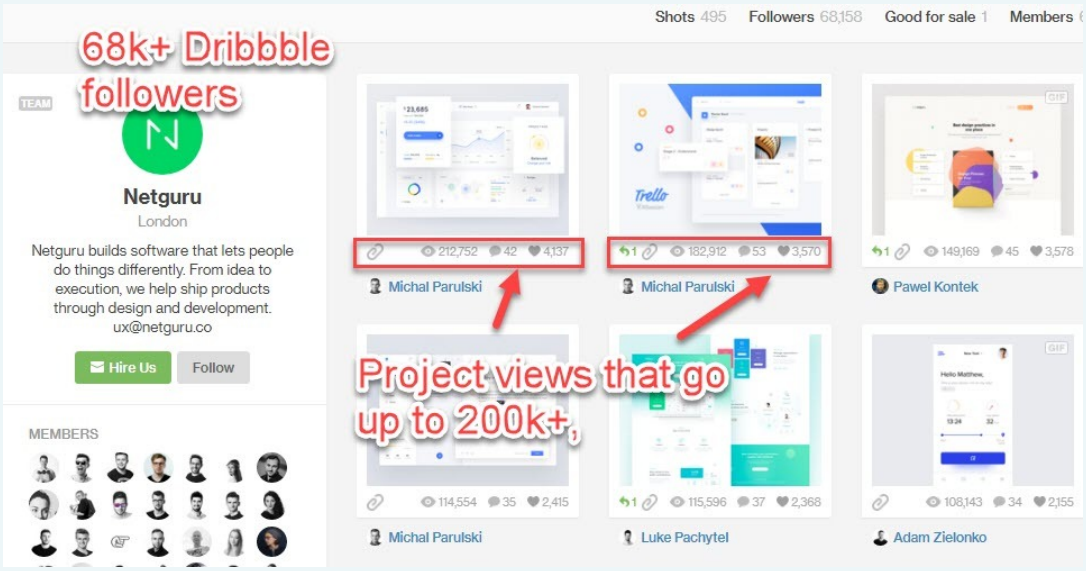
They publish their videos rarely and the video views range from about 50 to 660.



DRIBBBLE

The Netguru Dribbble profile rocks. 65k+ followers? Hard to beat that. They feature 48 projects: apps they've worked on, websites and other designs and concepts.

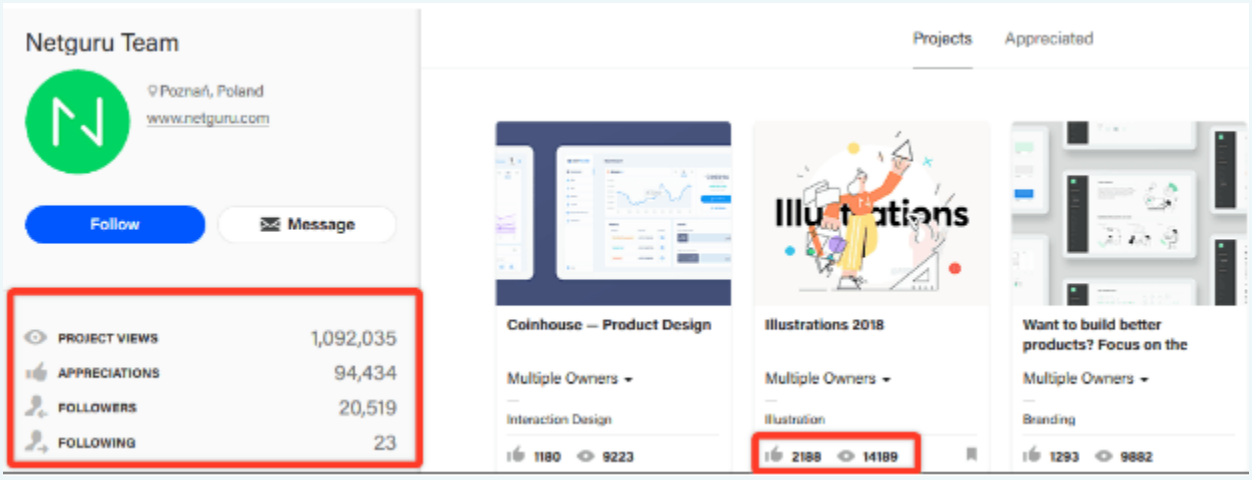
They are the industry's benchmarks because they found the way to create an engaging profile, with 50+ members onboard.



BEHANCE

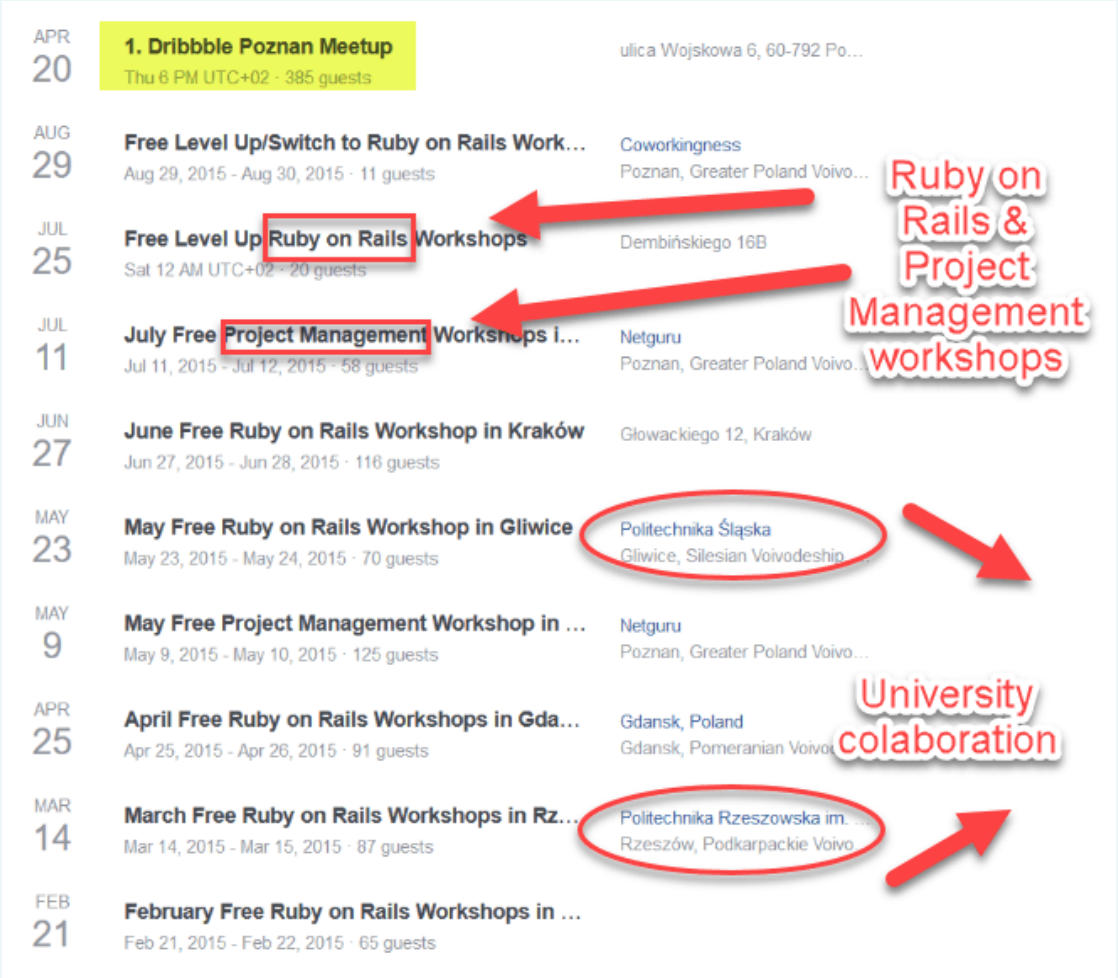
And their Behance profile is top-notch too: 94k+ appreciations. They are really managing to inspire their worldwide followers with their product designs.

Compared to the competition, Netguru clearly has the most engaging Behance account.

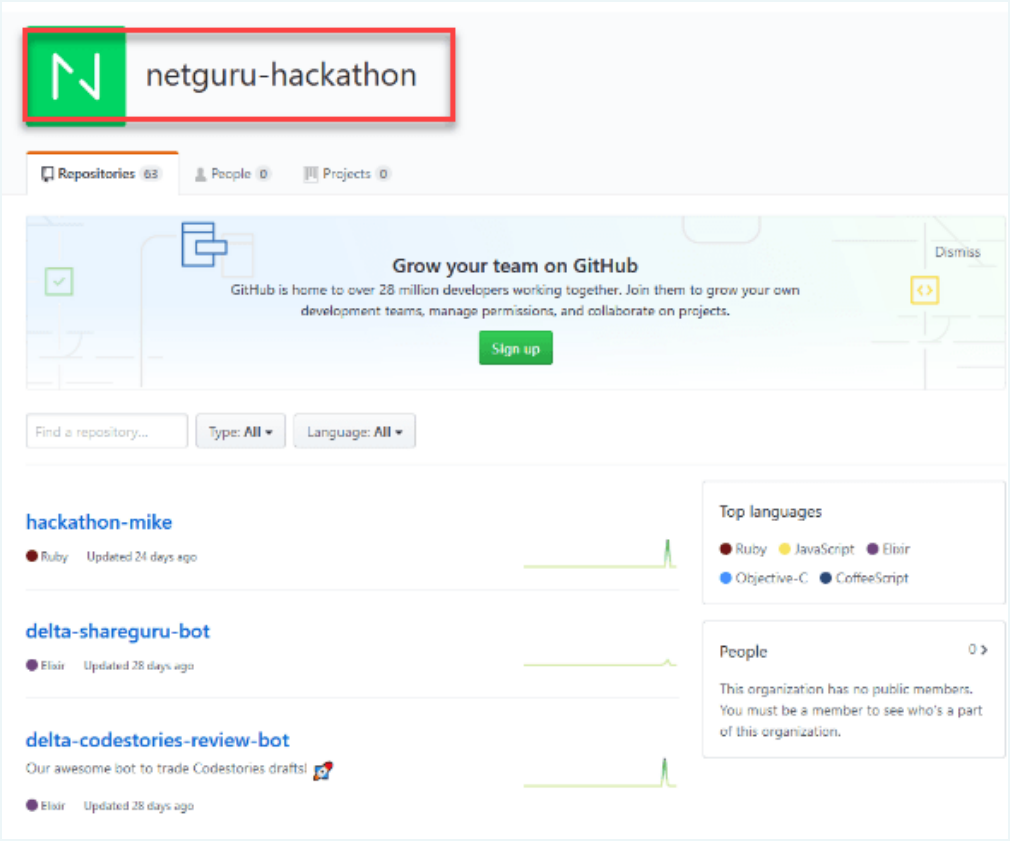


NETGURU IS BUILDING COMMUNITIES

Netguru has been coaching Ruby on Rails around Poland for 5 years now. Netguru also offers *Level Up* workshops for more advanced developers.

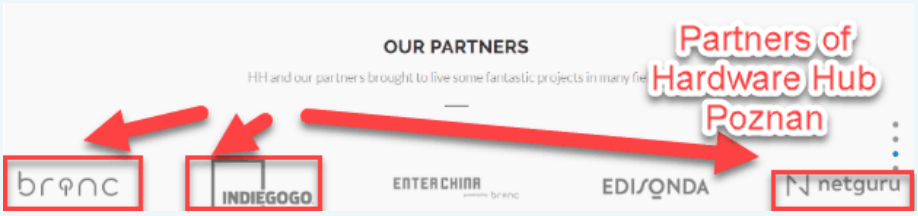


Since 2015, Netguru has been hosting hackathons at their Poznan HQ and managers have been organizing regular free project management workshops.

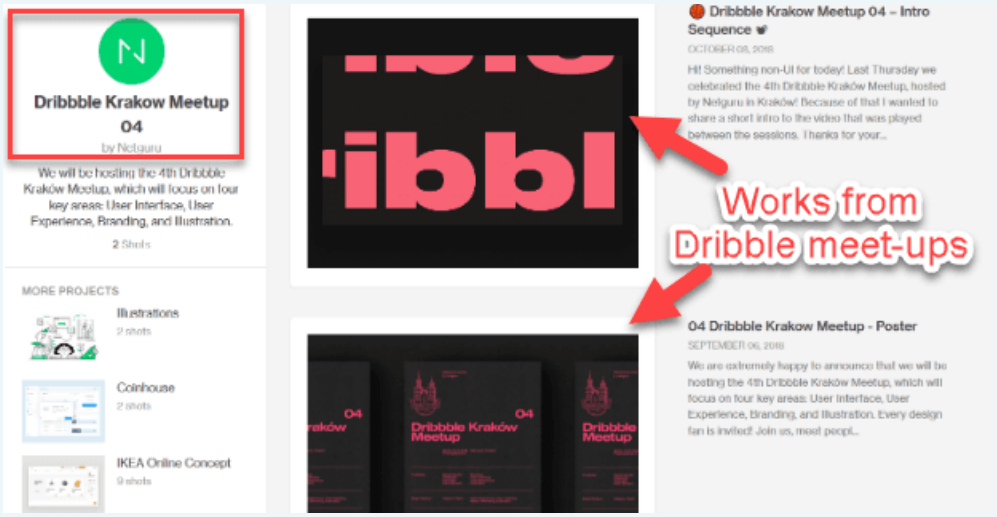


Netguru has also cooperated with universities, through delivering workshops and presentations, involving in academic life and during monthly webinars for technology enthusiasts.

Together with Brinc Accelerator and Indiegogo, they partner with the Poznan Hardware Hub, a hardware house specialized in designing for mass production (industrial design, prototyping). So Netguru is all-in for innovation.



Netguru also has a thing for meetups, from regular Dribble Meetups for designers, to meetups for Ruby and Swift developers.



In 2017 Netguru hosted in [Poznan the Disruption Forum]. Speakers from around the world had talks ranging from strategy and management, to emerging trends in developers' community.

2018 was a year of celebration for Netguru. Turning 10, they remembered how they grew from a small software shop to an international software consulting agency:

- **644%** revenue growth in the past three years.
- Nearly **500** people on board Netguru.
- In **6** offices in Poland.
- **1339** projects delivered.
- To **291** clients.
- From **33** countries.
- On **5** continents.
- In **16** time zones worldwide.
- **81** projects run concurrently at the moment.
- Over **25** services ranging from web and mobile development, through code and UX reviews, to product design and brand identification.

Netguru's counting the blessings

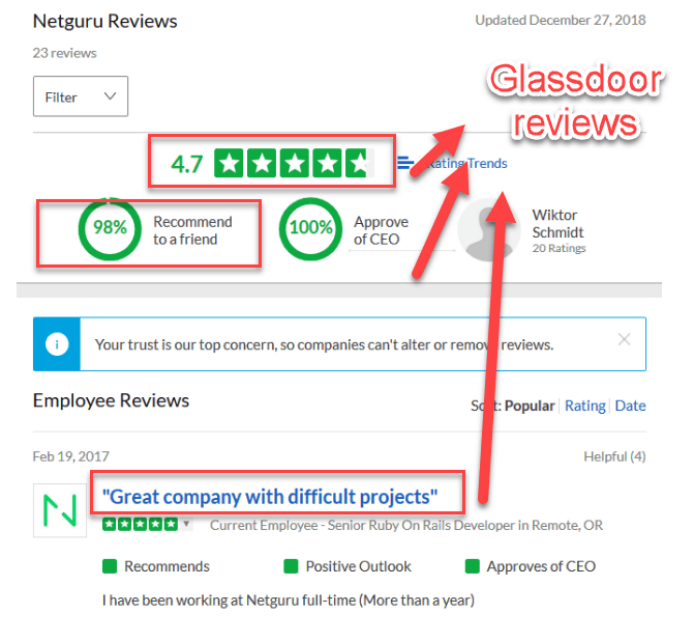
The birthday party was held at Lisbon Web Summit, where they also hosted a panel, named "Building Growth: Industry Leaders on Lessons They Learned".

A big Happy Birthday from us too!

EMPLOYER BRANDING

Now let's peep a bit at what former employees have to say about Netguru.

Glassdoor comments reveal that the atmosphere is great, everything is transparent, keeping employees happy is a priority, remote working is definitely a plus, there are lots of career opportunities, experienced teams.

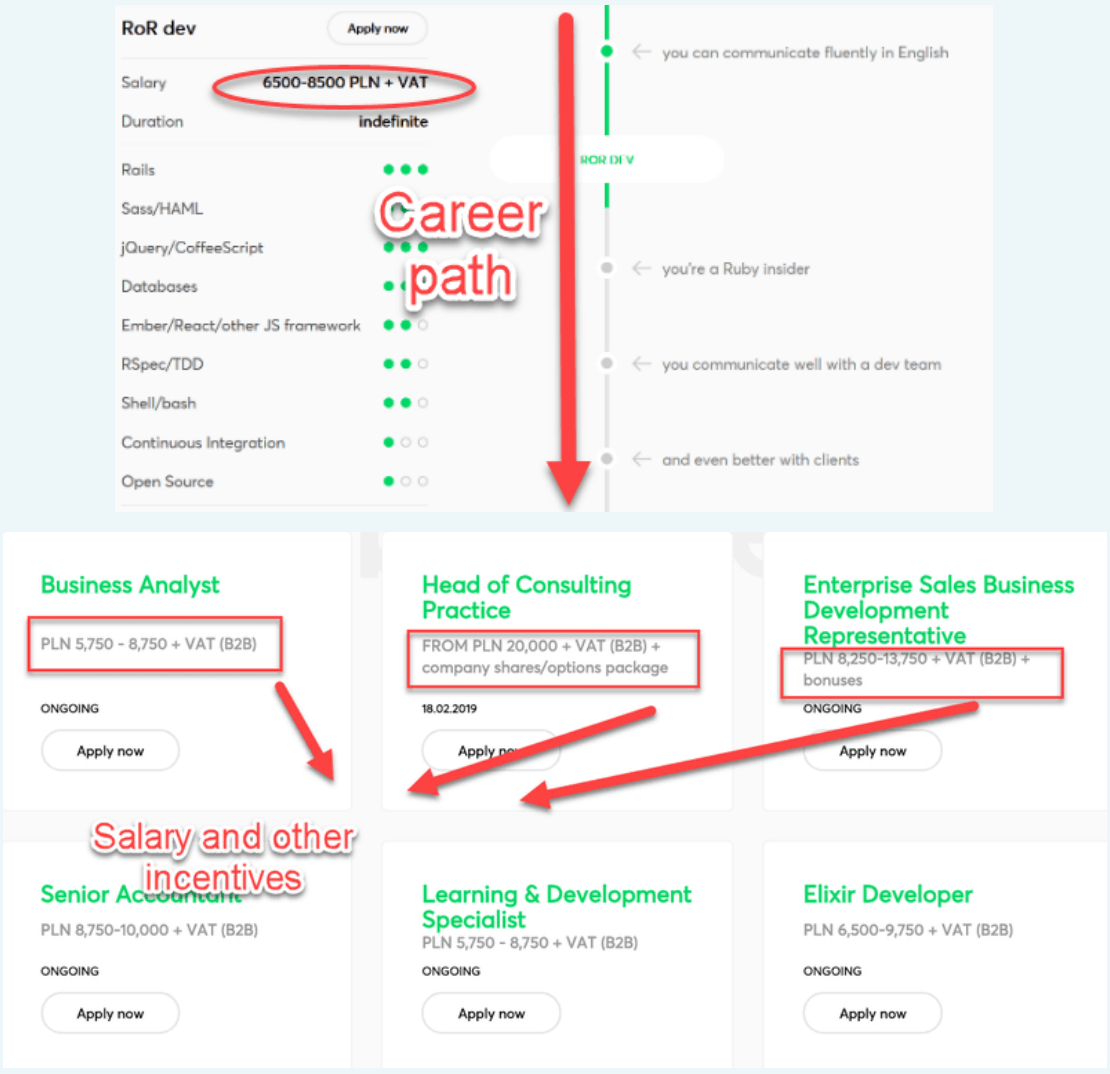


Some reviewers argue that the perks and salaries aren't good enough, that some projects are really stressful and not handled well by the team leaders, that transparency and feedback are just some buzzwords, because they're not happening.

For almost all the negative reviews Netguru tries to answer and explain what improvements have been made.

Netguru is looking to expand its developer, QA and product design teams.

On their website they're really transparent about the employee perks, the correlation between expertise and salary level.


RoR dev
Apply now
Salary
6500-8500 PLN + VAT
Duration
indefinite
Rails
Sass/HAML
jQuery/CoffeeScript
Databases
Ember/React/other JS framework
RSpec/TDD
Shell/bash
Continuous Integration
Open Source
Career path
you can communicate fluently in English
ROR DEV
you're a Ruby insider
you communicate well with a dev team
and even better with clients
Business Analyst
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Enterprise Sales Business Development Representative
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Learning & Development Specialist
PLN 5,750 - 8,750 + VAT (B2B)
ONGOING
Apply now
Elixir Developer
PLN 6,500-9,750 + VAT (B2B)
ONGOING
Apply now

MARKETING AND PROCESS AUTOMATION AT NETGURU

It seems that implementing Salesforce was the right choice at the right time for Netguru, according to the case study they did and published on Salesforce's own website.

They're also explaining how Salesforce helped them with project management in this video:

Marek Talarczyk, Netguru's Chief Operations Officer discussing the innovative processes that Netguru introduced into Salesforce to to grow project predictability by 102%.

Using Salesforce, Netguru managed to improve customer satisfaction (with a Net Promoter Score averaging above 9) and to increase predictability, meaning being able to accurately estimate how long it will take to complete a project and the risk involved.

From the marketing automation side, Netguru also uses Hubspot.

So, Netguru doesn't stay away from tools that may increase productivity, planning, projects delivery. They're stubborn about efficiency.

This stubbornness helped Netguru become a benchmark in CEE's IT Outsourcing market.

NETGURU'S GROWTH STORY: WRAPPING UP

Now, what seem to be Netguru's golden nuggets?

My top 5 would be the following:

- Designing a **dream team** and a great company culture
- Seamless client delivery through **smooth project management**
- **Building a community**, forging partnerships and building awareness around the brand for two main purposes: landing quality projects and hiring the right talent
- **Optimizing the customer journey** across the funnel, from personalized CTAs to homepage and chatbot personalization, be as conversion-centric as possible
- Becoming the **"guru" of content strategy**, being SEO focused and involving developers in content writing

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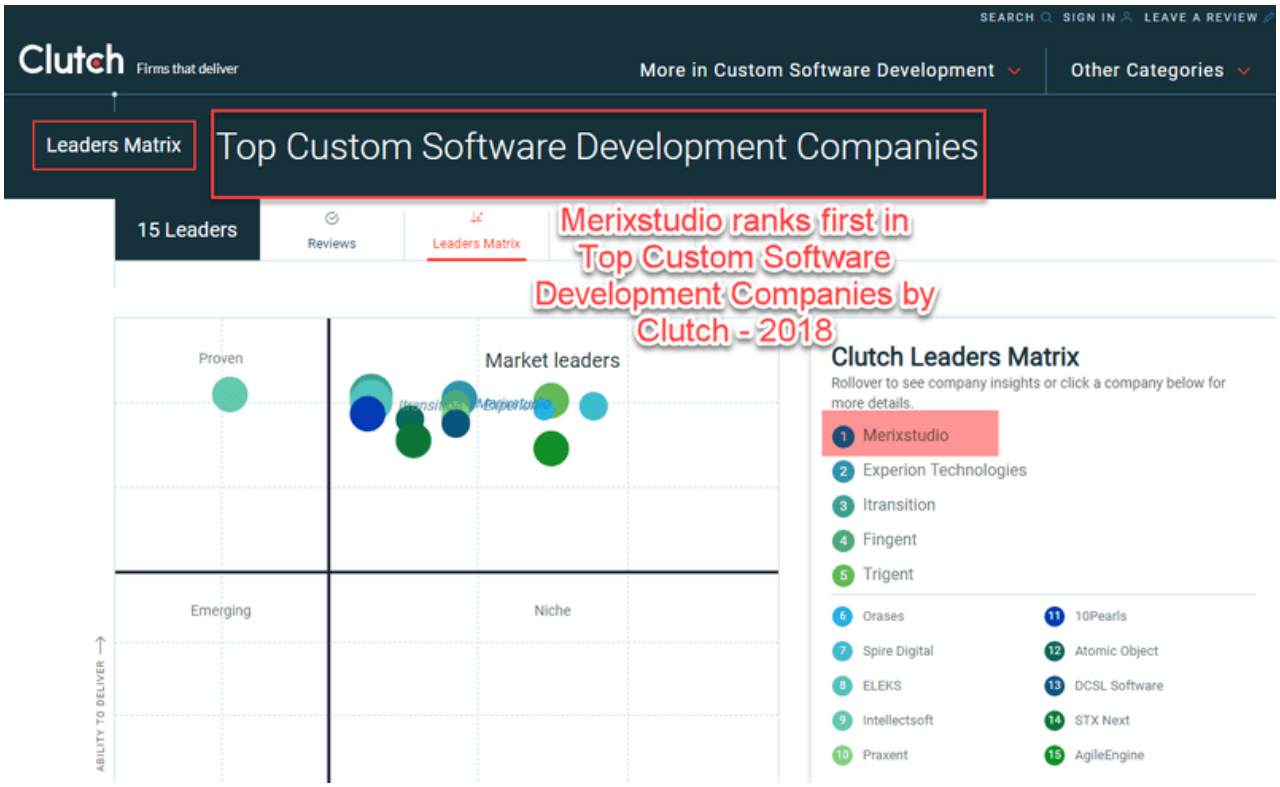
CHAPTER 4

WHAT CAN MERIXSTUDIO TEACH YOU ABOUT MARKETING IN IT OUTSOURCING?

INTRO

Poznan has unfolded as a remarkable player in the Polish IT Outsourcing, with top software development companies trying to make a statement: STX Next, Netguru and Merixstudio. From Clutch, Financial Times to Deloitte, everybody awards them.

Merixstudio is rising fast to Clutch's tops, be it Python and Django, Angular or Custom Software development.



Merixstudio wants to position itself as being a creative software development house.

As David Ogilvy once said: "If it doesn't sell; it isn't creative", Merixstudio does sell, making around $15M+, as Owler estimates. So, are they living by their slogan?

Let's figure it out together.

MERIXSTUDIO - SHORT OVERVIEW

49 awards in 19 years of doing business? Oh my...

With 150+ clients spread worldwide, it seems that nearshoring works as well as offshoring for Merixstudio.

Merixstudio seems to be diversifying its investments. They seem to want to live by this rule: “Don’t put all your eggs in the same basket”. Pretty wise I might say.

According to this principle, Merixstudio owns two more brands:

- Digital Signage by Merixstudio is focused on creating interactive applications and games for digital signage. Digital signage is a sub-segment of electronic signage.

Digital displays use technologies such as LCD, LED, projection and e-paper to display digital images, video, web pages, weather data and more.

- GoDealla is a leading digital coupon marketplace in Poland

Moving on, let's see what former clients say the main strengths of Merixstudio are:

- Cost-effective development services
- Consistent delivery beyond expectations, good communication and ethics
- Customer focus, thoroughness and attention to detail
- Smooth project management, flexibility
- In-depth technical knowledge, up-to-date technology and coding

So, what should a top software development company do to shake hands with companies such as Toshiba, HSBC, The Independent, Homes.com, Virgin or Volkswagen?

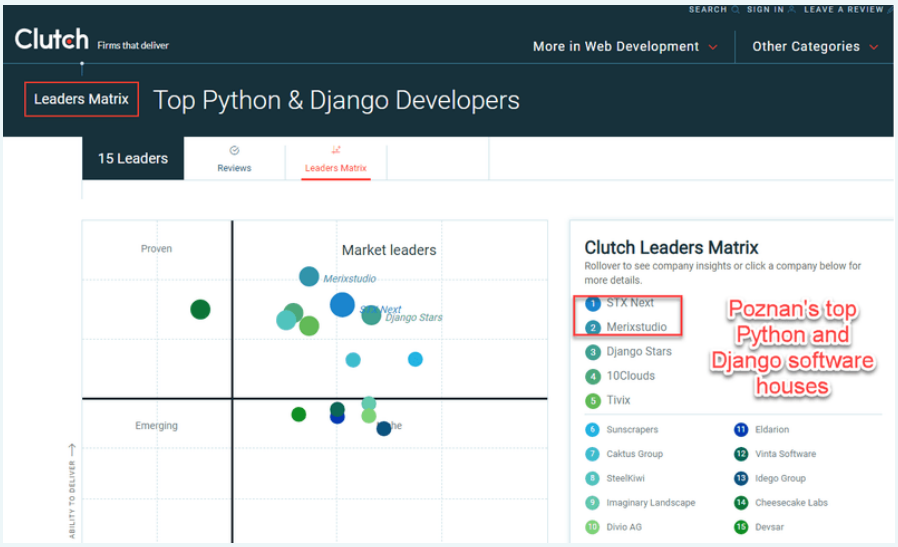
It's time to find the sweet spots in Merixstudio's marketing efforts. We will learn that:

- **An engaged community** can strengthen a brand
- **The proper content strategy** can bring the right quality traffic and leads
- **Employer branding** is key to developing the right team

In the past, differentiation was achieved through a superior product, a fast supply chain, or great customer service.

Nowadays, everybody does it and it's getting so darn hard to move the needle. How can you win this game?

Well, it's time to learn from one of the best, one that almost never misses being ranked as a top software development company by Clutch: Merixstudio.



BRAND AWARENESS AT MERIXSTUDIO

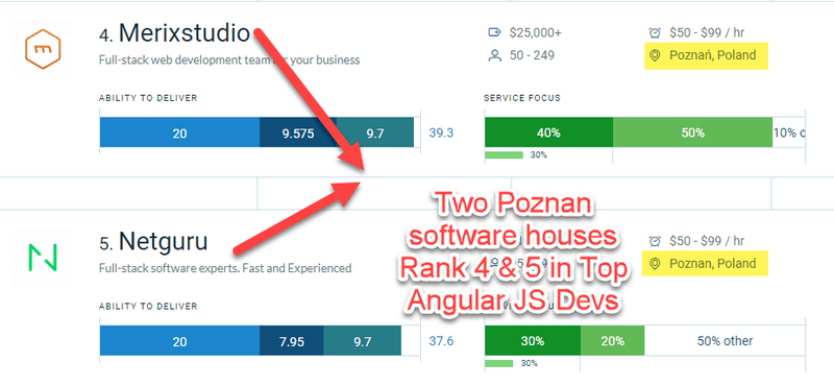
One can create the best software solution but if no one knows it exists, you are pitching the idea to an empty room.

For Merixstudio, the 40+ awards are doing just that: filing the room.

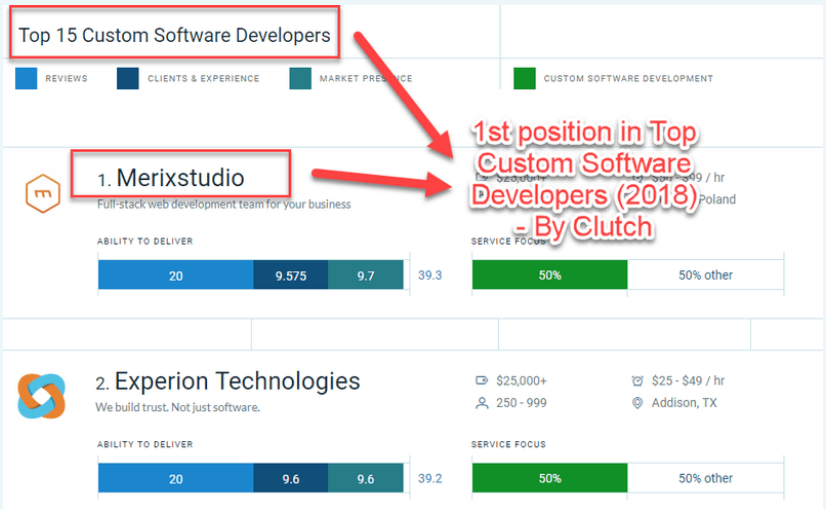
MERIXSTUDIO'S AWARDS

Merixstudio always finds its way to Clutch tops:

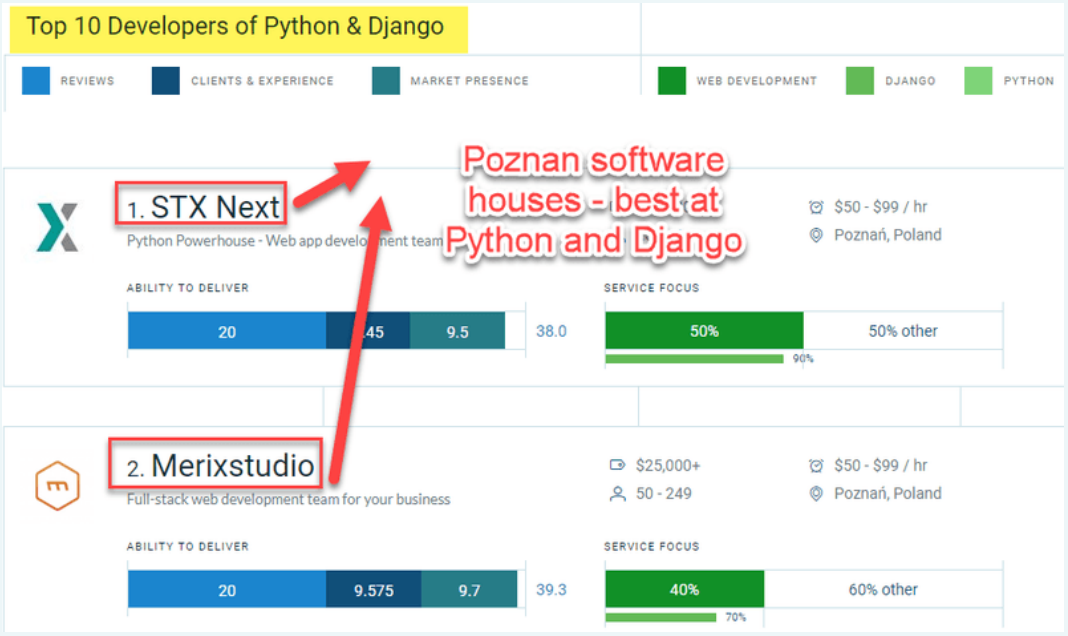
- Ranks 4 in Top World Angular JS Developers (2018)



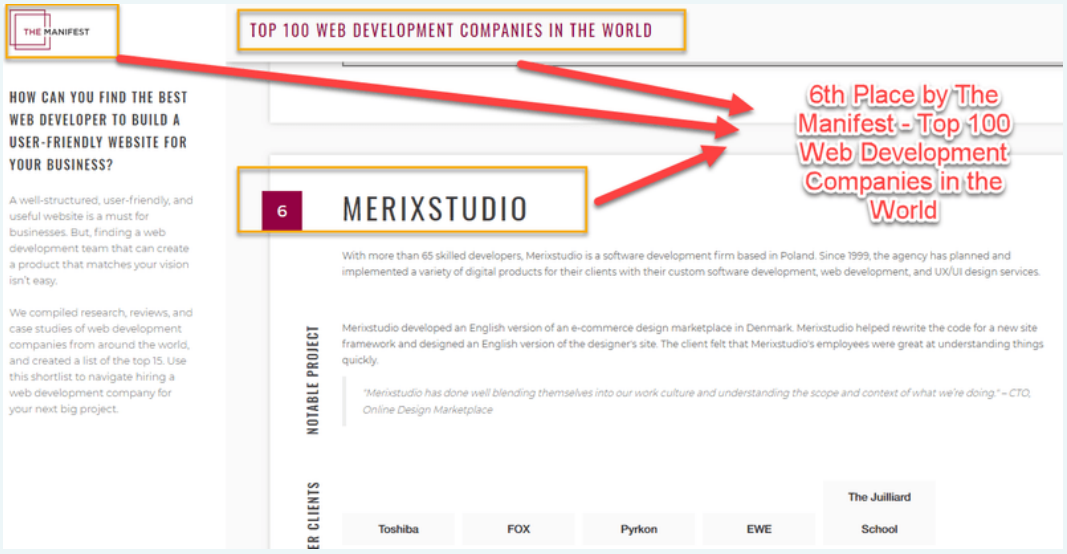
- Ranks 1 in Top World Custom Software Developers (2018)



- Ranks 2 Top World Python & Django Developers (2018)



The Manifest made its own top 100 web development companies, and Merixstudio is ranked sixth.



So, Poznan is feeling lucky: make way! STX Next, Merixstudio and Netguru are leading the game.

MERIXSTUDIO'S WEBSITE AND CONVERSION RATE OPTIMIZATION

Being ranked 6th best web development company, Merixstudio should have a world-class website, right?

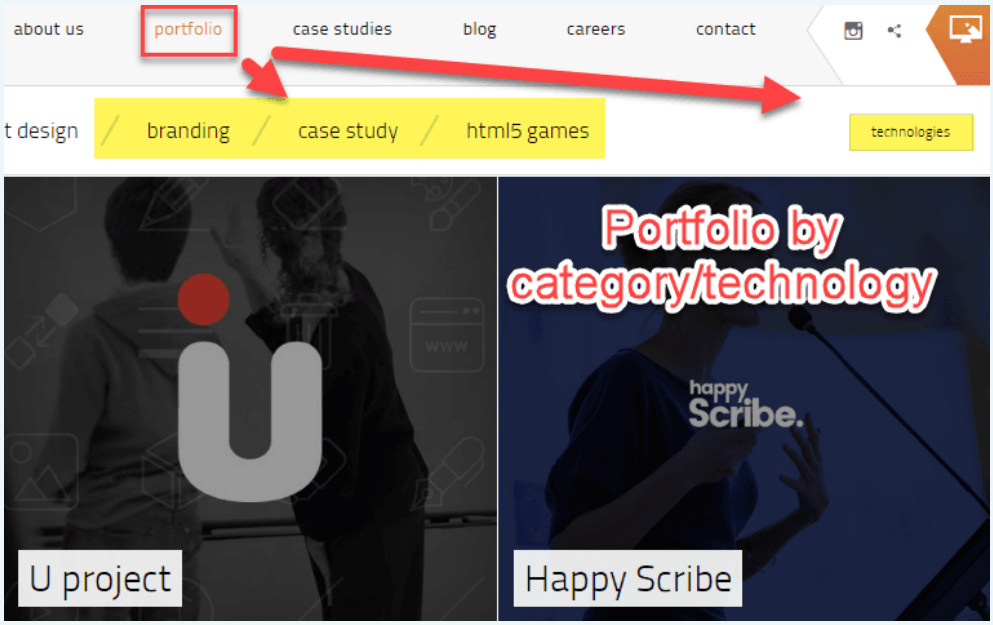
First, let's ask some questions and see if the answer is close-by:

- *What does Merixstudio do?*

"We build functional & super-awesome-looking web applications, websites and HTML5 games. We love open source".

- *Can you give me some examples of your work?*

There you go: portfolio and case studies by category and technology.



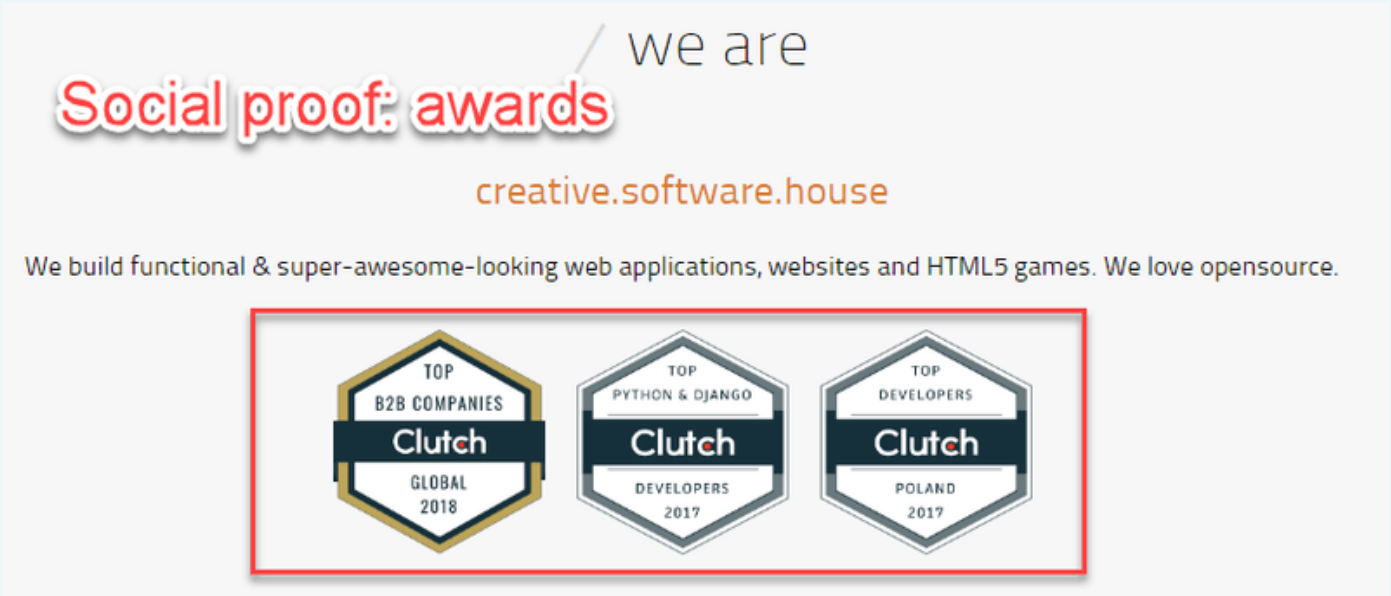
- *How can I reach out to you?*

See "contact" in the website menu.

With a clear menu and submenus, easy navigation, a chatbot implemented, Merixstudio is providing a good user experience.

Social proof is visible: testimonials, clients, awards.

In the "Ideas" section of the website features the company's personal projects, such as games which can be played right away.



Kinda creative I might say?

Speaking of, their weekly digest wants to be a creative wrap up of tech and design insights.

The Creative Side Of Technology Biweekly Digest

Join The Creative Side Of Technology Biweekly Digest and get:

- Helpful guides and tips for tech startups and enterprises
- Insightful articles on design, development and management
- Hot industry news and business & tech events

See you soon!

First Name

Email Address

Marketing Permissions

Merixstudio will use the information you provide on this form to be in touch with you and to provide newsletter and marketing. Please let us know all the ways you would like to hear from us:

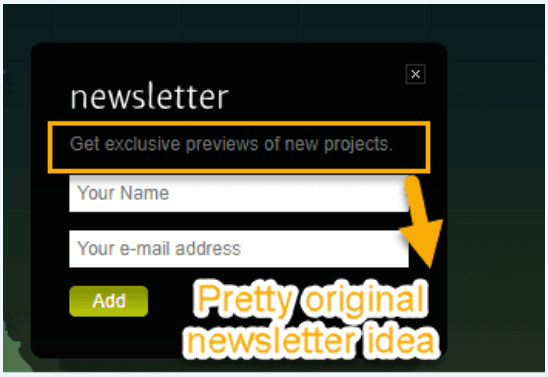
Email

Customized online advertising

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us, or by contacting us at odo@merixstudio.com. We will treat your information with respect. For more information about our privacy practices please visit our website. By clicking below, you agree that we may process your information in accordance with these terms.

They've designed a micro-website where they speak about what they do, how they do it, successful projects, why outsource with them and PR mentions.

Here visitors can also subscribe to a newsletter, an original one. This is new for me: promoting exclusive previews of their software solutions.

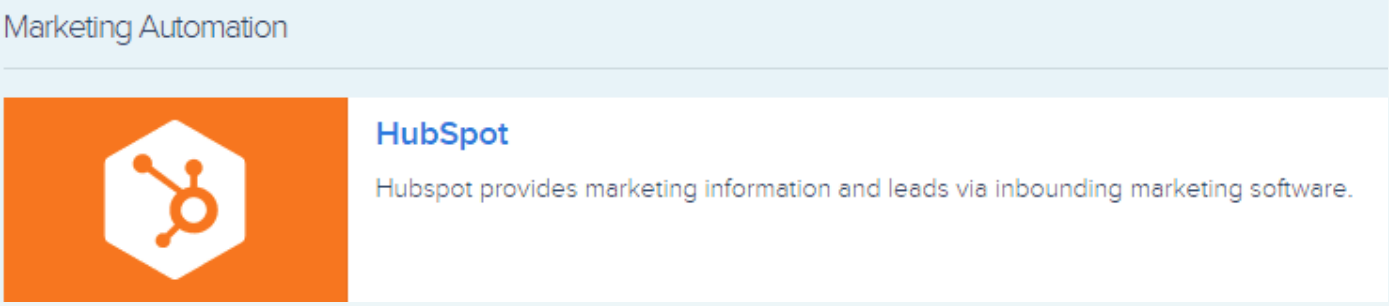


CONVERSION RATE OPTIMIZATION

So far, I haven't noticed any personalization while navigating the website.

They seem to be using Hotjar, according to Similartech, so they want to get the hang of conversion rate optimization and A/B testing.

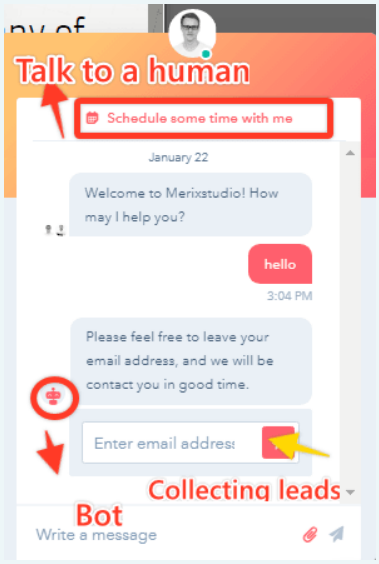
Because Merix is a Hubspot user, they could take advantage of the personalization features it provides.



There are so many other opportunities out there up for grabs, such as:

- Making personalized case studies recommendations depending on the blog post the user is reading
- Landing pages that differ per vertical, country
- Customized drip email campaigns (perhaps they are already doing this, cos it's easily done within Hubspot)
- Leveraging the chat bot and pop-ups for moving the lead down in the funnel

Speaking of chat bot, Merix is using Hubspot's chatbot. In the age of artificial intelligence, considering a chatbot is just a small piece of the pie when it comes to conversion rate optimization.



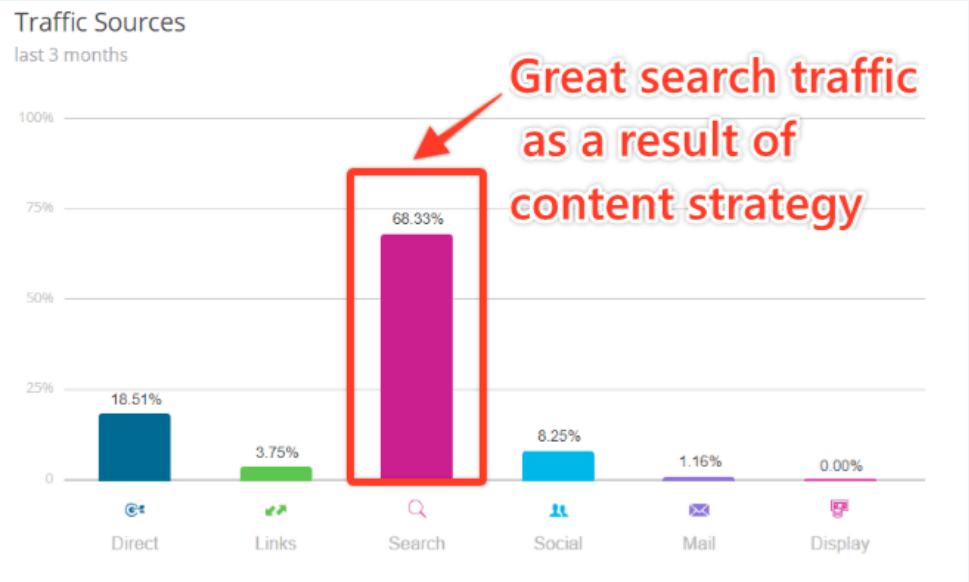
If you want to get in touch with a team member you can schedule a call. Else, you can leave an email and they'll contact you back.

MERIXSTUDIO'S TRAFFIC ACQUISITION

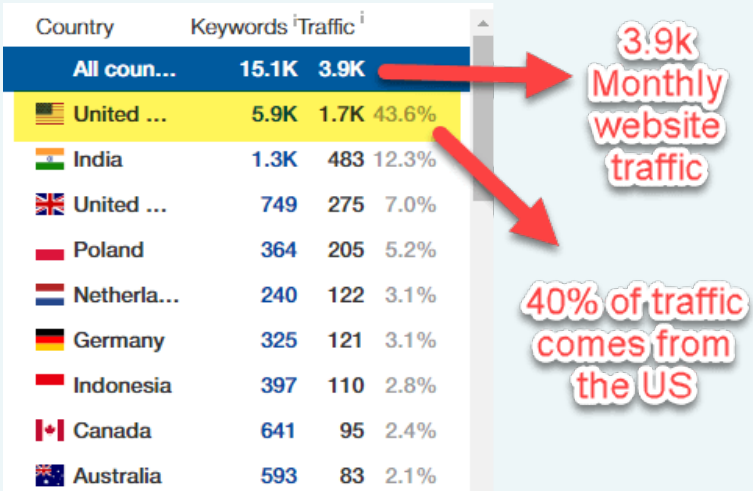
Direct and search traffic are responsible for more than 85% of Merixstudio's website traffic.

In terms of direct traffic, I'm assuming it's accounted for:

- **Community events** - Meaning that they do all sort of events and promote their website there
- **Untagged links** - no UTM tracking added to their link,
- **Business development reps activities** (at least 4 according to Linkedin) - This could be email outreach and sales emails mainly



But let's see some absolute numbers, because percentages can be deceiving:

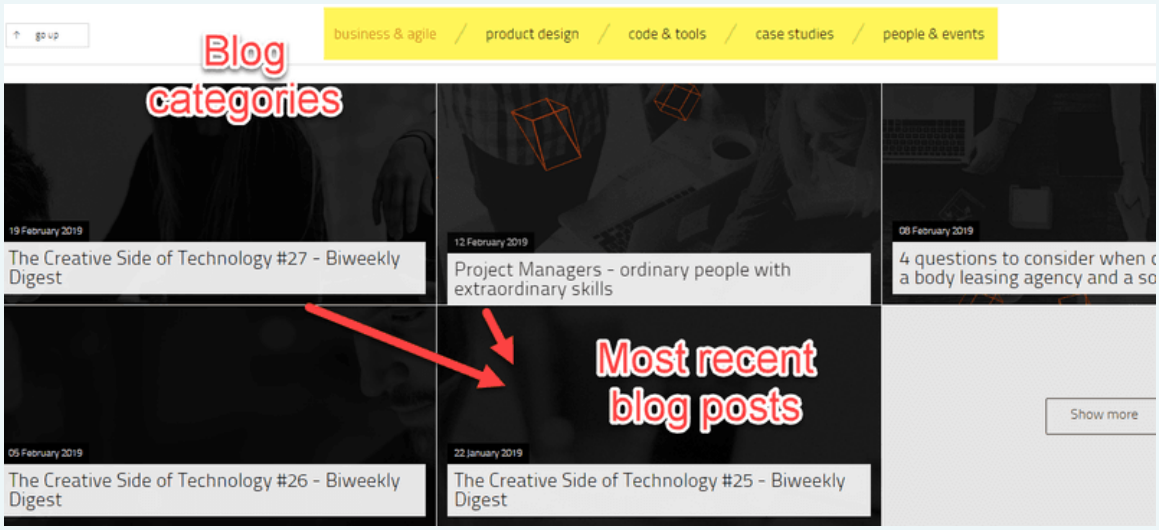


My guess is, the organic traffic increased 15 times since the beginning of 2017! The data might not be 100% accurate, but still, the results are there.

Further on, our analysis will go even deeper than this. So, blink twice if you're still with me.

CONTENT MARKETING

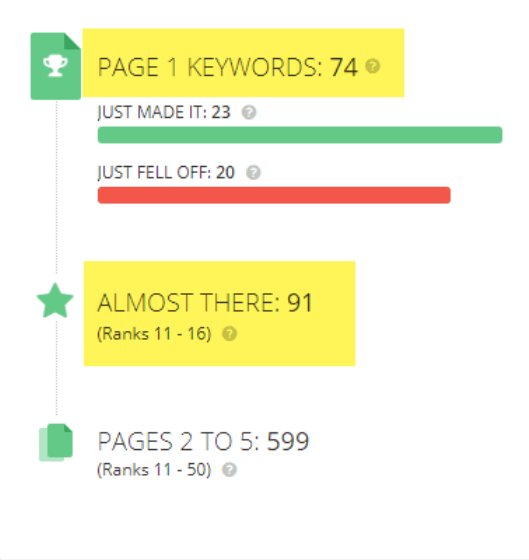
The design of the blog is not quite as what you've been used with. They're challenging a bit the design.



It takes some time to get used to it, because we've been educated by other blogs to have a different kind of listing, but Merixstudio is giving a shot to a different approach.

The main categories are: business & agile, product design, code & tools, people and events, and case studies.

According to Spyfu, Merixstudio has 74 keywords that show up on the first page, and 91 ambitious ones that rank 11 to 16.



Below you can find the keywords that bring in the most traffic.

Keyword		Volume	KD	CPC	Traffic	Position
django crispy forms	4	400	10	1.10	50	4
officevibe	6	1,700	2	1.60	49	6 ↑1
how to sell steam games	4	1,300	3	1.40	39	11 ↑1
python vs php	5	1,700	4	—	39	12
clutch.co	2	400	2	—	37	4 ↓1
django elasticsearch	3	200	5	—	32	2 ↑1
product owner vs project manager	5	200	1	—	30	2 ↓1
flask vs django	4	3,300	4	—	30	12 ↓4

Tech high volume keywords ranking on the first page

And here are the top 5 blog post pages:

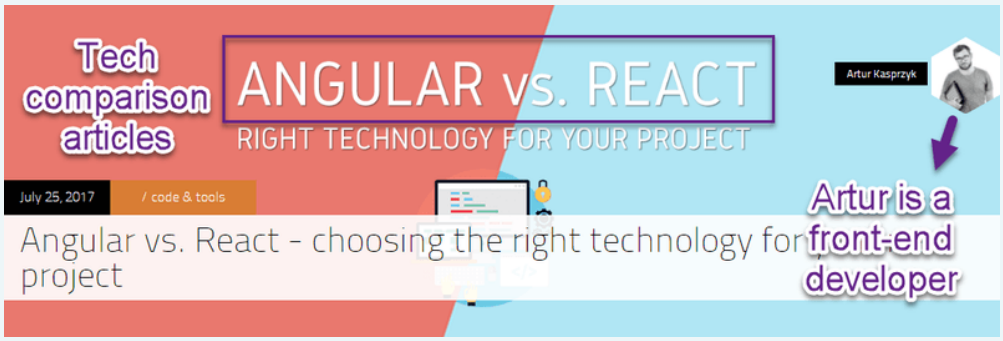
United States ▾ 371 results Total traffic: 1,720

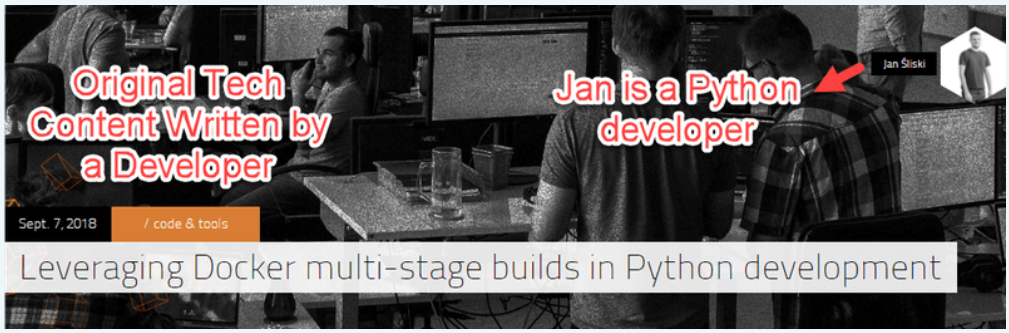
#	Traffic ↓		Value	Keywords	RD	Page URL
1	173	10%	$39	90 ▾	0	www.merixstudio.com/blog/flask-vs-django-choosing-python-framework/ ▾
2	126	7%	$185	108 ▾	1	www.merixstudio.com/blog/build-your-brand-on-steam/ ▾
3	107	6%	$64	77 ▾	0	www.merixstudio.com/blog/python-php-choose-for-app/ ▾
4	91	5%	$156	195 ▾	5	www.merixstudio.com/blog/10-tech-blogs-websites/ ▾
5	78	5%	$3	87 ▾	0	www.merixstudio.com/blog/django-celery-beat/ ▾

Do you see a pattern there? Most popular blog posts and keywords talk about different technologies, comparisons.

And the technical blog posts are created by developers.

Take a look at these ones:



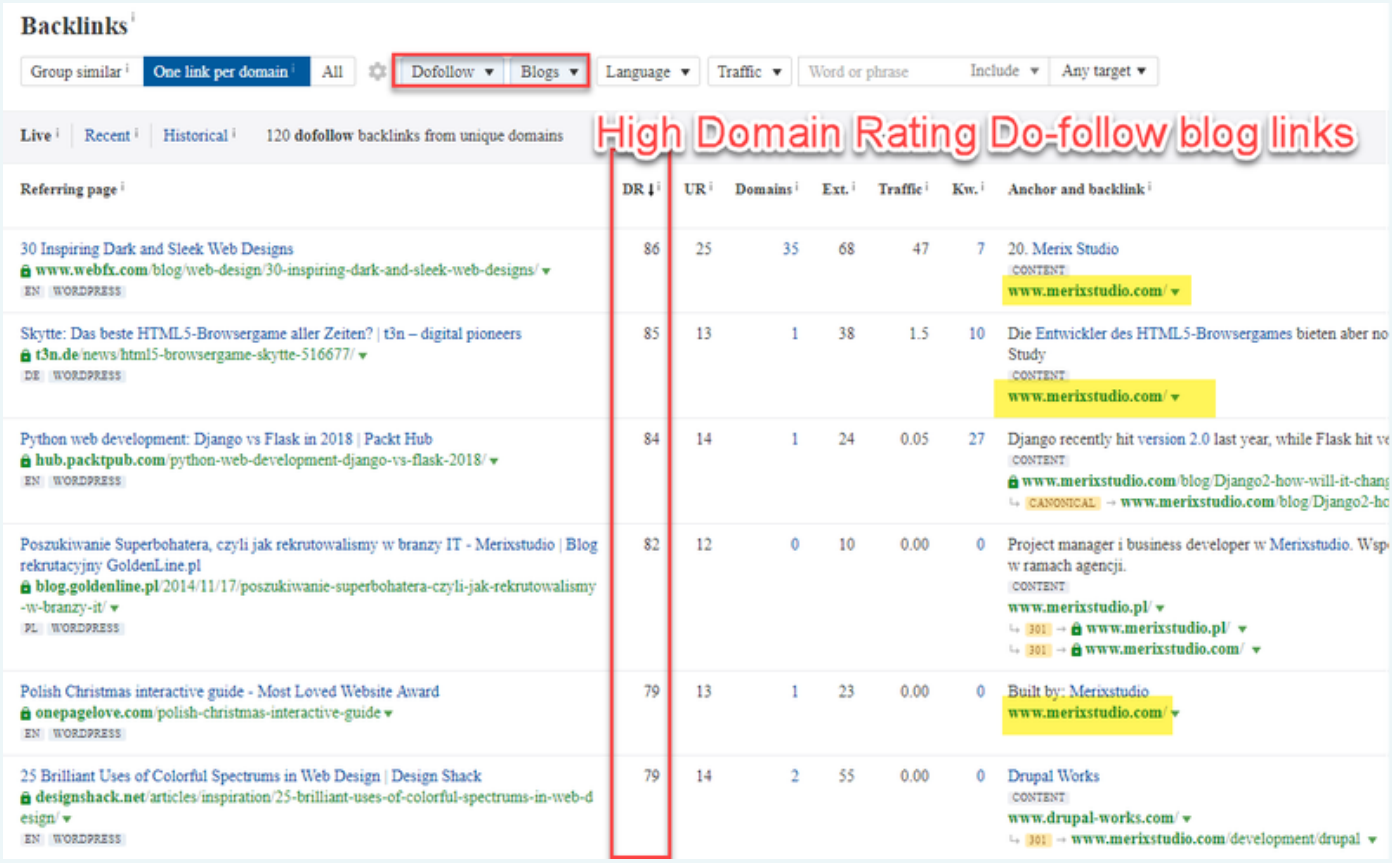


It's great when developers are involved in content creation because tech subjects seem to have lots of traction in this industry and can be the proof of expertise.

BACKLINKS TO SUPPORT CONTENT MARKETING

I've dug a bit through Merixstudio's backlinks. They've got some really good quality stuff linking back to mostly to their homepage (quite unusual for the business, usually the blog posts are getting the backlinks).

I'm talking about do-follow links from domains with a domain rating above 70!



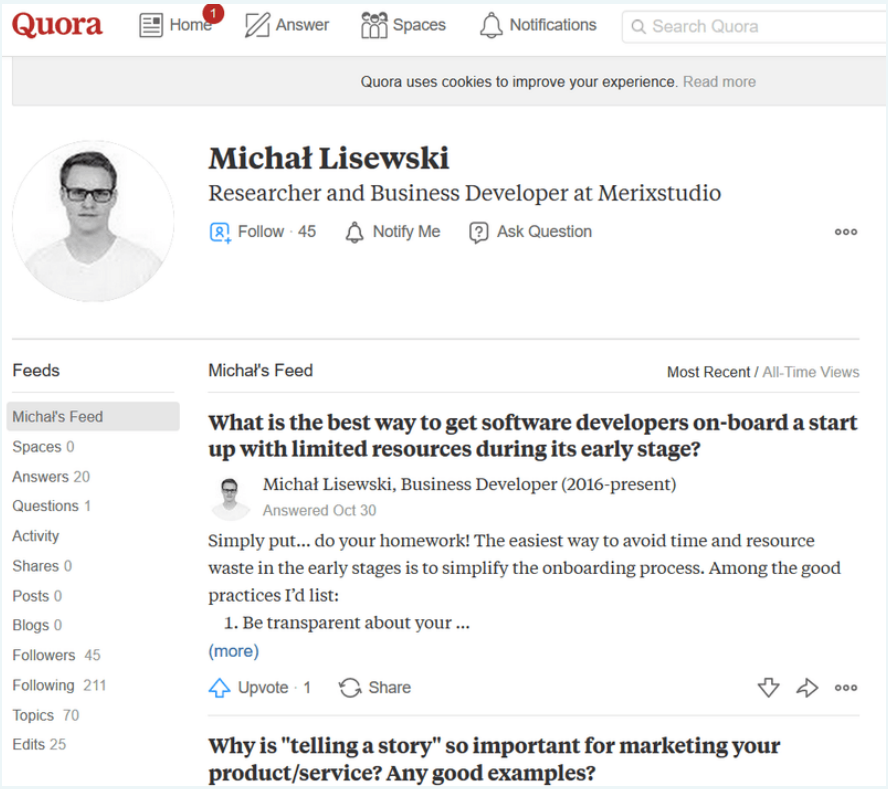
The content linking back comes from tech and design websites and blogs.

So, it's starting to make sense, right?

Original content + quality backlinks = a lot of Google love.

SOCIAL SELLING

Hi Michał, nice to meet you. Michał Lisewski is a researcher and business developer at Merixstudio. He deals with editing answers on Quora, he mainly mingles with outsourcing topics.



Quora is a great place to demonstrate expertise on your subject. When done properly, a business can showcase knowledge in its niche, can get new traffic from brand new audiences on the blog and other types of content. As long as you provide real value you can get more followers or subscribers.

MERIXSTUDIO'S SOCIAL MEDIA PRESENCE

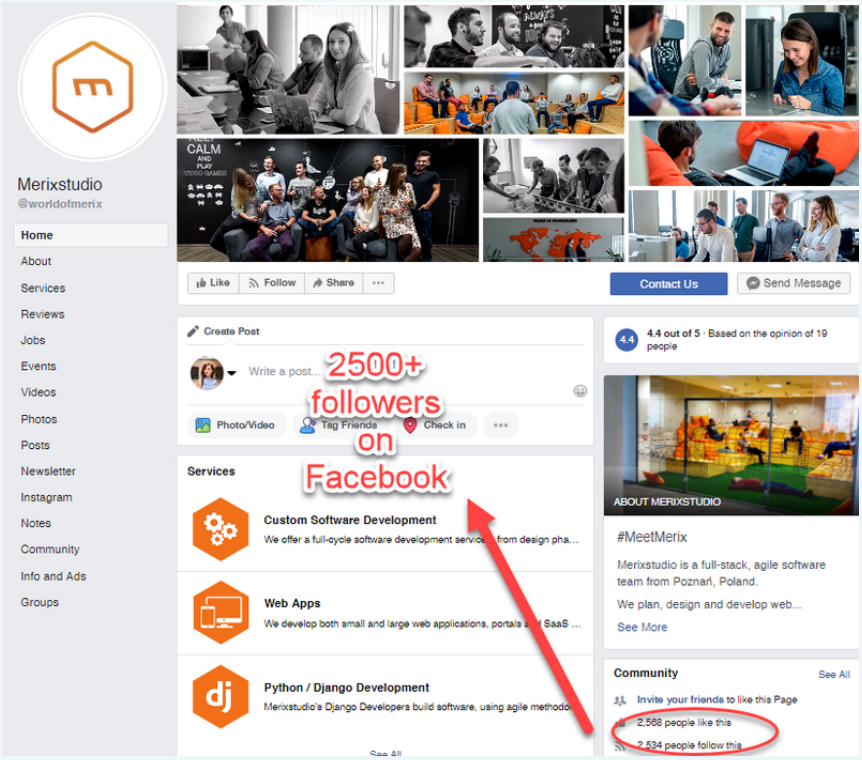
Building a social media presence is not a stand-alone marketing strategy.

From community engagement, events networking, client and employees interactions everything will end up there: in social media.

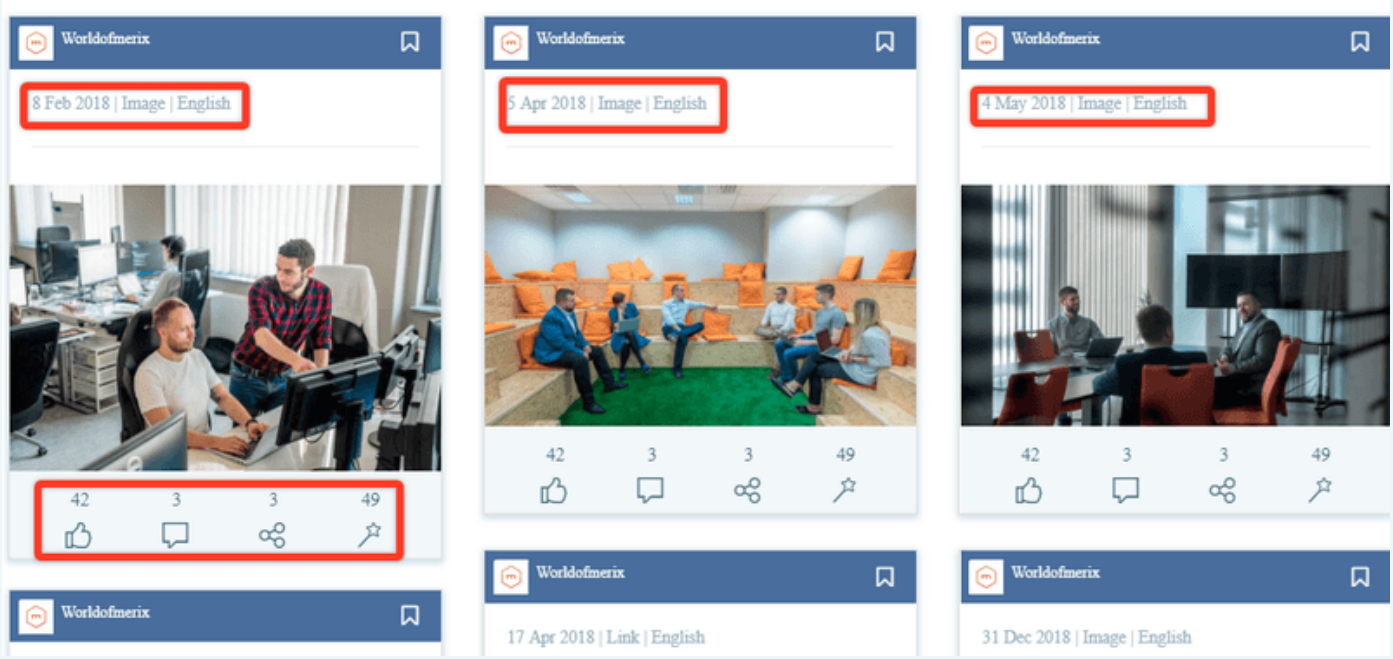
It's not all about some vanity metrics like impressions or likes. It's more than that: it's brand awareness and employee branding altogether.

FACEBOOK

The Facebook profile seems to be a tool to build employer branding for Merix.



Regarding Facebook, it seems that images and posts about team members get the most interactions, according to Buzzsumo.

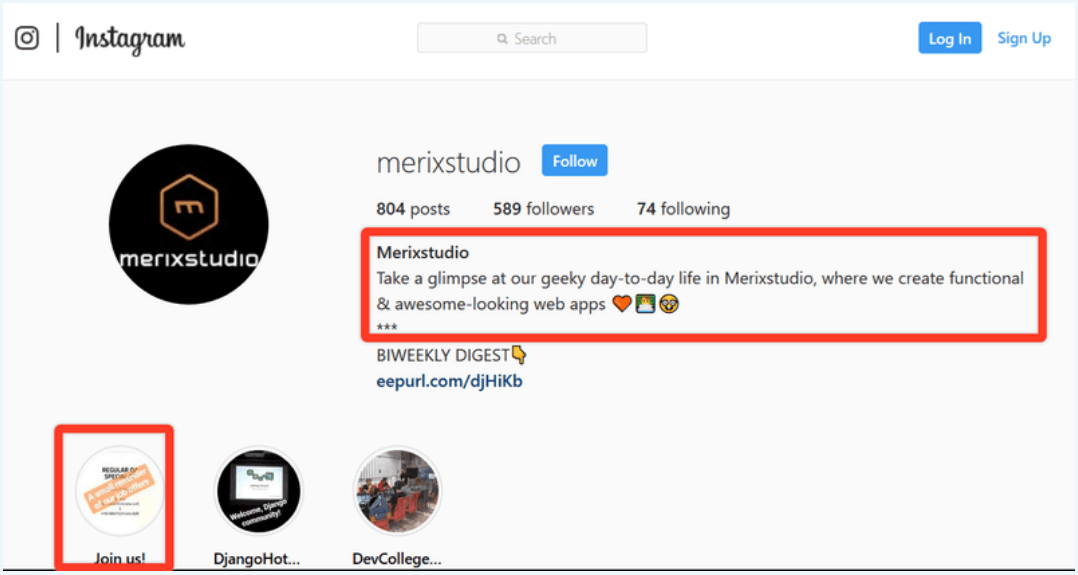


The average engagements rises to 13/post:

Merixstudio is publishing on Facebook consistently, promoting their blog posts, speaking about their team members, events they've participated in, awards they've received. Just like the neighbor next-door, the software consulting company, Netguru.

INSTAGRAM

Same as with Facebook, the Instagram account seems to be a channel where Merixstudio is trying to build employer branding:



Through the content posted on Instagram Merix wants potential employees to have a taste of the company's culture and see how day-to-day life goes on at the office...and around it.

They also promote events they organize or go to.

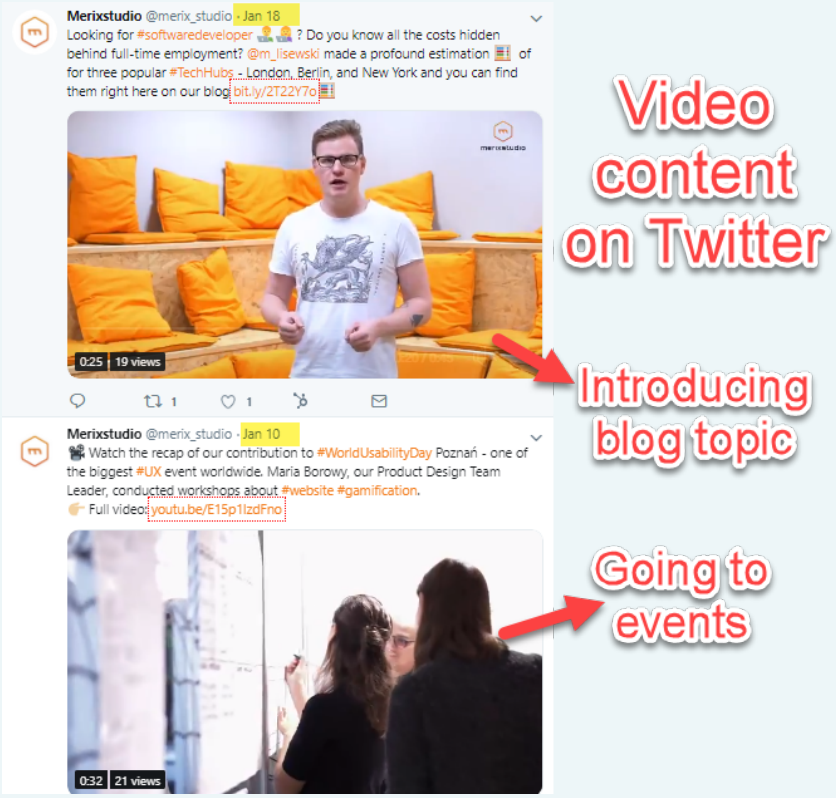
The main message is: it's all about the people.

TWITTER

On Twitter the messaging goes two ways: improving employer branding and getting more clients.

At the beginning of 2019 video content seems to be taking over the Twitter account.

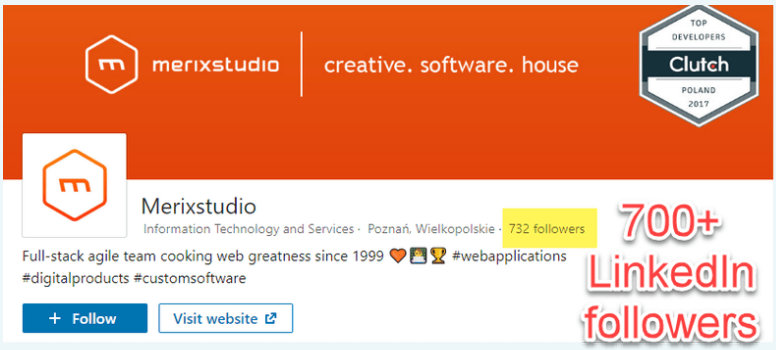
Whether it's about talking about the latest blog post, or events they've been to, Merix knows that video content will take over social media.



And because Merix is all over the place: from conferences, meetups to workshops, tweets speaking of their community involvement are everywhere.

LINKEDIN

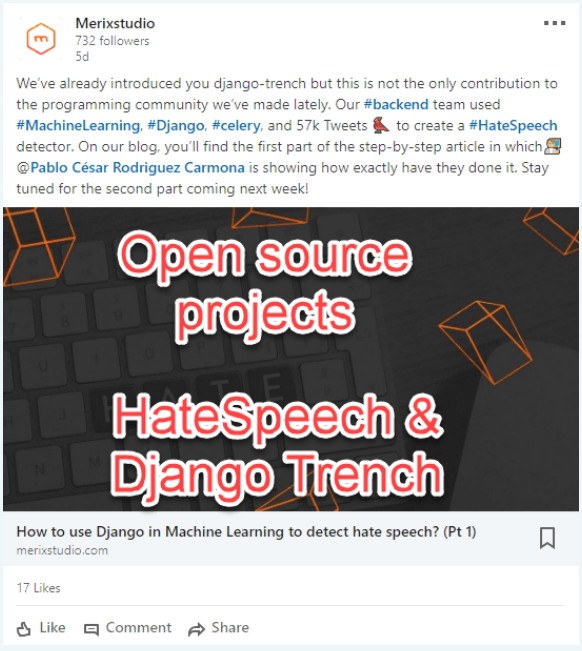
The LinkedIn account is merely about building brand awareness among future clients.



Blog posts, events they organize or attend to, all is there.

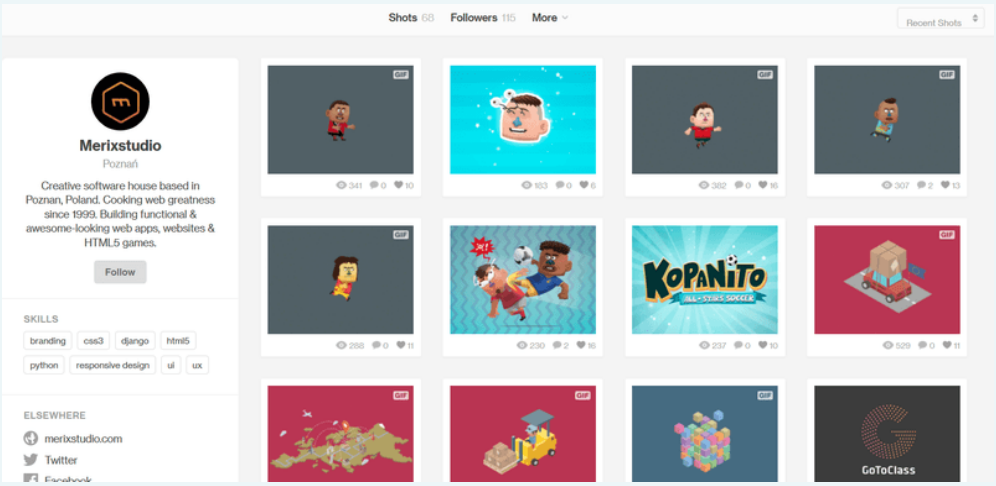
Being more client oriented, the focus for the moment seems to be promoting their Django Trench release. It's their open source application that deals with two-factor authentication for Django REST Framework.

Also, they are building a Hate Speech Detector using machine learning (this sounds awesome!). Not only that machine learning is the new hype, but also "hate speech" is an important issue in media and on the internet in the latest years. And they seem to have the solution for that. This could get a lot of traction if promoted properly!

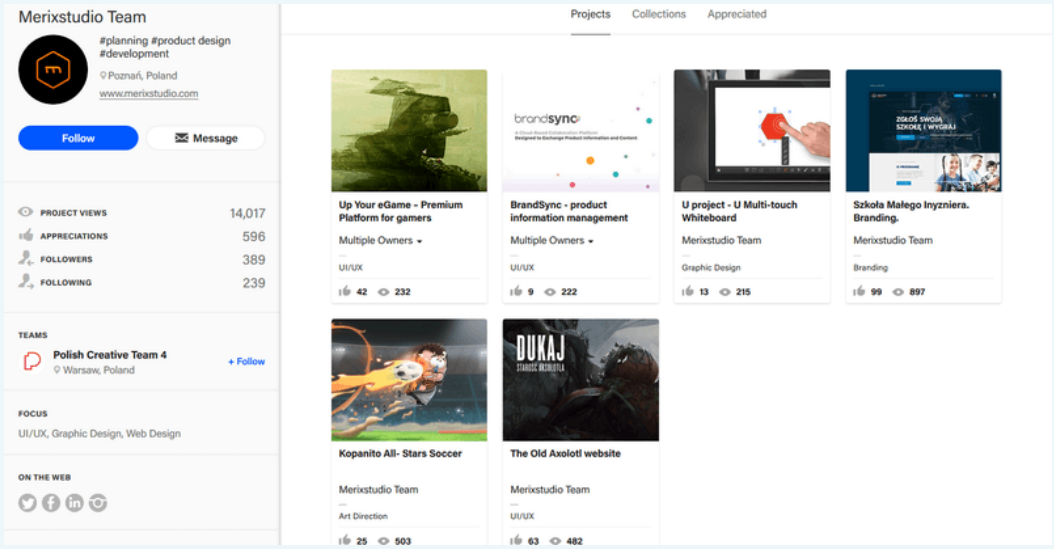


DRIBBBLE AND BEHANCE

The Dribbble account has 115 followers by now, not quite in focus, but it's pretty darn hard to handle a lot of channels and one needs to prioritize.



Their Behance account is a bit in its infancy, but there's plenty of room to grow.



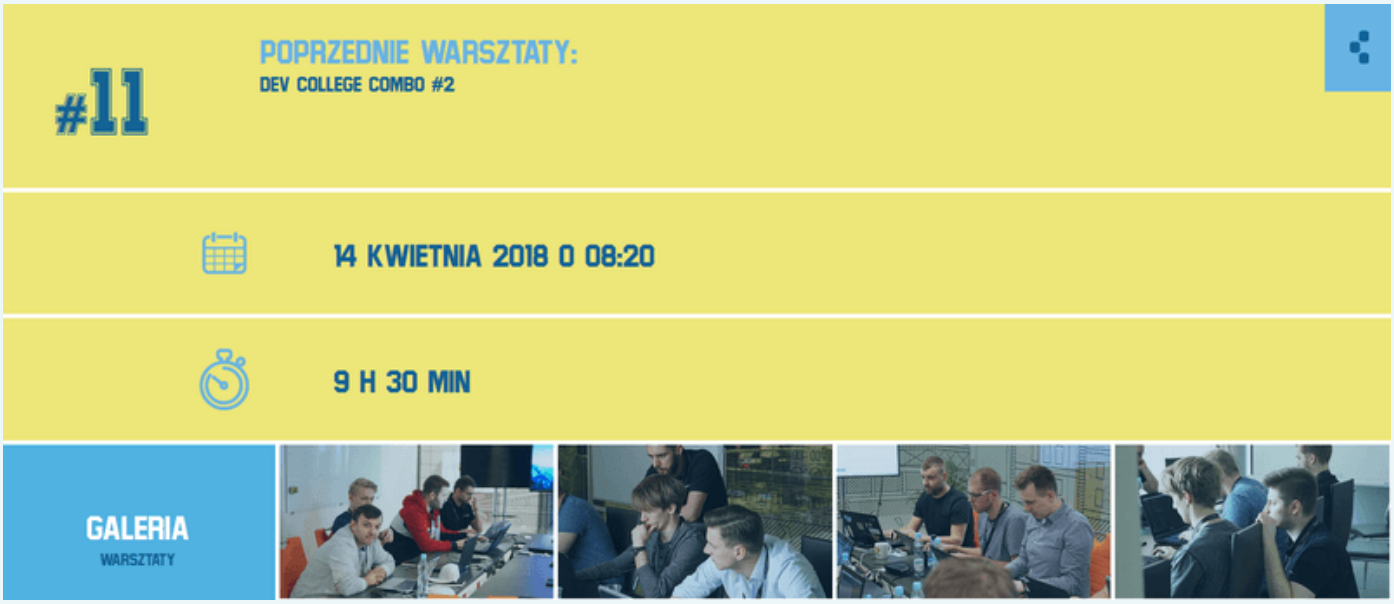
These two online communities are helping businesses to showcase designer/web-designer work and more. But it's not enough to display your art there.

You have to take the bull by the horns and get yourself noticed. Besides engaging in interactions (leaving constructive feedback and questions on other designs, start following other UX designers, web-designer etc), the portfolio should be actively promoted on social media.

COMMUNITY BUILDING AT MERIXSTUDIO

As a top software development company, Merixstudio is clearly all-in for building its branding offline though getting involved in the community.

DevCollege is a Merixstudio Project that delivers web and game development workshops, since 2017.



These are whole-day events, held at their office, that combines practical workshops and technical presentations.

Django Hotspot is another community event that's grown since 2016, gathering Django/Python fans at dedicated meetups.

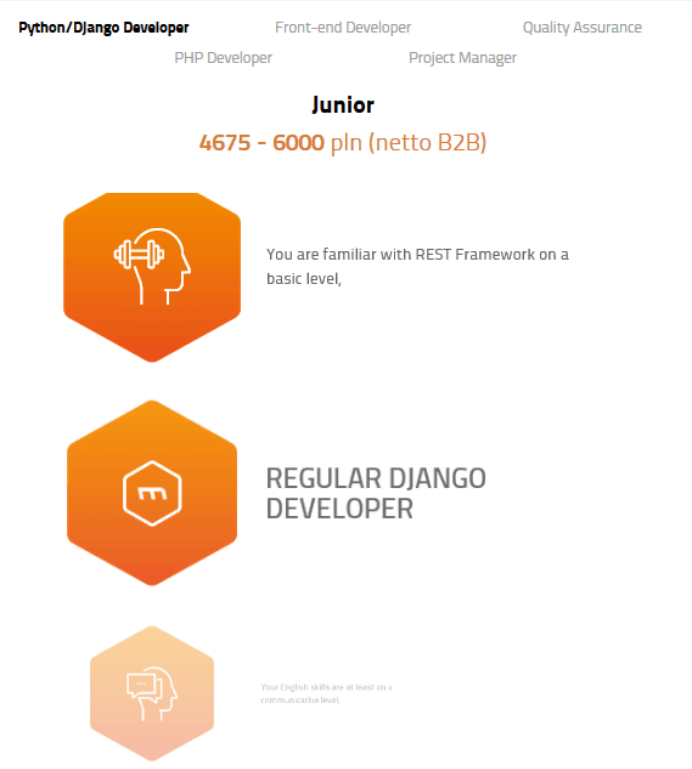
Another initiative is called front.radar and focuses on the frontend development community.

EMPLOYER BRANDING AND HIRING

Peeking at what former employees have to say about Merixstudio on Glassdoor, we've found only 3 results, not quite statistically relevant.

They praise the great people working there, the motivation & support, the financial & non-financial perks and the good learning & development environment.

Currently, they are looking to expand their developer, QA, design and project management teams. They are very transparent about the salary and career path, same as Netguru.



MERIXSTUDIO'S GROWTH STORY: WRAPPING UP

So, what is Merixstudio really good at?

- **Exceeding clients' expectations** through stunning coding and project management skills
- Showcasing their **front-end and coding skills** by building interactive games and apps
- Designing a good **content strategy** that managed to propel them on the first page of search result
- **Mastering events** and community engagement

CHAPTER 5

TAKEAWAYS: STRATEGIES OF POZNAN'S SOFTWARE HOUSES

Make **thorough keyword research** and build original and useful blog posts around them. On the long-term, it will bring you qualified traffic. Netguru totally nailed it with their technical original content.

Case studies, case studies, case studies - they prove you are worthy of clients' trust and money, they're essential in the consideration and buying stages of the customer journey. Netguru and Merixstudio are top notches with this, go ahead and spy a bit, don't be shy!

Take your **project management skills** to the next level, remember this is vital in IT outsourcing. All the testimonials relate to this: "smooth project management", "flexibility", "adaptability".

Choose your weapons, don't waste resources, just **prioritize** the most reliable channels for your marketing efforts. You don't need to be on Behance, Dribbble, Facebook, Twitter, Instagram, Quora just for the sake of it. If it brings you qualified leads and you have the bandwidth to manage a channel, jump on it, else, take the next train.

Build a community around you. You want to have access to a pool of talent, go to a University and hold a Hackathon, host a meetup (like Netguru), give workshops (see Merixstudio). You want to create awareness around your business and get more clients: attend conferences, summits or host your own summit, as STX Next does.

Have your developers team involved in content writing. The “versus” articles were Netguru’sand STX Next’s jackpot and they were written by the in-house developers.

Tools and marketing automation. Why not make your life easier? Be it Hubspot, Salesforce, Drift all these will help you grow and increase customer satisfaction. Just spy your competition using Similartech and see what’s cooking, check Netguru here.

CHAPTER 6

WROCLAW'S SOFTWARE HOUSES ARE MAKING A STATEMENT IN IT OUTSOURCING

INTRO

We see a very clear trend in the software development space. The top companies use the power of Inbound marketing to grow their customer acquisition and business. They don't chase customer, customers chase them.

We've learned in our previous chapters that 3 of the top European software houses are from Poznan, Poland. And all 3 of them use inbound marketing to blast a bunch of relevant traffic to their website using content marketing. Traffic that converts in customers or future employees.

For our next chapters, we go to Wroclaw. Here we look at Monterail, Droids on Roids, Divante, Tooploox. Probably it doesn't ring a bell yet, but they're on the verge of writing some history in IT outsourcing. Let's uncover their stories together.

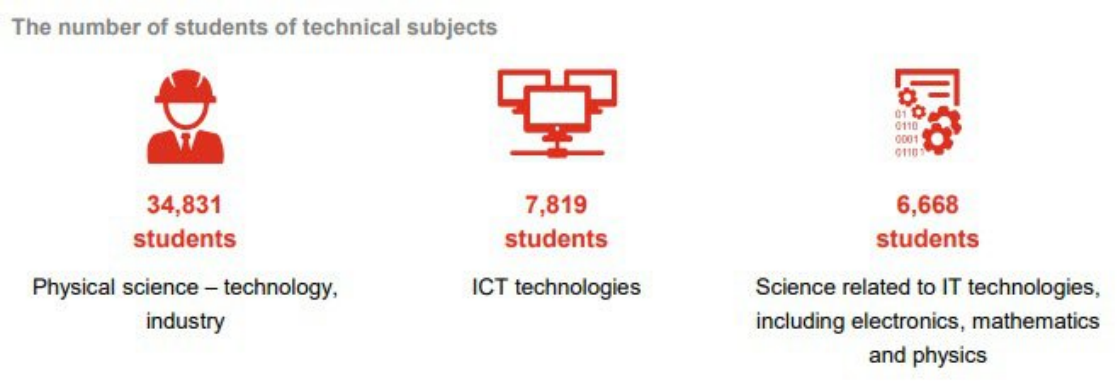
> *I felt a great disturbance in the Force as if millions of voices suddenly cried out in terror and were suddenly silenced.*
>
> Obi-Wan Kenobi

That's disruption right there. It's leaving a mark on every single industry. And if you want to grow your business, you'll need to embrace change and drive innovation. IT Outsourcing is no exception.

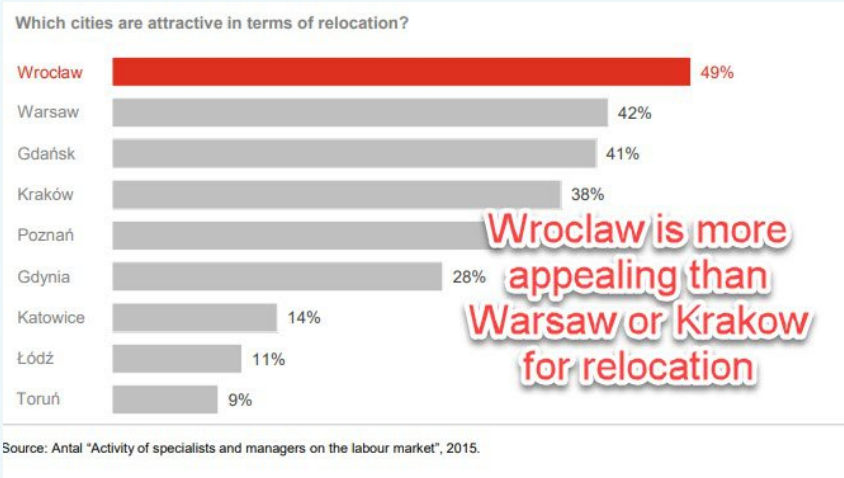
WROCLAW'S ASSETS FOR A NEW ERA OF GROWTH

First, let's see what makes Wroclaw so sexy in the eyes of IT investors?

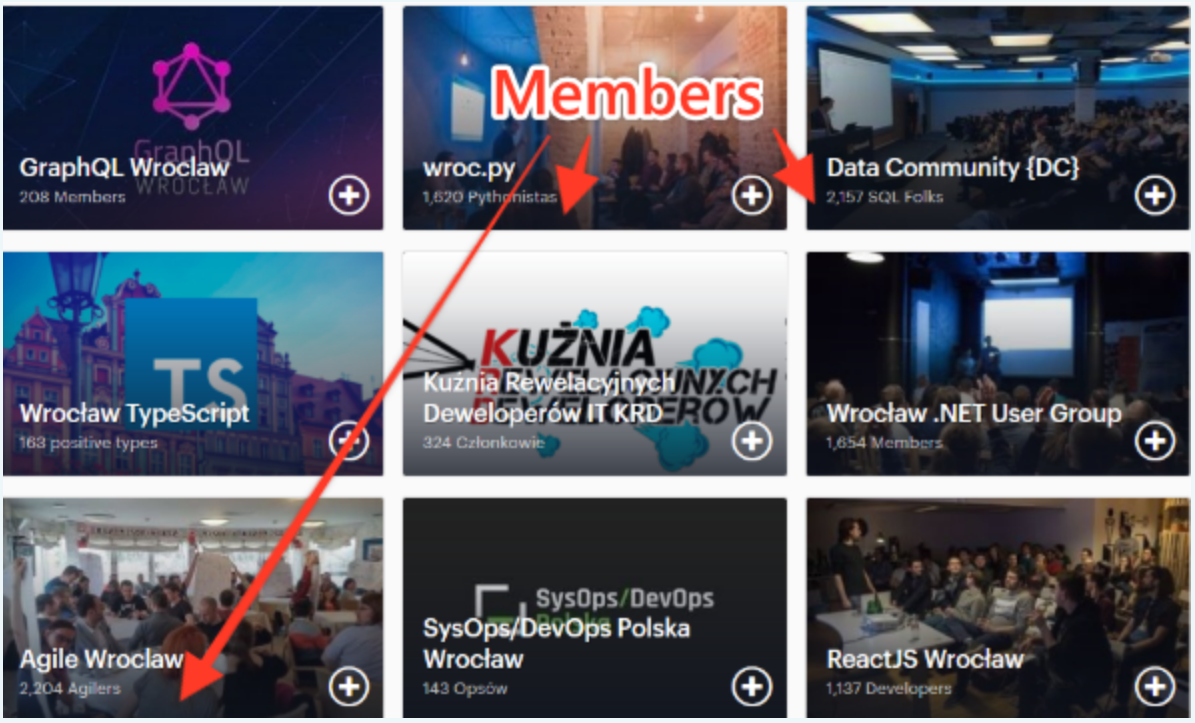
- **Income tax exemptions:** regional public aid is granted for supporting new investments and new jobs creation
- **Nationwide leader in R&D centers:** companies that are developing here Atos, BNY Mellon, Credit Suisse, HP, Nokia Solutions, SII, and Volvo
- **Local talent pool:** Wroclaw University of Science and Technology offers students 50+ programs. 45k+ students enrolled in technical subjects in 2015, according to PWC report.



- Wroclaw is the most attractive Polish city for **relocation,** as seen by native Polish employees, especially top specialists and managers. The criteria for this top referred to the aspect of the cities, career opportunities, employer activities, employer-institutions relationships.



- **Lots of business and tech events** (startup weekends, conferences etc)
- **60+ tech meetup groups,** with members ranging from 100 to 1600+



WROCLAW'S SOFTWARE HOUSES

According to Stratistics, the IT Outsourcing market is expected to reach $481 billion by 2022.

The growth is fueled by new business models and new technologies: cloud computing, VR, AI, blockchain.

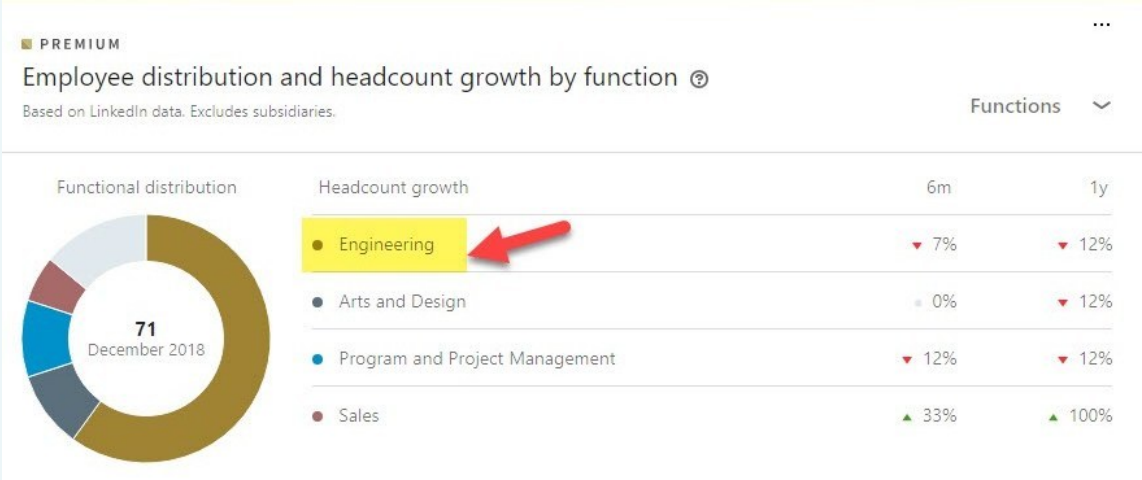
In our growth saga, we'll try to figure out how Wroclaw software houses are moving a needle in IT outsourcing and if they have adapted their software solutions to the new market demands.

Also, we'll unfold their marketing strategies and analyze their employer branding.

MONTERAIL - DELIVERING MEANINGFUL SOFTWARE

Website: https://www.monterail.com/

No. employees: 80+



Revenue: 3M+ (Owler estimations)

Technologies: Vue.js, Ruby on Rails, NodeJS, React, AngularJS,

Services: web development, custom software development, mobile app development, product design, IoT development

Verticals: business, healthcare, financial

Key clients: Merck, Solarflare, Cooleaf, Loyco, Gutwin, Tailored, University of Wroclaw, Xchanging, Teambook, WFC, Innovestment

Offices: Wroclaw (HQ)

Reviews: 4.8 - Clutch (13 reviews), 4.7 - Glassdoor (11 reviews)

Co-founders: Szymon Boniecki and Bartosz Rega

Featured two times in Deloitte's CEE Tech Fast 50 in 2017 and 2016, is among Wroclaw 's most dynamic software houses.

In our next chapter, we'll go beyond the introduction, we'll unfold the marketing secrets behind growth and understand how employer branding is built.

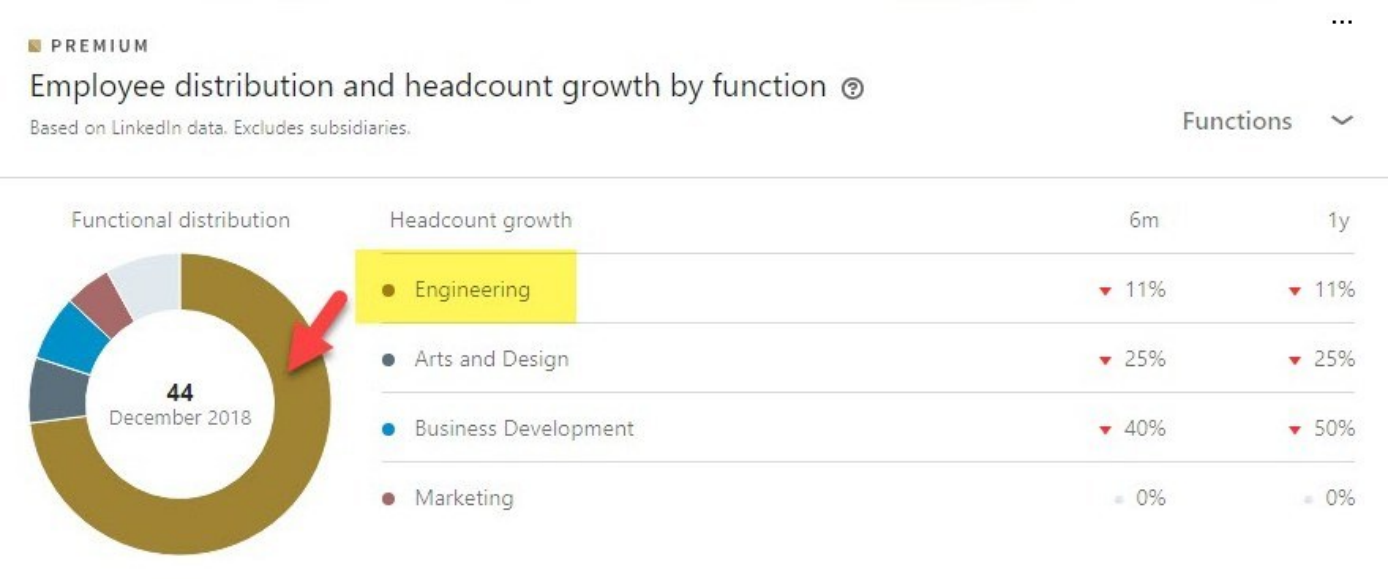
We'll go deep intro content strategies, social media and community engagement.

But, until then, you can take a peek inside Monterail's company culture here:

DROIDS ON ROIDS - WORLD-CLASS SOFTWARE HOUSE

Website: https://www.thedroidsonroids.com/

No. employees: 40+



Technologies: Android, iOS, Node.js, Ruby on Rails, React, MongoDB, Vue.js, Express.js

Services: mobile app development, web development, product design

Verticals: entertainment, business, consumer products and services

Key clients: Giphy, Oh Mi Bod, Skybuds, Loop, Electric Objects, LiveChat, Złote Wyprzedaże, Disney, Nestle, Unilever

Offices: Wroclaw (HQ), London, San Francisco

Reviews: 4.8 - Clutch (20 reviews)

CEO: Wojtek Szwajkiewicz

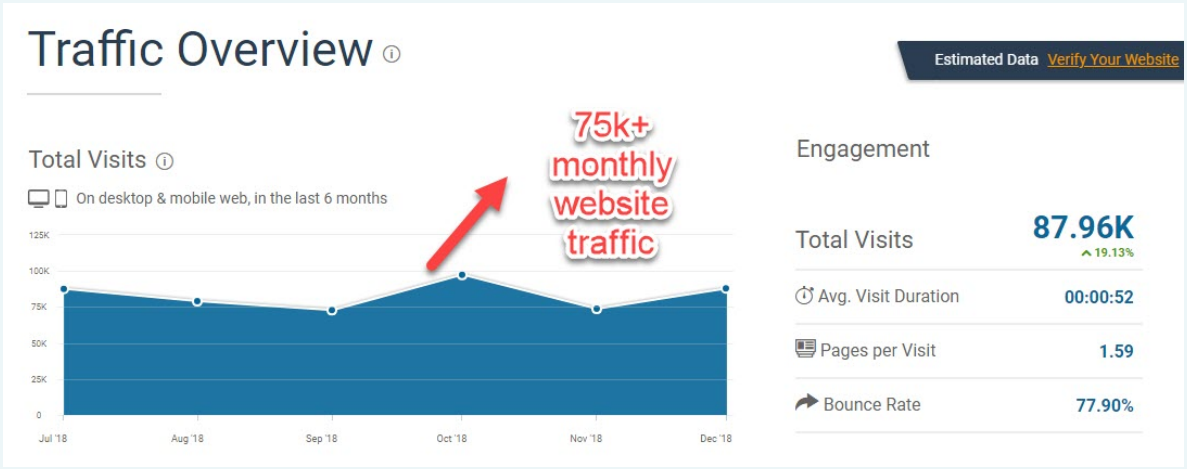
The company brags with being recognized by Forbes Magazine as one of the fastest growing companies from Poland. Droids On Roids is ranked in **5th place for Poland and 2nd for the Lower Silesia region**, in the category “Income between 5-50 mln PLN”.

Their income has increased by 761% over the last 5 years (according to the same Forbes magazine) and they shook hands with big clients such as Nestle, Unilever or Disney.

They organize bootcamps and meetups and strive to build their employer brand.

They invest heavily in content, that's why their monthly website traffic is around 75k (according to Similar Web), not bad for a B2B, right?

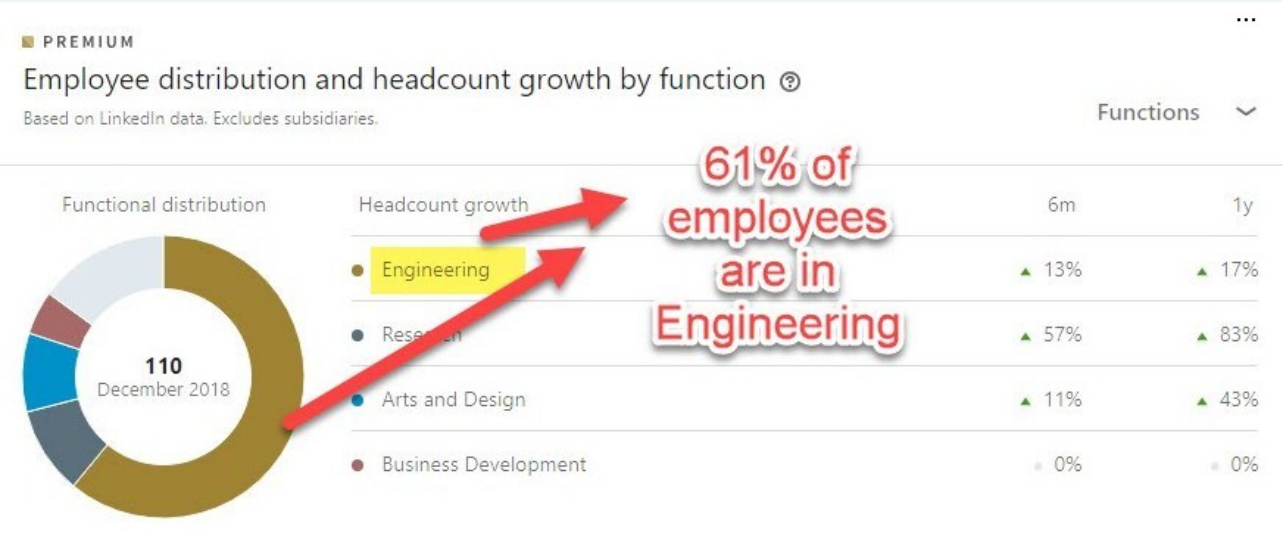
For more info, check our next chapters.



TOOPLOOX - WE BUILD GREAT PRODUCTS

Website: https://www.tooploox.com

No. employees: 100+



Revenue: EUR 3M+ (2016, via Financial Times)

Technologies: Android, iOS, Python, React, C++

Services: AI, data science, blockchain, IoT, mobile app development, web development, product design

Verticals: education, tourism, health, e-commerce

Key clients: TEDx, Homebook, Happy Cow, Domodi

Offices: Wroclaw (HQ), Warsaw, Gdansk, Berlin

Reviews: 4.8 - Clutch (3 reviews), 4.6 - Glassdoor (23 reviews)

Co-founders: Pawel Solyga and Damian Walczak

Tooploox ranked 4th in Deloitte's Technology Fast 50 CEE in 2017 with an impressive 2827% revenue growth.

With a 67% increase in employees in the last 2 years, the company has big plans. Looking at their open job positions Tooploox is embracing the AI future.

Before we go on, I'm leaving here an interview featuring Tooploox, Droidsonroids and Monterail's founders/CEOs where you'll understand their culture and what made these Wroclaw software houses grow.

DIVANTE - E-COMMERCE SOFTWARE HOUSE

Website: https://divante.co/

No. employees: 150+

Technologies: Magento, Angular, MongoDB, Node.js, Hadoop, Symfony 2, Progressive Web Apps, Modern JS, Vue.js, React

Services: B2B Commerce, eCommerce, Mobile, UX Design, Magento developers, Magento consulting, Magento hosting, Pimcore development, OroCommerce development, Frontend development

Verticals: automotive, energy, financial services, e-commerce, telekom

Key clients: Continental, ING Bank, Tchibo, Intersport, Santander, Knauf, T-Mobile

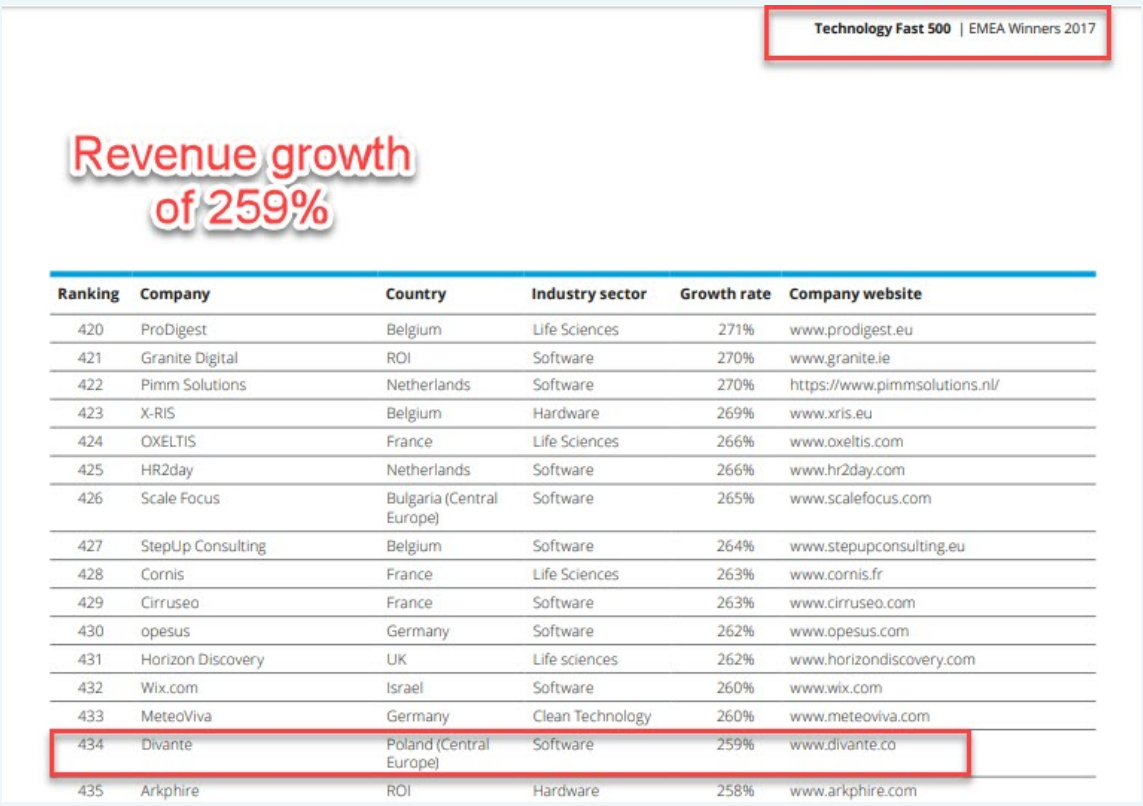
Offices: Wroclaw (HQ)

Reviews: 4.6 - Clutch (10 reviews), 4 - Glassdoor (1 review)

CEO: Tom Karwatka

So, let me repeat this once more: Continental, ING Bank, Tchibo, Intersport, Santander, Knauf, T-Mobile. Can you feel the envy?

With premium clients, monthly website traffic over 45k, and revenue growing a minimum of about 30% year on year, Divante is an inspiration. It also got featured in Deloitte's Fast 500 EMEA in 2017, with four-year revenue growth of 259%.

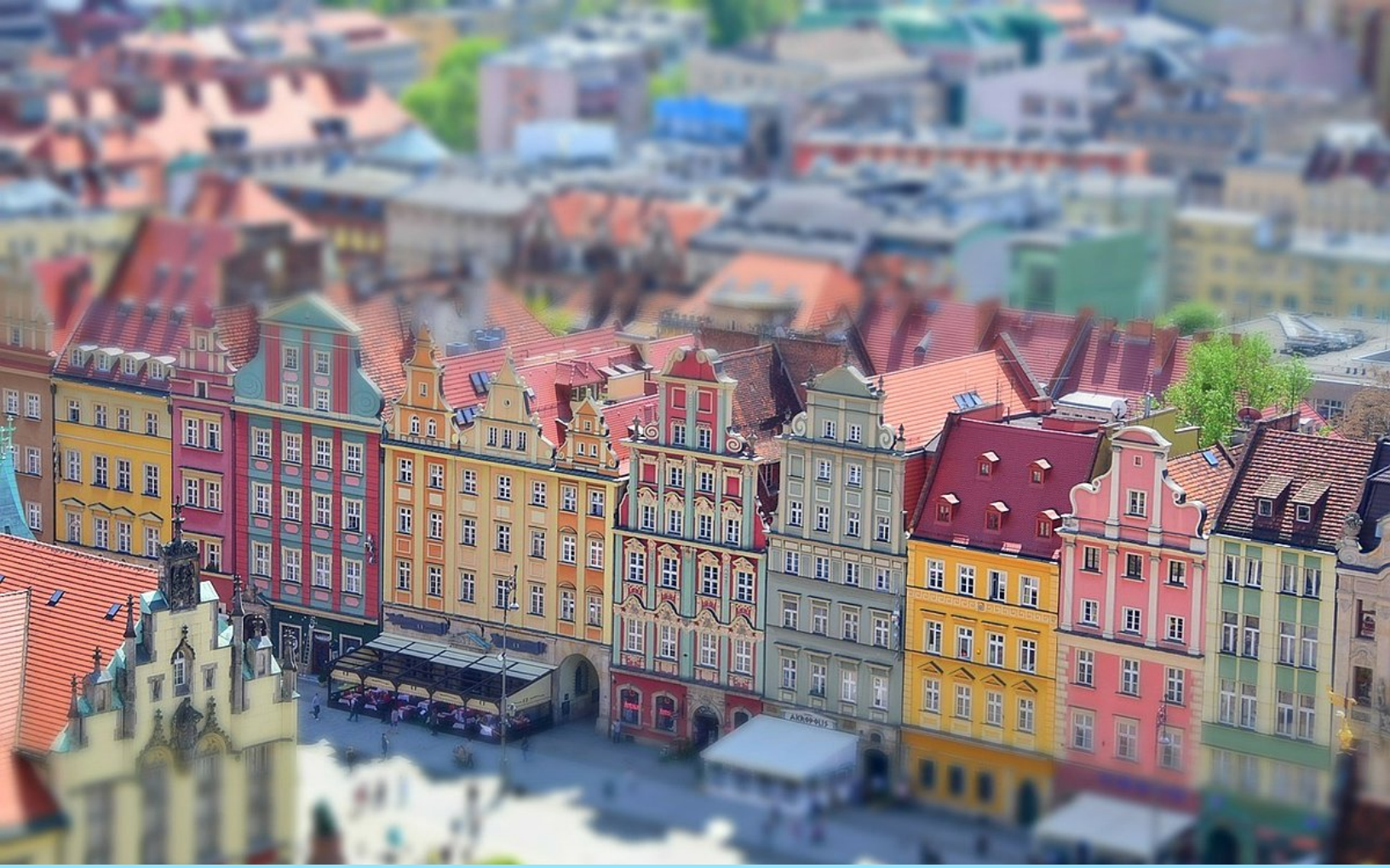


Technology Fast 500 | EMEA Winners 2017

Revenue growth of 259%

Ranking	Company	Country	Industry sector	Growth rate	Company website
420	ProDigest	Belgium	Life Sciences	271%	www.prodigest.eu
421	Granite Digital	ROI	Software	270%	www.granite.ie
422	Pimm Solutions	Netherlands	Software	270%	https://www.pimmsolutions.nl/
423	X-RIS	Belgium	Hardware	269%	www.xris.eu
424	OXELTIS	France	Life Sciences	266%	www.oxeltis.com
425	HR2day	Netherlands	Software	266%	www.hr2day.com
426	Scale Focus	Bulgaria (Central Europe)	Software	265%	www.scalefocus.com
427	StepUp Consulting	Belgium	Software	264%	www.stepupconsulting.eu
428	Cornis	France	Life Sciences	263%	www.cornis.fr
429	Cirruseo	France	Software	263%	www.cirruseo.com
430	opesus	Germany	Software	262%	www.opesus.com
431	Horizon Discovery	UK	Life sciences	262%	www.horizondiscovery.com
432	Wix.com	Israel	Software	260%	www.wix.com
433	MeteoViva	Germany	Clean Technology	260%	www.meteoviva.com
434	Divante	Poland (Central Europe)	Software	259%	www.divante.co
435	Arkphire	ROI	Hardware	258%	www.arkphire.com

Next, if you want to learn more about how Divante managed to hack the enterprise sales process, you can watch Tom Karwatka speaking at the Web Summit 2017:



Wrocław is a city which is becoming increasingly entrepreneurial. It started to evolve over time towards business based on specialized knowledge.

The next step to be taken, based on PWC's report, is an innovation-based economy.

Wrocław's innovative potential is primarily the high-quality human capital as well as world class business representatives.

Wrocław's specialization is primarily IT services, so there's no surprise that companies like Monterail, Droids on Roids, Tooploox, and Divante have risen to Deloitte and Clutch tops.

CHAPTER 7

BEHIND THE MARKETING SCENES OF TOP WEB APP DESIGN COMPANY: MONTERAIL

INTRO

> *Technology alone is not enough to succeed, every product needs a team of passionate people who will give it their best.*
>
> Monterail

And what is the best for Monterail, the awarded web app design company? By now it meant:

- Achieving a **400%+ revenue growth** in 2013-2016 and being featured in 2018 Financial Times 1000 Europe's Fastest Growing Companies.

373	Clabrun	Italy	Retail	419%	73.1%	3,075
374	Media Interactiva Software	Spain	Technology	419%	73.1%	2,[illegible]
375	Roc Technologies	United Kingdom	Support Services	418%		
376	Leask (Powerplanetonline)	Spain	Ecommerce	418%	73%	11,636
377	Raven Logistic	Germany	Transport	417%	72.9%	3,653
378	Monterail	Poland	Technology	413%	72.5%	1,911
379	Happiny Food	Germany	Food & Beverage	412%	72.3%	3,716
380	Sphere Immo	France	Property	412%	72.3%	3,285
381	Touch Associates	United Kingdom	Sales & Marketing	410%	72.2%	33,943

- Achieving a **206% revenue growth** in 2014-2017, featuring for the second time in a row in FT1000.

828	Meus	no	no	Croatia	Travel & Leisure	207%	45.3%	1.9
829	Monterail	yes	no	Poland	Technology	206%	45.2%	2.8
830	Azzure IT	yes	yes	United Kingdom	Technology	206%	45.2%	6.1
831	Synaptikon	yes	no	Germany	Health	206%	45.1%	2.3
832	X4 Group	yes	no	United Kingdom	Support Services	205%	45.0%	30.5

- A marketing campaign that brought them **EUR 750k worth contracts.**
- **New business** that accounted for 46% of all 2018 revenue

Worth investigating all of this, right?

So let there be marketing! The content strategy, the social media efforts, the community involvement.

We've analyzed everything. Follow us along to learn more about their strategy and "steal" their successful tactics and strategies to implement in your company.

More than 90% of potential clients who visit the Monterail office decide to work with them.

Kudos to you, guys!

Now, let's see what makes Monterail such a magnet for clients.

MONTERAIL - SHORT OVERVIEW

Szymon Boniecki and Bartosz Rega, co-founders of Monterail, were recognized in 2017 New Europe 100 list as changemakers in emerging Europe and as individuals who are improving people's lives with ideas that scale up in the digital world.

But let's see what other stakeholders have to say about this Wroclaw-based web app design company: their own clients.

- Exceeding expectations and overcoming challenges
- Proactive, responsive, transparent & flexible
- Solution-oriented
- Top notch communication
- Well organized and professional

Speaking of clients, new business accounted for 46% of all 2018 revenue, compared to 28% in 2017.

What are the secrets behind the success of this web app design company?

We'll try to follow in their footsteps and reconstruct their employer branding and marketing strategies.

So, let me tell you a story about:

- How **inbound marketing** combined with **efficient promotion** can get you mainstream
- How a **team-centered company** is of utmost importance
- How you can establish leadership through **community engagement**

With Deloitte and Financial Times nominations, 100+ projects covering IoT, web, mobile, Node.js, Ruby on Rails and Vue.js development, Monterail is writing history in Wroclaw IT outsourcing.

Content strategy, offline events, marketing automation, these are just a few of the stories we'll tell you next, stories that led to the inspirational growth of Monterail.

BRAND AWARENESS AT MONTERAIL

As Marty Neumeier says it in his book “Zag”, a brand is not:

- A logo
- A corporate identity
- A product

A brand is “a person’s gut feeling about a product, service or organization”.

How can you influence one’s gut feeling?
Through a lot of social proof.

For software houses, for example, the reviews on Clutch, Google, Facebook, or, Goodfirms are of utter importance.

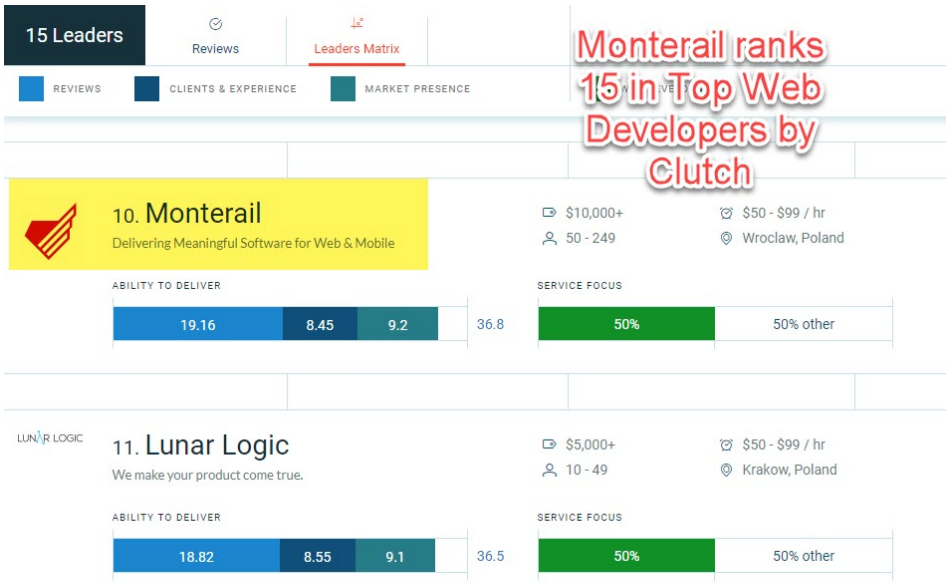
Awards are also essential if they are done by trustworthy companies.

MONTERAIL'S AWARDS

Monterail features in Deloitte's Technology Fast 50 in Central Europe in 2017.

Monterail, as you've probably guessed, they're into Ruby on Rails. Clutch ranked them second in their world Top 15 Ruby on Rails Development Agencies.

The company also ranks 10 in Top 15 Web Developers in Poland - by Clutch.



MONTERAIL'S WEBSITE AND CONVERSION RATE OPTIMIZATION

The website is plain and simple, no mystery there. But beauty lies in simplicity.

It's easy to find an answer to the buyer persona's most important questions:

What do you do?

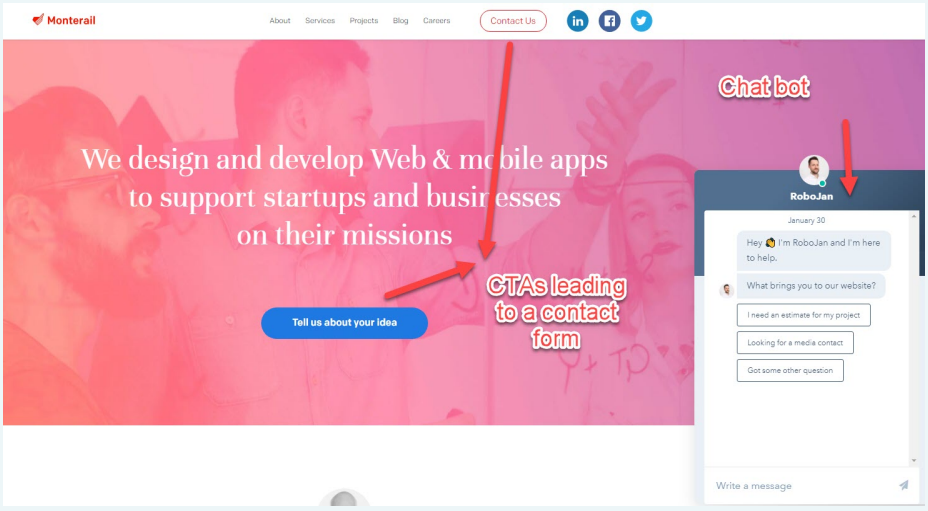
We design and develop web & mobile apps to support startups and businesses on their missions.

How can I trust you?

Case studies, testimonials, client listing.

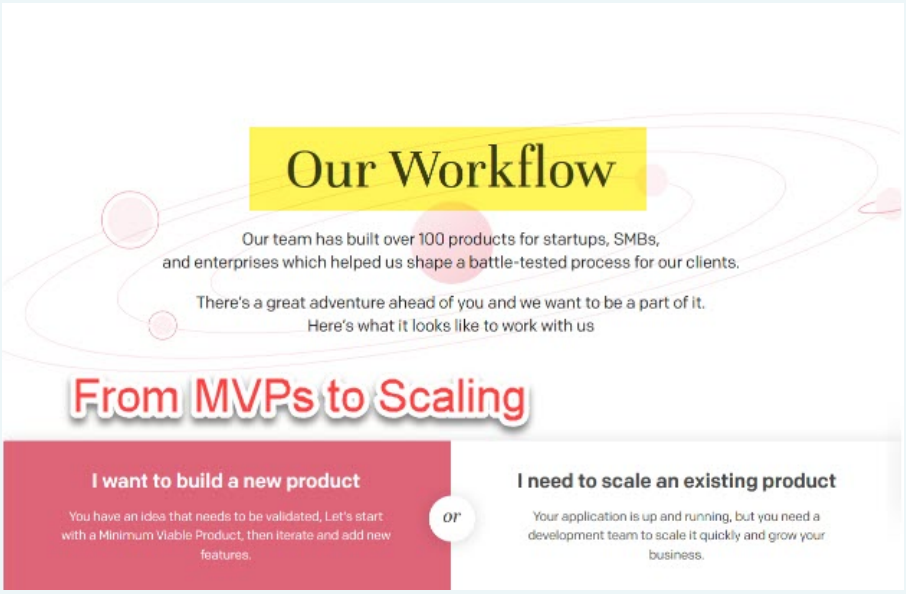
How can I contact you?

Through a contact form or via chatbot.

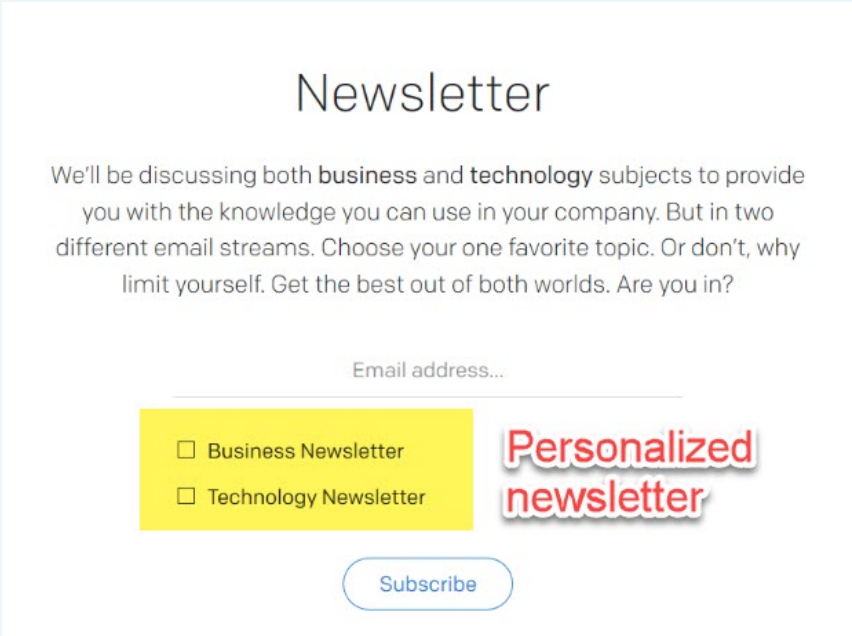


They have a projects section where they showcase the products and services they've designed.

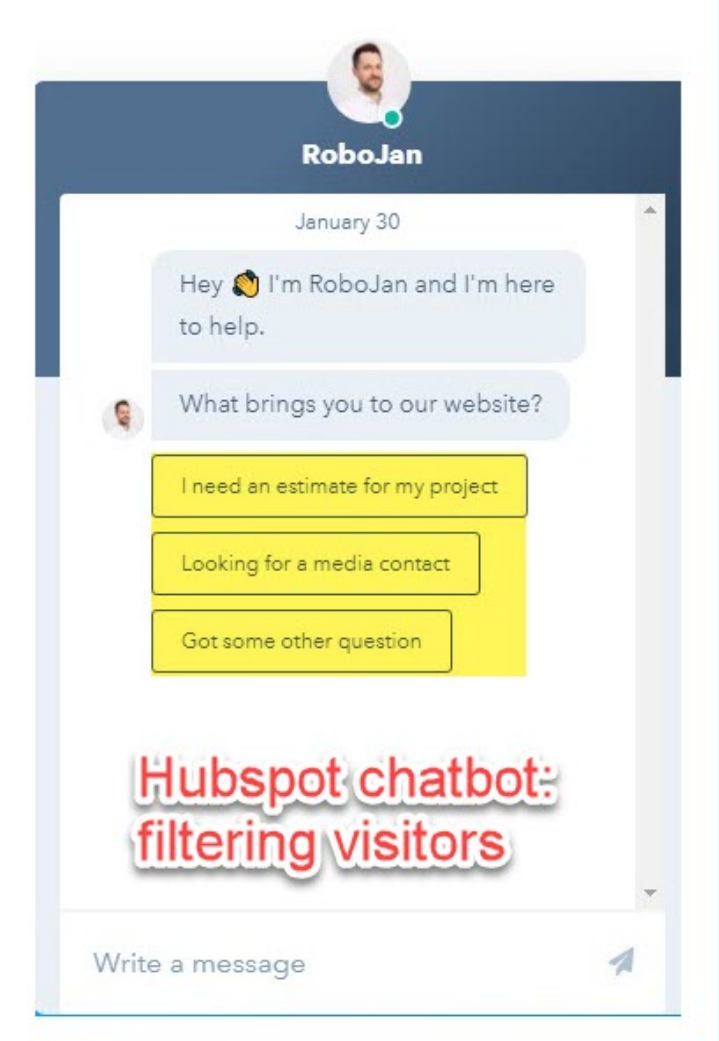
They want to make it clear what the workflow is, they can begin from scratch, with an MVP or scale existing products.



What I like about them is that they have two types of newsletters, focusing either on business, either on technology. This means that personalization is essential in business.



Speaking of personalization, the Hubspot chatbot is used to better qualify the leads and offer a customized experience:



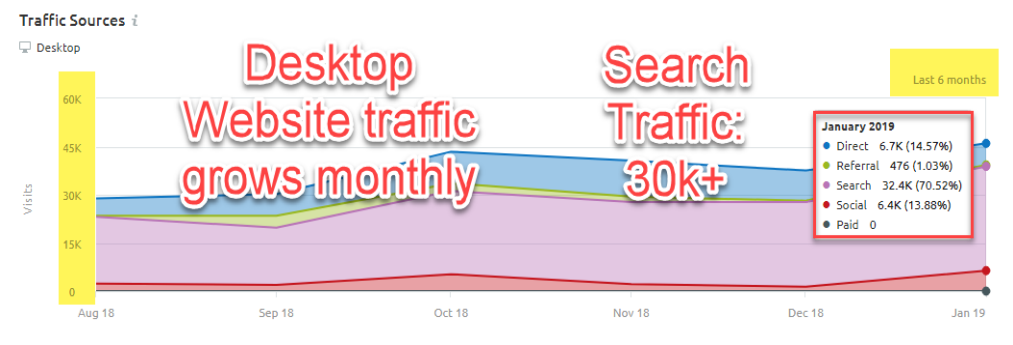
The conversion rate optimization efforts are supported with automation. It's all about improving the processes and being customer-centric for Monterail. So, Hubspot is their weapon of choice for marketing and sales automation.

CRM, chat bot, forms, CTAs, pillar pages, workflows, CRM - Monterail tried to take the most out of Hubspot when designing the Vue.js campaigns.

MONTERAIL'S TRAFFIC ACQUISITION

The main website traffic sources, according to Semrush, are:

- Direct - 15%
- Referral - 1%
- Search - 71%
- Social - 13%

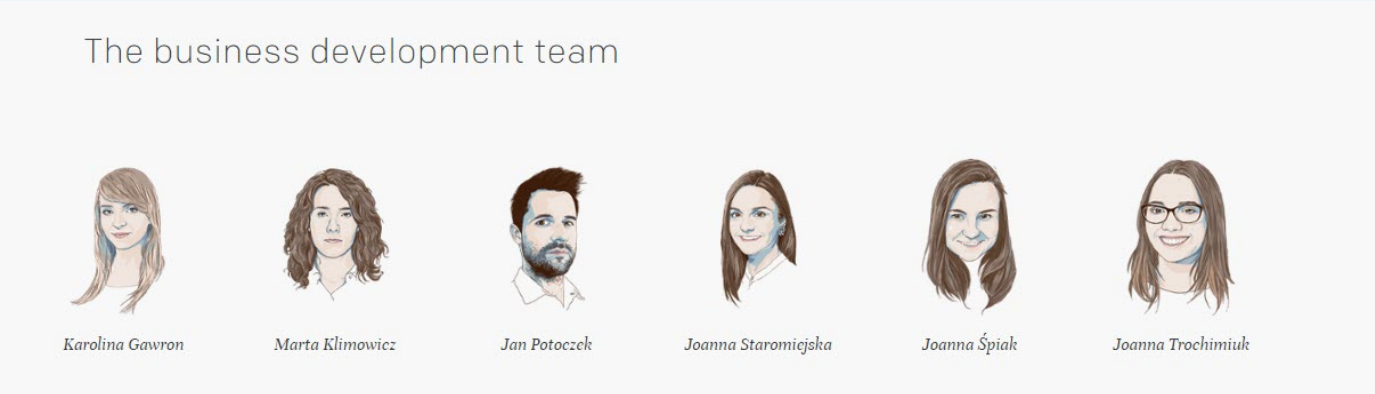


Social brings more than 10% of the traffic. From our research, this is one of the biggest percentages encountered so far, so we'll try to understand what strategies lay behind this number. Social brings more than 10% of the traffic. From our research, this is one of the biggest percentages encountered so far, so we'll try to understand what strategies lay behind this number.

Social brings more than 10% of the traffic. From our research, this is one of the biggest percentages encountered so far, so we'll try to understand what strategies lay behind this number.

The 15 direct traffic makes sense because of two main reasons:

- has a team of 6 involved in business development, meaning that they do email outreach, networking



- organizes a lot of events: Academy, meetups and workshops, but also have a lot of speaking gigs at all sort of tech conferences

30k+ search traffic, give or take, is a considerable amount of search traffic. This is why we'll dive more into the content strategy to see the strategies behind it.

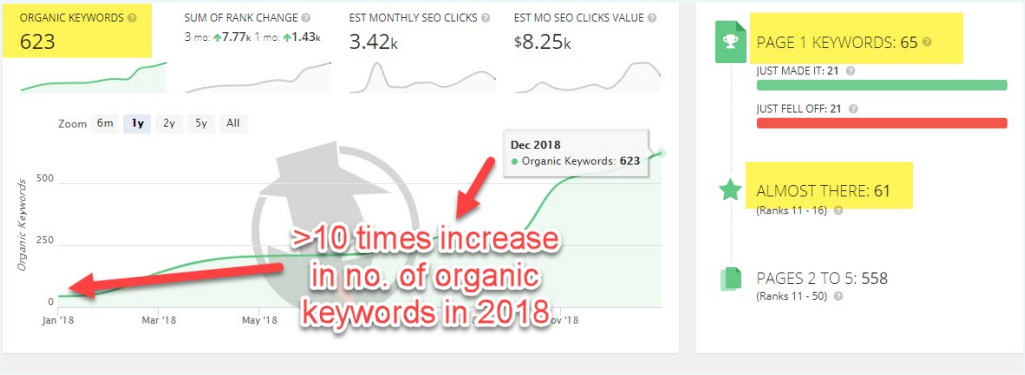
CONTENT MARKETING

The blog is updated kinda bi-weekly. The main tags are agile, culture, project management, Vue.js, product design, Javascript, development, business, mobile development, ruby/rails.

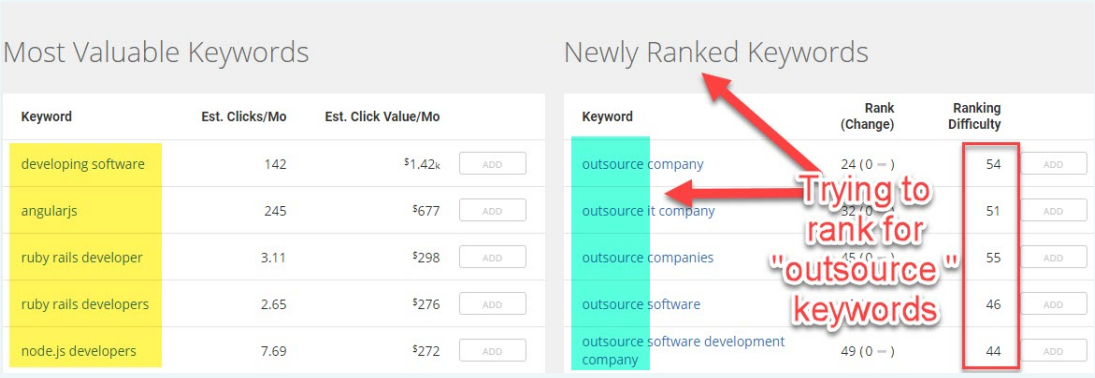
The more technical posts are written by the developers, and these are the posts that bring more traction.

An example is Zuzanna Kusznir, from the back-end team, that wrote a blog post ending up generating 8.4% of the blog's traffic in 2018.

According to Spyfu, there are 65 keywords showing up on the first page, and 61 are almost there. Thumbs up, guys!

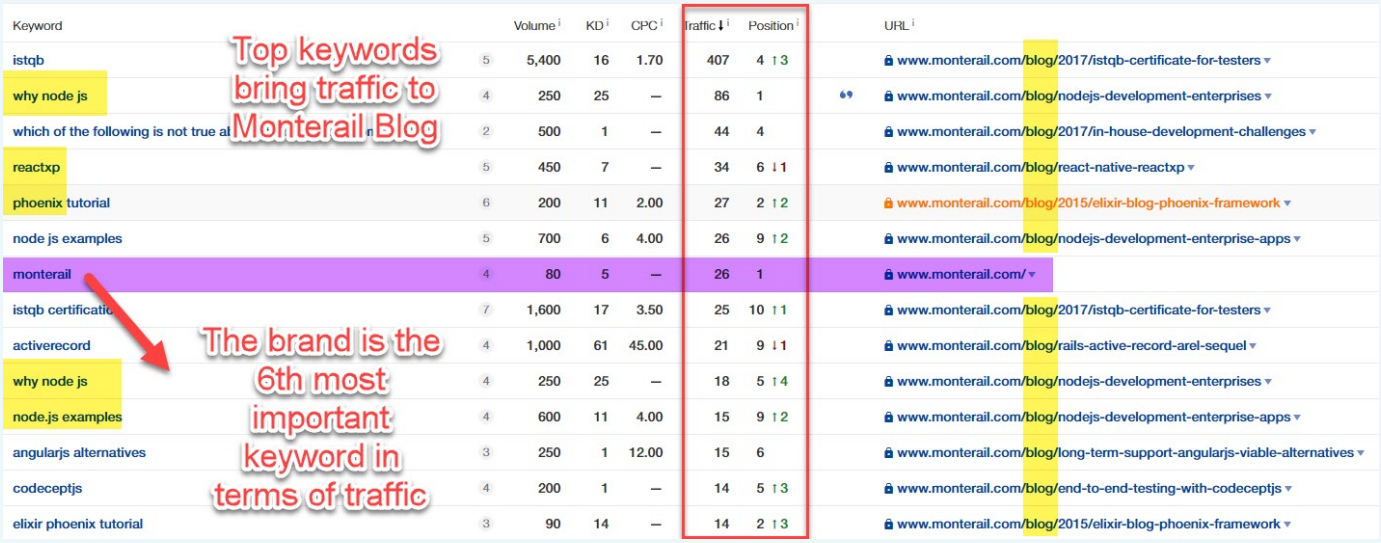


This next screenshot is telling an interesting story:



The technology related keywords are really valuable, bringing in traffic, but the “outsource” cluster is trying to make its way up to the first page.

Non-branded keywords bring traffic to blog post pages. Branded “monterail” traffic, leading to their homepage, is almost insignificant.



Keyword		Volume	KD	CPC	Traffic	Position	URL
istqb	5	5,400	16	1.70	407	4 ↑3	www.monterail.com/blog/2017/istqb-certificate-for-testers
why node js	4	250	25	–	86	1	www.monterail.com/blog/nodejs-development-enterprises
which of the following is not true al	2	500	1	–	44	4	www.monterail.com/blog/2017/in-house-development-challenges
reactxp	5	450	7	–	34	6 ↓1	www.monterail.com/blog/react-native-reactxp
phoenix tutorial	6	200	11	2.00	27	2 ↑2	www.monterail.com/blog/2015/elixir-blog-phoenix-framework
node js examples	5	700	6	4.00	26	9 ↑2	www.monterail.com/blog/nodejs-development-enterprise-apps
monterail	4	80	5	–	26	1	www.monterail.com/
istqb certificatio	7	1,600	17	3.50	25	10 ↑1	www.monterail.com/blog/2017/istqb-certificate-for-testers
activerecord	4	1,000	61	45.00	21	9 ↓1	www.monterail.com/blog/rails-active-record-arel-sequel
why node js	4	250	25	–	18	5 ↑4	www.monterail.com/blog/nodejs-development-enterprises
node.js examples	4	600	11	4.00	15	9 ↑2	www.monterail.com/blog/nodejs-development-enterprise-apps
angularjs alternatives	3	250	1	12.00	15	6	www.monterail.com/blog/long-term-support-angularjs-viable-alternatives
codeceptjs	4	200	1	–	14	5 ↑3	www.monterail.com/blog/end-to-end-testing-with-codeceptjs
elixir phoenix tutorial	3	90	14	–	14	2 ↑3	www.monterail.com/blog/2015/elixir-blog-phoenix-framework

Now, I’m gonna peek a bit at their high ranking blog posts.

The most traction was brought by a blog post that covers becoming a certified tester, it’s almost 2 years old, but still bringing in fresh traffic.

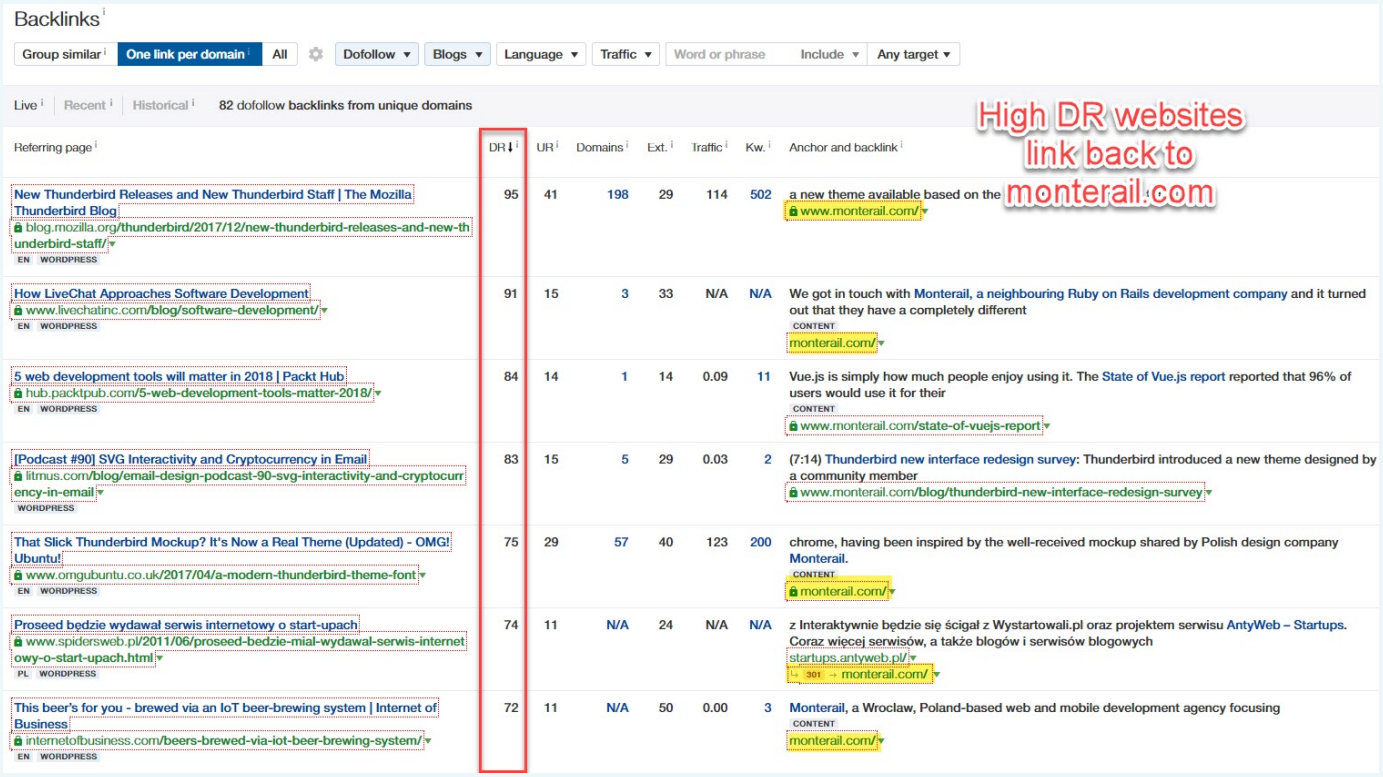
#	Traffic	Value	Keywords	RD	Page URL
1	463 34%	$889	122	1	www.monterail.com/blog/2017/istqb-certificate-for-testers
2	175 13%	$582	236	8	www.monterail.com/blog/nodejs-development-enterprises
3	76 6%	$1,593	124	3	www.monterail.com/blog/rails-active-record-arel-sequel

They’ve got content also on Slideshare, like this great piece on Storytelling in data visualization, written by Paweł Hawrylak, the Head of Design.

Their account also features a story about Marketing B2B, that accrued 1300 views.

BACKLINKS TO SUPPORT CONTENT MARKETING

Do-follow links from 70+ domain ranking websites link back mostly to the Monterail homepage, and Mozilla is the main attraction.



Putting the pieces all-together, from high search traffic to a solid blog, high-quality backlinks, it's clear that inbound is at the core of their marketing strategy.

Looking back at the 2018 performance in terms of blog traffic, in comparison to 2017, according to their blog post, the numbers are:

- 6% more users and 63% more sessions on the website
- 110% more sessions on the blog itself.

THE VUE.JS CAMPAIGN

So, we're finally here, the campaign that brought Monterail clients worth EUR 750k+

Monterail has a thing for Vue.js.

An untapped framework potential, not enough buzz around it: why not take the lead and be the Vue.js go-to company? So, challenge accepted.

It was 2017.

Was it risky? Hell, yeah. No benchmarks, no assurance that the marketing budget won't be thrown out the window.

As Monterail rolled up its sleeves it began developing content:

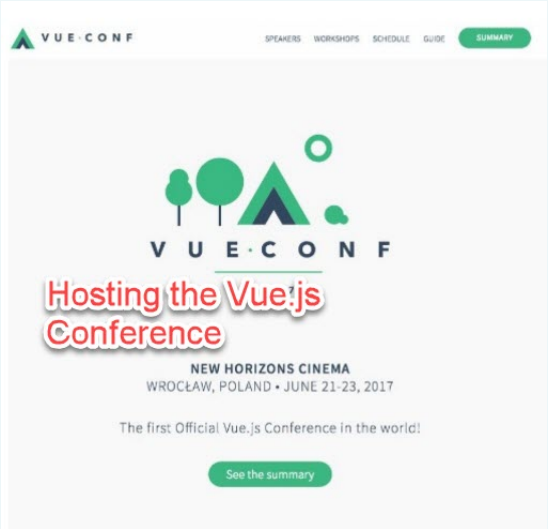
- Blog posts
- State of Vue.js report
- Newsletter
- Pillar pages and landing pages
- Additional elements on the website

At the core of all this content lays the all-mighty survey:

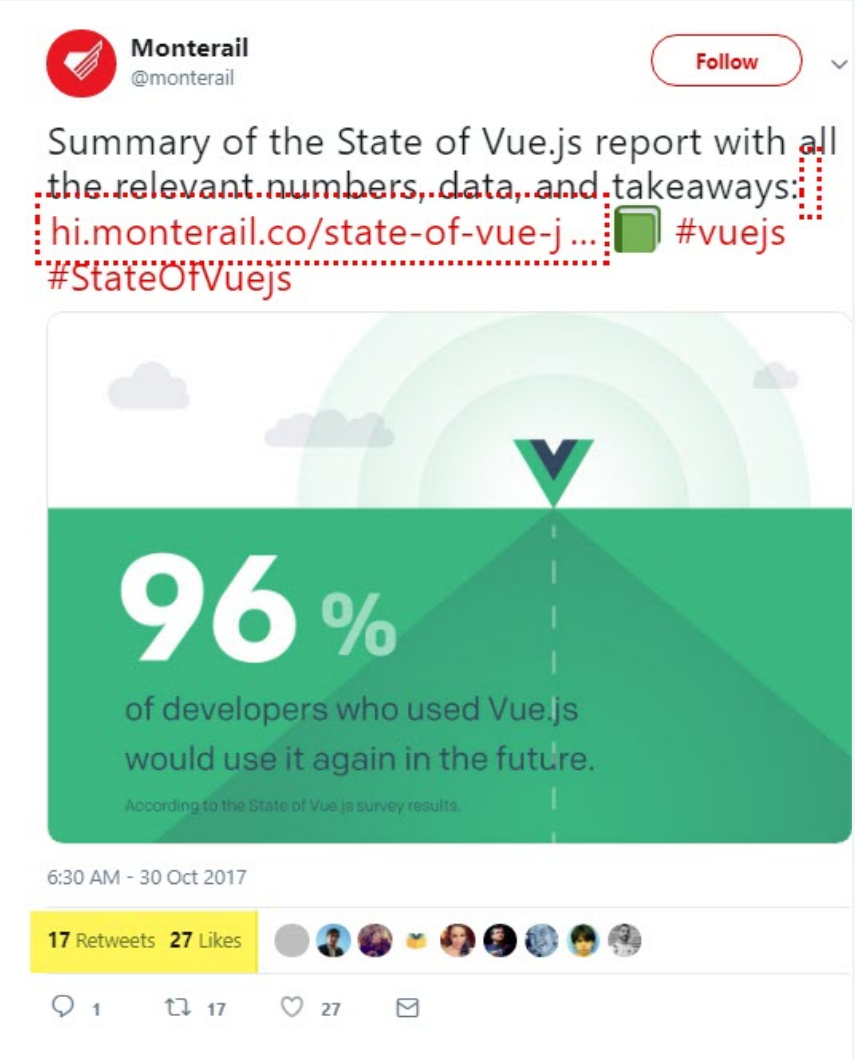
- A four-week period in August and September of 2017
- 1,126 responses, mainly from software developers and CTOs of organizations using Vue
- Responses from 88 countries

+ Lots of promotion and outreach:

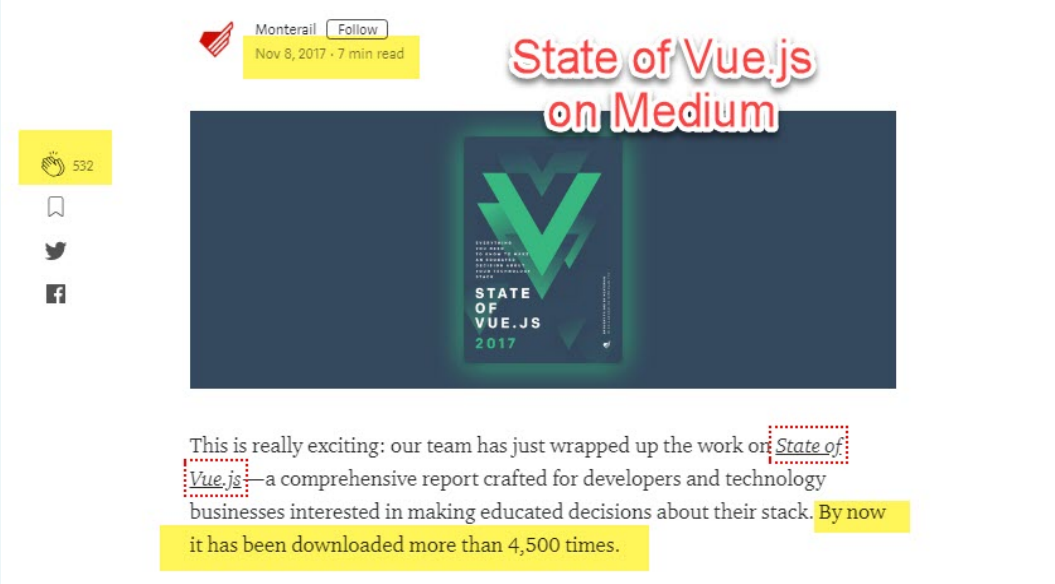
- Vue conference



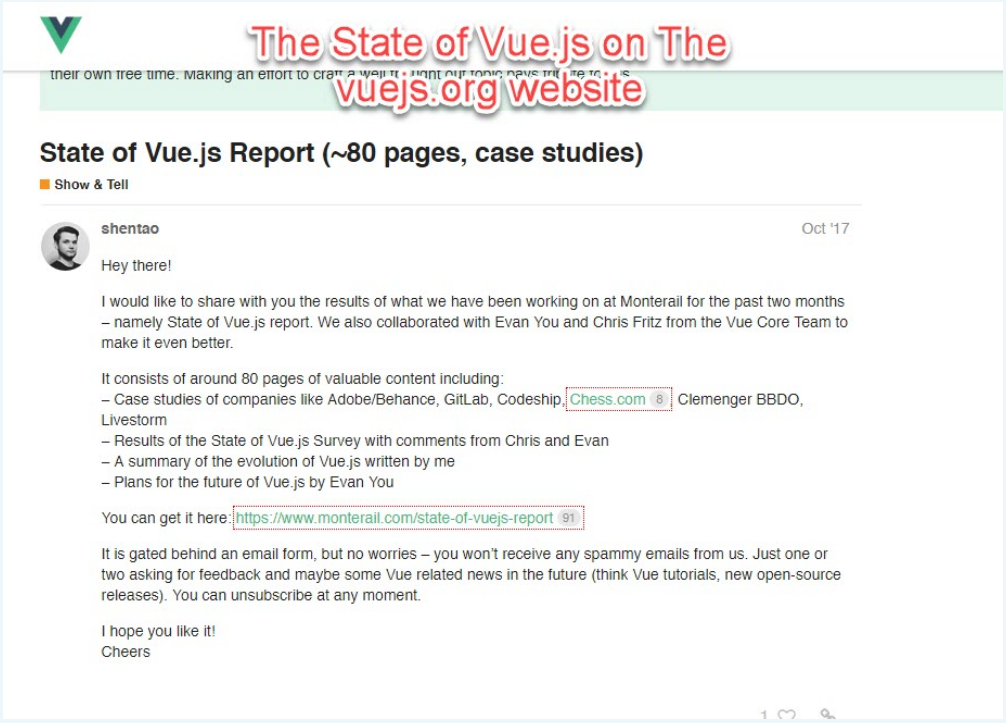
- Sales activities
- Drip email campaign
- PR and sponsors
- Paid ads: Google and Facebook ads
- Social media channels



- Medium & Quora



- Vue.js official channels + influencer Evan You (the creator of Vue.js himself!)



The tools:

- Hubspot: forms, CTAs, workflows, CRM
- Ahrefs: SEO
- Google Analytics

The results:

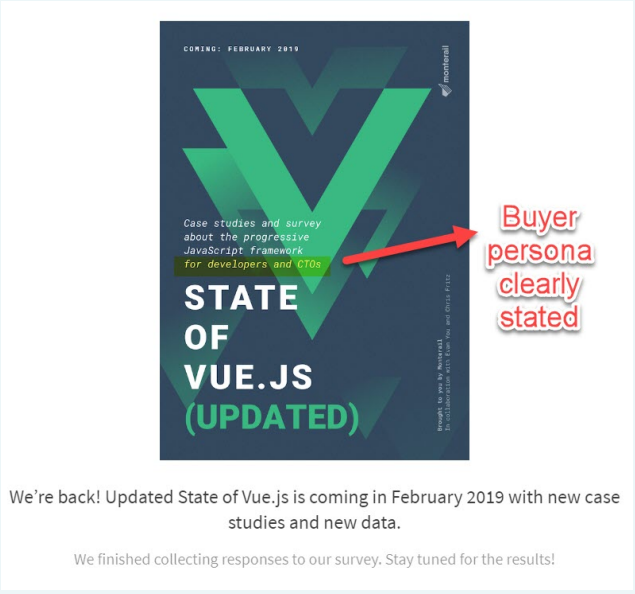
- Valuable backlinks
- 4500+ downloads of the report in 3 months
- 300+ Vue conference attendees
- 10k+ visits ro Vue related content
- EUR 10k+ cost (time and ad spend) by Jan 2018
- Contracts worth EUR 750k+

- Vue.js goes mainstream

The campaign's key takeaways:

- Original content is paramount
- Content production and content promotion are equally important
- Plan everything
- Have goals, KPIs, proper measurement
- Consistency in messages across channels, consistency in time
- Educate your potential clients
- Invest in tools and people. 0 budget, no can do
- Be patient and don't give up, SEO takes time to show results
- Know your persona and buyer's journey
- Get influencers on-board
- Prioritize your channels, you don't have to be everywhere
- Data manipulation - the right people for the job if you want accurate info

Next: State of Vue.js revisited.



Monterail ran a survey with the purpose of creating the new state of Vue.js report. After having collected the responses and prepared case studies, the updated 2019 State of Vue.js report is out. I'm really curious how the 2019 inbound B2B campaign will turn out. We'll be watching you guys!

So, Monterail managed to take something relatively unknown and make it mainstream - the Vue.js framework, all through inbound marketing and quality promotion.

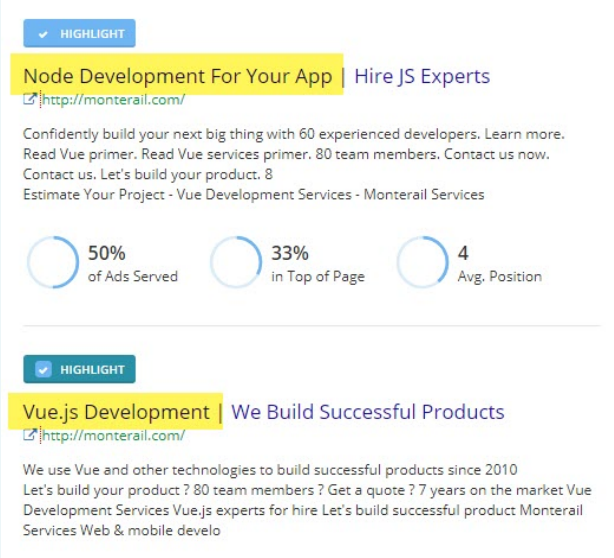
They've reached their objective of being recognized as the experts in the field.

Chapeau!

This was a great inbound marketing lesson.

MONTERAIL'S PAID TRAFFIC ACQUISITION

Monterail is also leveraging Google Ads. From Spyfu's research, it seems that they are bidding on node.js and vue.js keywords.



We know that they used the power of retargeting during the Vue.js campaign also. And it's not only Google ads remarketing, but also Facebook and Twitter.We know that they used the power of retargeting during the Vue.js campaign also. And it's not only Google ads remarketing, but also Facebook and Twitter.

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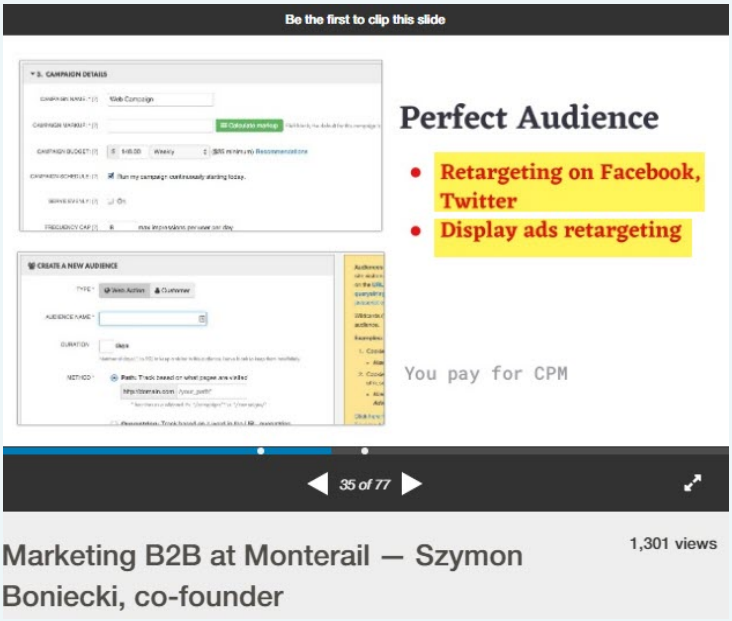
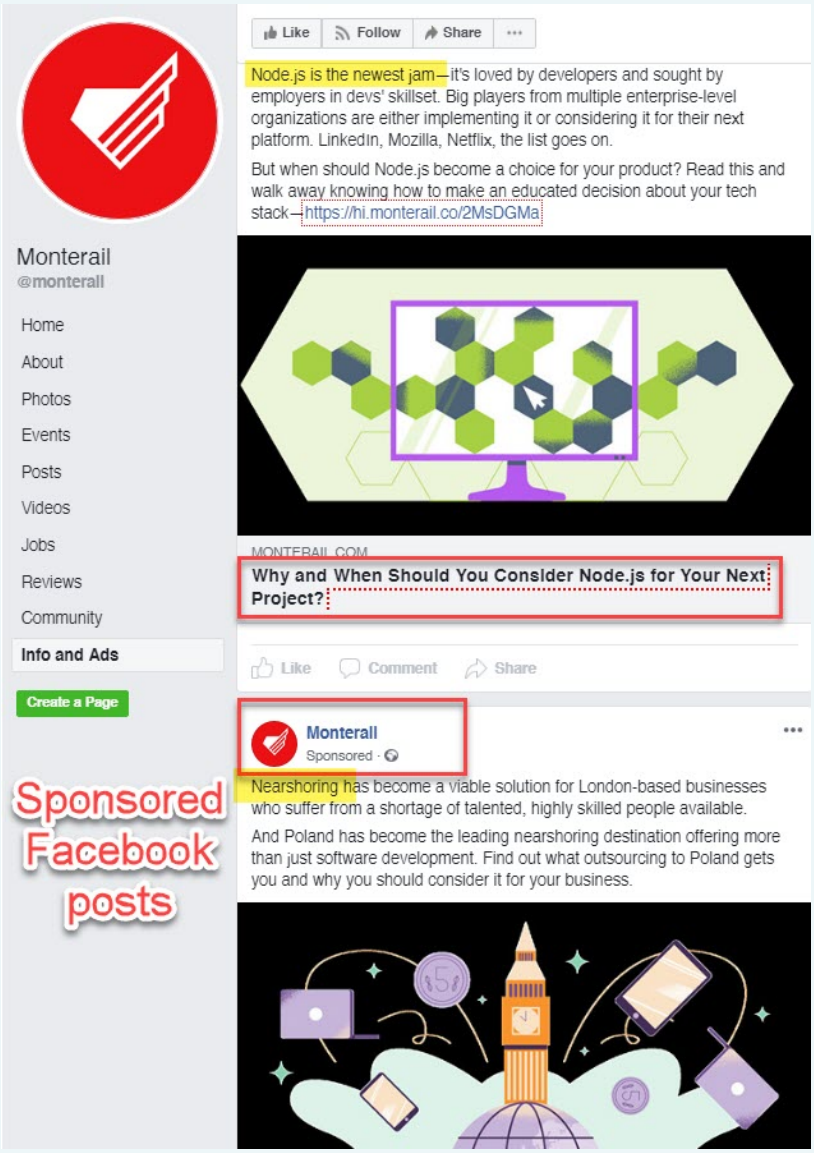


But they also use the power of sponsored post for topics such as:

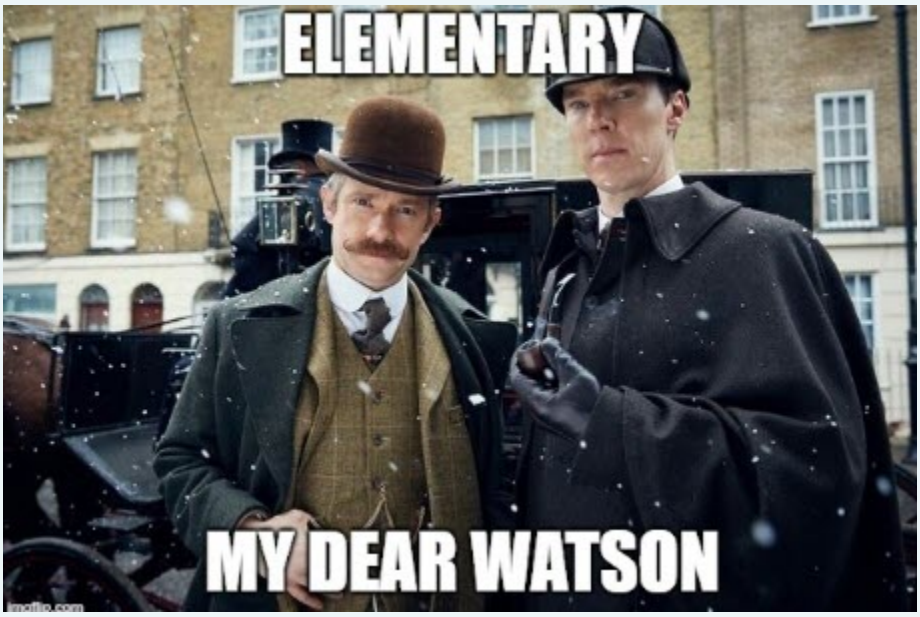
- Node.js development
- Nearshoring/outsourcing
- Successful case studies
- Progressive web apps



MONTERAIL'S SOCIAL MEDIA PRESENCE

- 2500+ Facebook followers
- 1300+ Twitter followers
- 1200+ Linkedin followers

Not all of the organic and paid efforts in social media are responsible for these numbers.

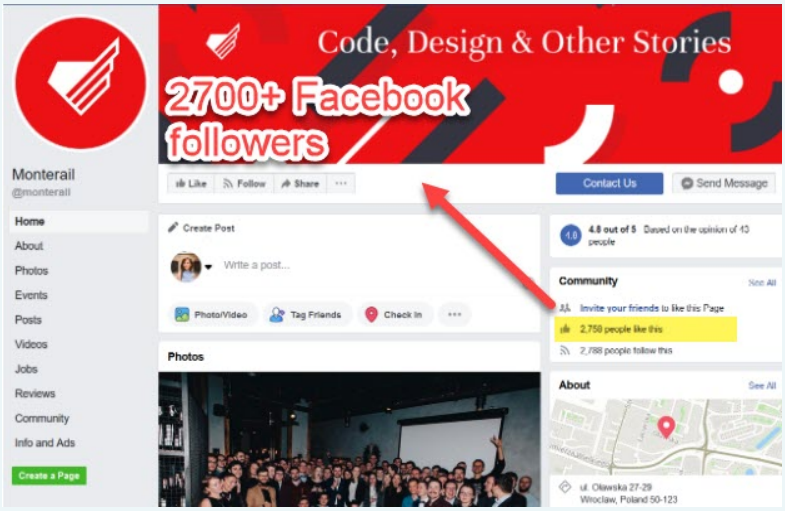


All of the other offline or inbound efforts might translate into followers and likes.

Everything connects, and the end result is branding.

FACEBOOK

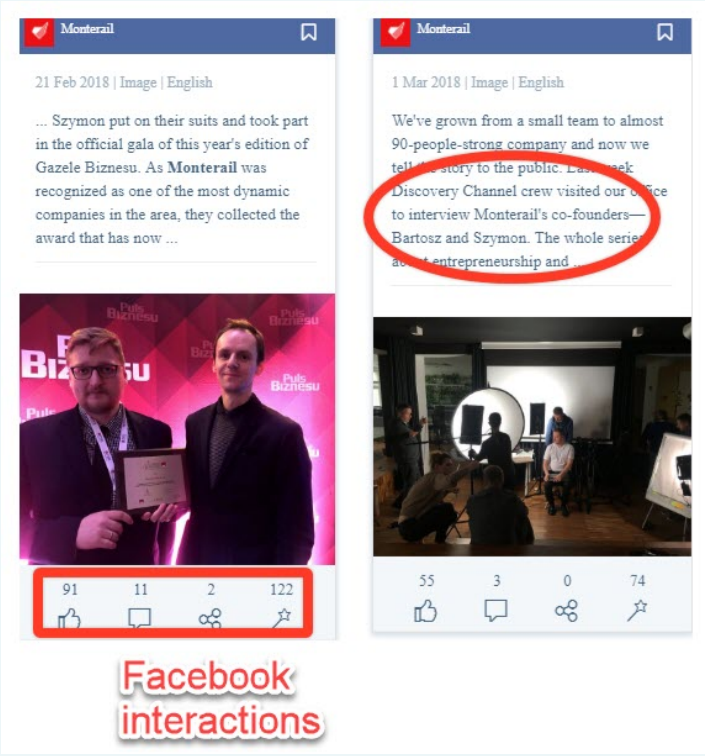
2500+ Facebook followers get regular updates from regarding events they're hosting, webinars they're organizing, jobs available, blog posts and case studies. Vue.js posts seem to be very appealing to , lately.



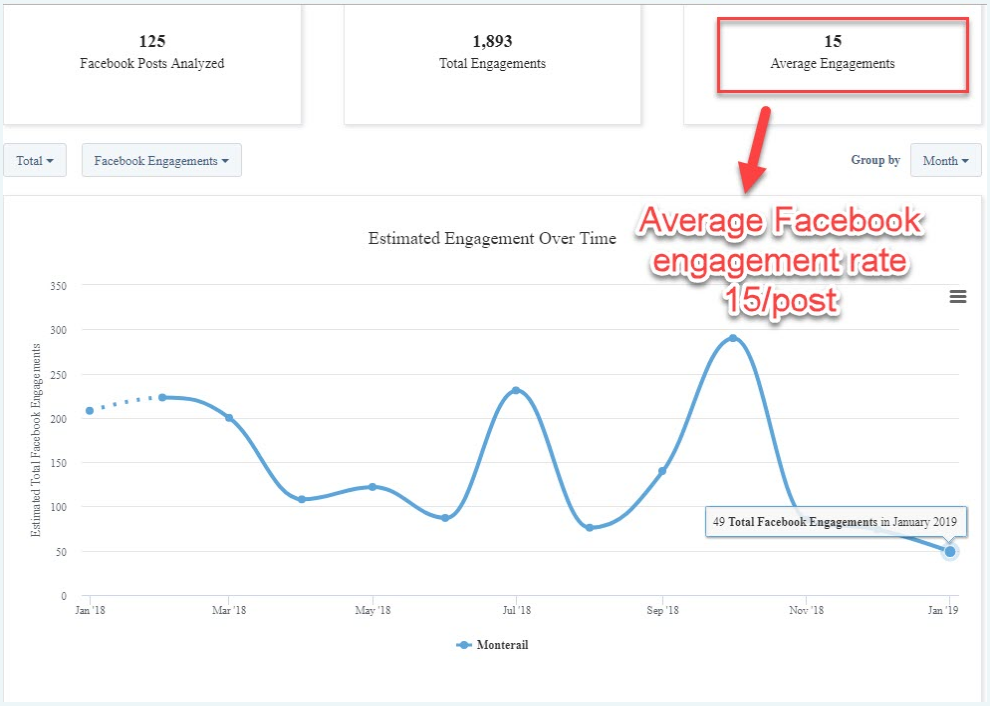
Facebook's posts go two ways:

- Getting more clients
- Increasing employer branding

Most popular posts talk about the team or events. And check this out, Discovery featured in a series on entrepreneurship. Kinda cool, I'd say!

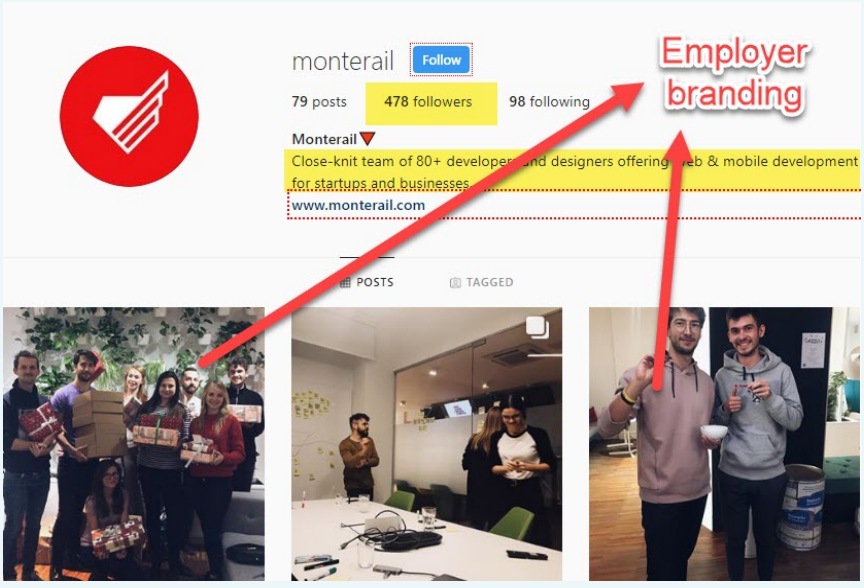


Some of the posts get traction, but the average engagement per post is around 14.



INSTAGRAM

The Instagram account is all about the team, reinforcing the Monterail idea that "every product needs a team of passionate people who will give it their best."



The images are praising a company culture:

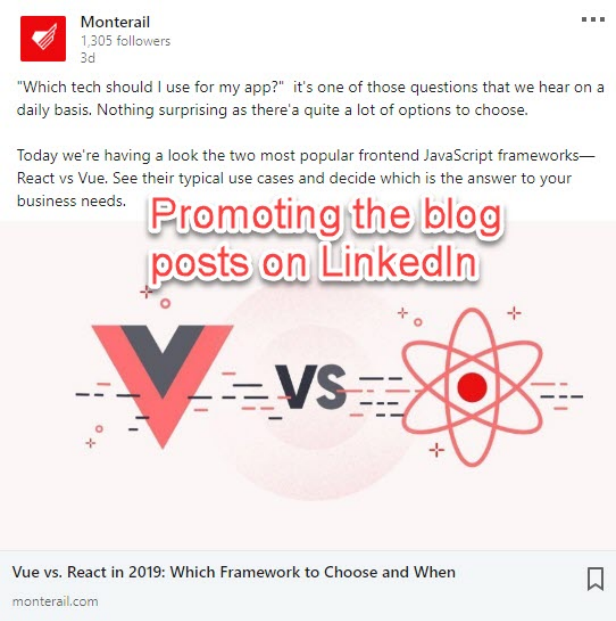
- that revolves around communication

- which happens in a cozy ambiance

- where work and play are equally appreciated

LINKEDIN

On the LinkedIn profile news from the industry and blog posts are shared. It's clearly client-oriented content.



The image being portrayed on LinkedIn speaks of Vue.js leadership, React expertise, products they've built.

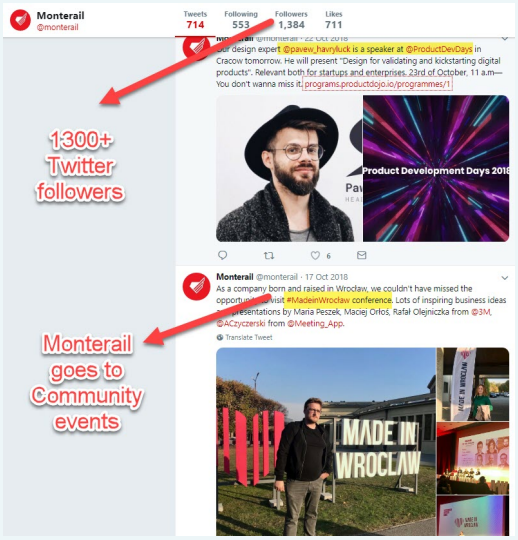
The platform is also used for hiring because jobs are being posted.

TWITTER

The Twitter profile almost replicates the Facebook content within its weekly tweets.

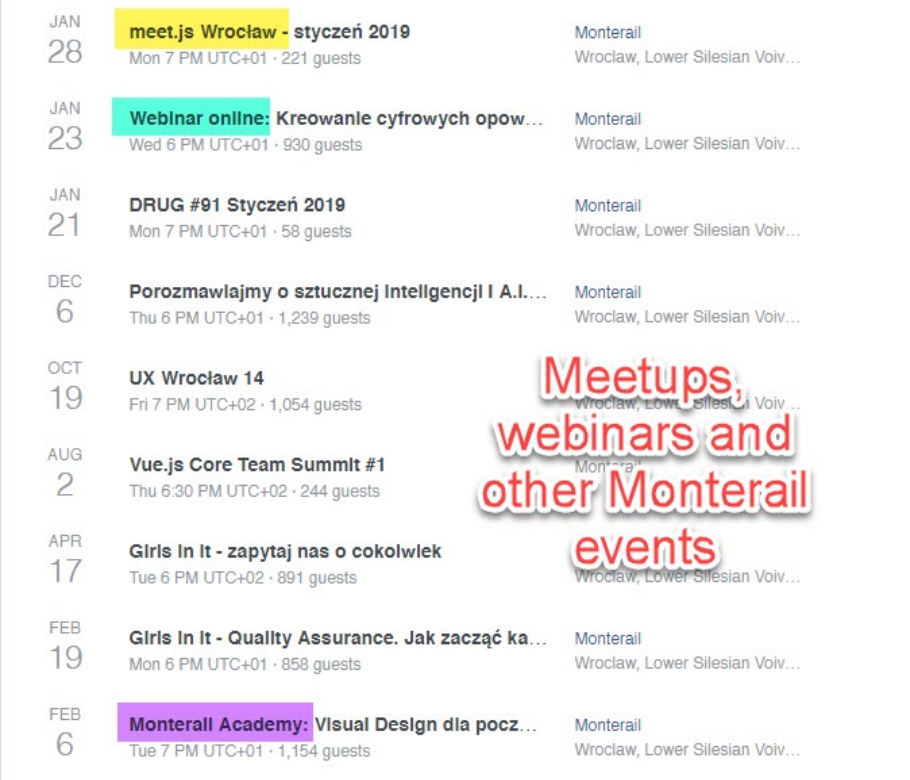
Blog posts and news from the industry are being shared. hey also promote webinars and events they attend to in order to build awareness around their business.

The purpose of the account is more about gaining new clients, than building employer branding.



COMMUNITY BUILDING AT MONTERAIL

Webinars, tech summits, meetups, the Monterail Academy - these guys are really busy. But this is how you build a community, establish leadership in the field, for both future employees and clients.

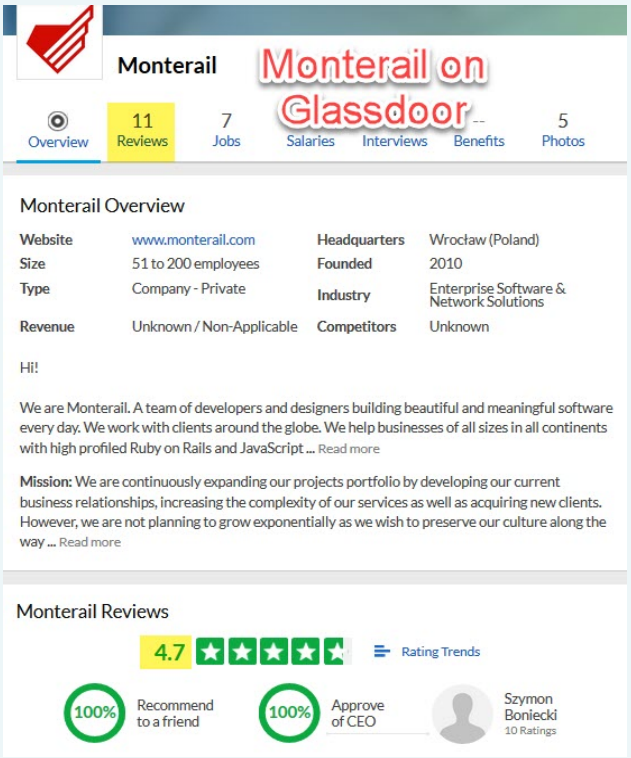


And let's not forget they've hosted a conference around Vue.js with 300+ attendees.

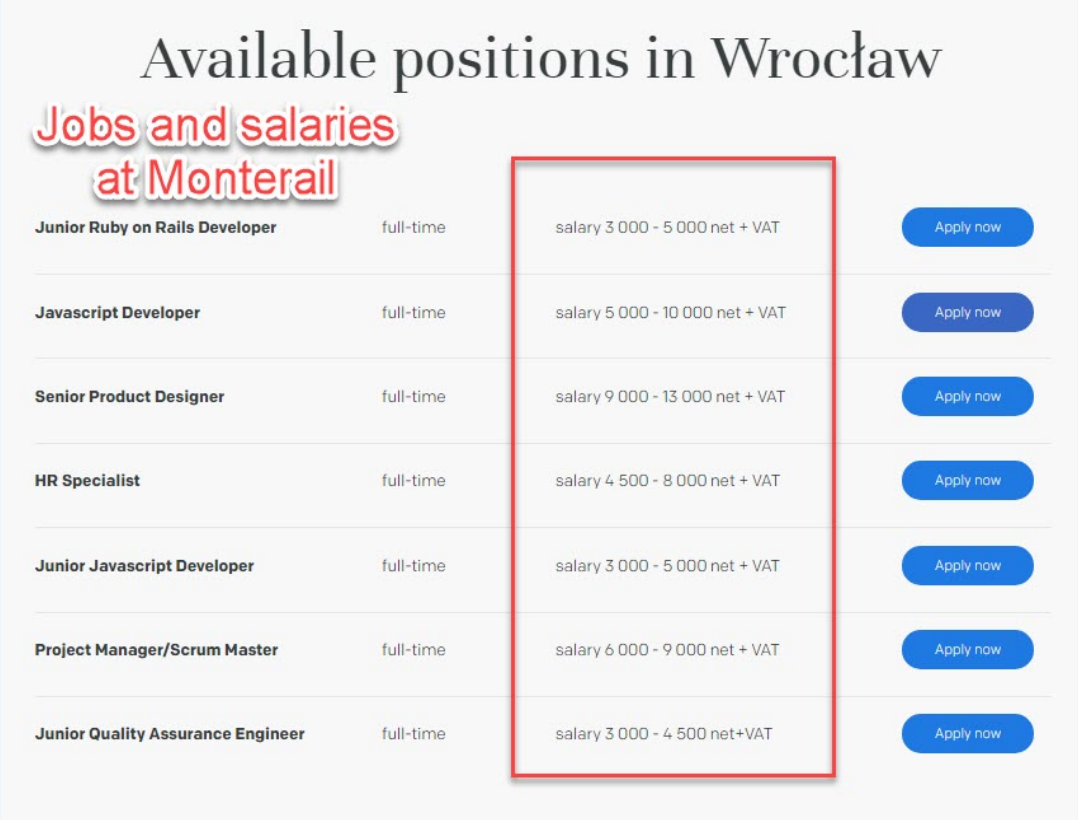
EMPLOYER BRANDING AND HIRING

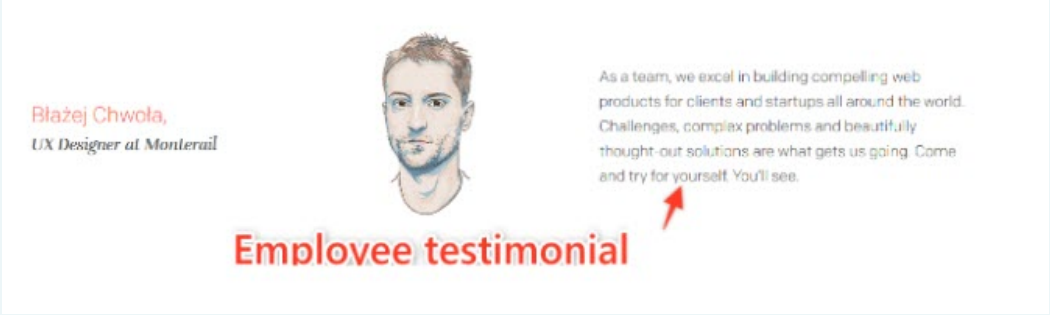
Now, let's mingle with Monterail's current and former employees and see what they say about the working environment. It seems that the company's culture and remote working possibilities are highly appreciated.

The quality of code and the learning process are among the pros of working at Monterail. Some say that the management team is a bit un-experienced and decision making takes kinda long.



They want to expand their team by hiring developers and product designers. Salaries and other perks are transparent. There's also an employee testimonial on the page to increase the chances for conversion.





They are really proud of their office and the friendly atmosphere. They make use of social media to promote the cozy environment. Speaking of the office, it's not like any other offices. There was a whole strategy around it in the design phase.

Monterail commissioned sociologist Karolina Dudek for an in-depth study of the spatial and cultural needs of the staff. From her observations, they decided to set up rooms for projects, instead of having an open space. So, using science to design the proper working environment, kinda cool, right?

They support learning among the team, that's why they introduced Self Development Time, meaning every employee has 2 hours per week to spend on whatever they like for personal development.

MONTERAIL'S GROWTH STORY: WRAPPING UP

From the B2B marketing point of view, it seems that a consistent content strategy, seasoned with some events and marketing automation, is the recipe of success for Monterail.

But let's make a more comprehensive list of takeaways:

- Build an **effective team** - of engineers, of marketers, of business developers, don't settle for less
- **Inbound** at the heart of marketing efforts. Get the developers team involved in creating **original 10x content**
- **Promotion is key**, it should be consistent and carefully planned
- Get out there, get noticed, host events, go to speaking gigs, **create buzz around you**

CHAPTER 8

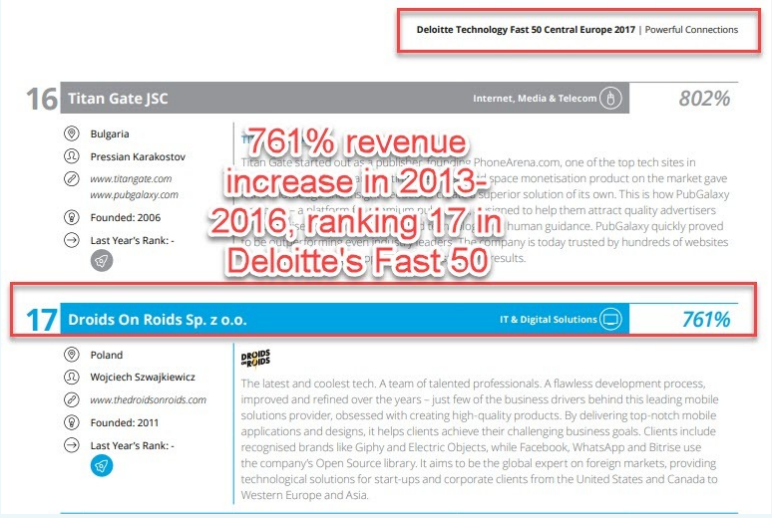
THE MARKETING SECRETS BEHIND THE 1ST POLISH APP DEVELOPMENT COMPANY: THE DROIDS ON ROIDS

DROIDS ON ROIDS - SHORT OVERVIEW

> *We call ourselves "Droids" because we enjoy being down to earth and straightforward with people. In this case, “Roids” is our passion for creating the best possible products for our Clients and that is why we might be the Droids On Roids you are looking for.*
>
> Wojciech Szwajkiewicz, CEO at Droids On Roids

Walt Disney, Nestle, Unilever, Giphy seem to have something in common, besides being world famous. They worked with Droids On Roids, a Wroclaw app development company.

Pretty amazing I would say. Featured in Forbes’ “30 under 30” or Deloitte’s Fast Tech CEE 2017, the Droids on Roids are in very good shape.



But what do their clients say about the Droids on Roids? See here:

- high-level programming talent, attention to detail
- attentive customer service, proactive and responsive
- amazing project management skills and overcoming challenges
- top notch communication
- creative

So, what lays behind 4-year revenue growth of 761%? Let's peak into some of the answers:

- **Content marketing** plays out for the Droids on Roids
- **Employer branding** is at the core of the business
- **Community involvement** is a must to get your name heard
- You can benefit from **open source** as a marketing channel

BRAND AWARENESS AT DROIDS ON ROIDS

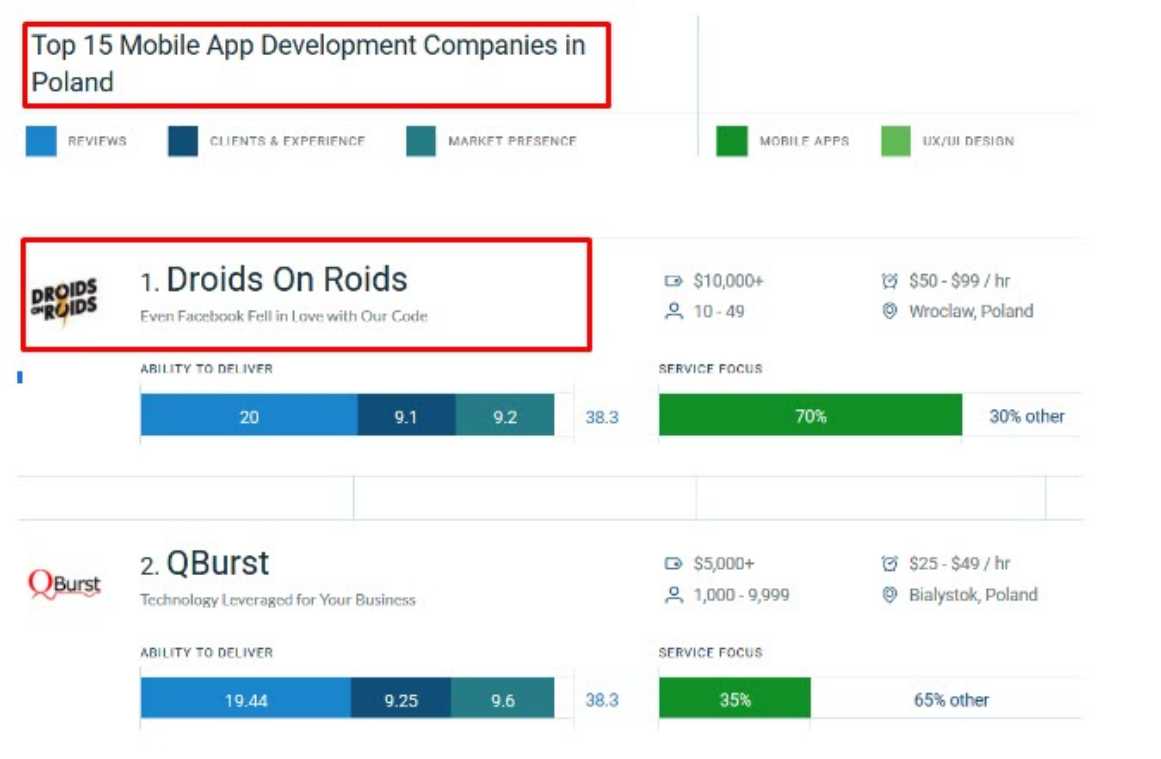
> *Since 95 percent of the people are imitators and only 5 percent initiators, people are persuaded more by the actions of others than by any proof we can offer.*
>
> Robert B. Cialdini, Influence: The Psychology of Persuasion

So, every company should make some buzz around it, via networking, events, in social media, awards. Anything that might enable positive word-of-mouth.

It's no easy job, this one.

THE DROIDS ON ROIDS AWARDS

The company is the first mobile app developer in Poland as per Clutch.



Wojciech Szwajkiewicz and Tomasz Muter – CEO & Vice-President of Droids On Roids – are included on the prestigious “30 under 30” list announced in October 2017, in the Polish Forbes magazine.

Only two weeks later, the Droids On Roids were awarded by Deloitte: a proud 17 rank in the Technology Fast 50 Central Europe 2017.

THE DROIDS ON ROIDS WEBSITE AND CONVERSION RATE OPTIMIZATION

Services, technologies, case studies, portfolio, social proof - everything is there, surrounded by an eye-catching design.

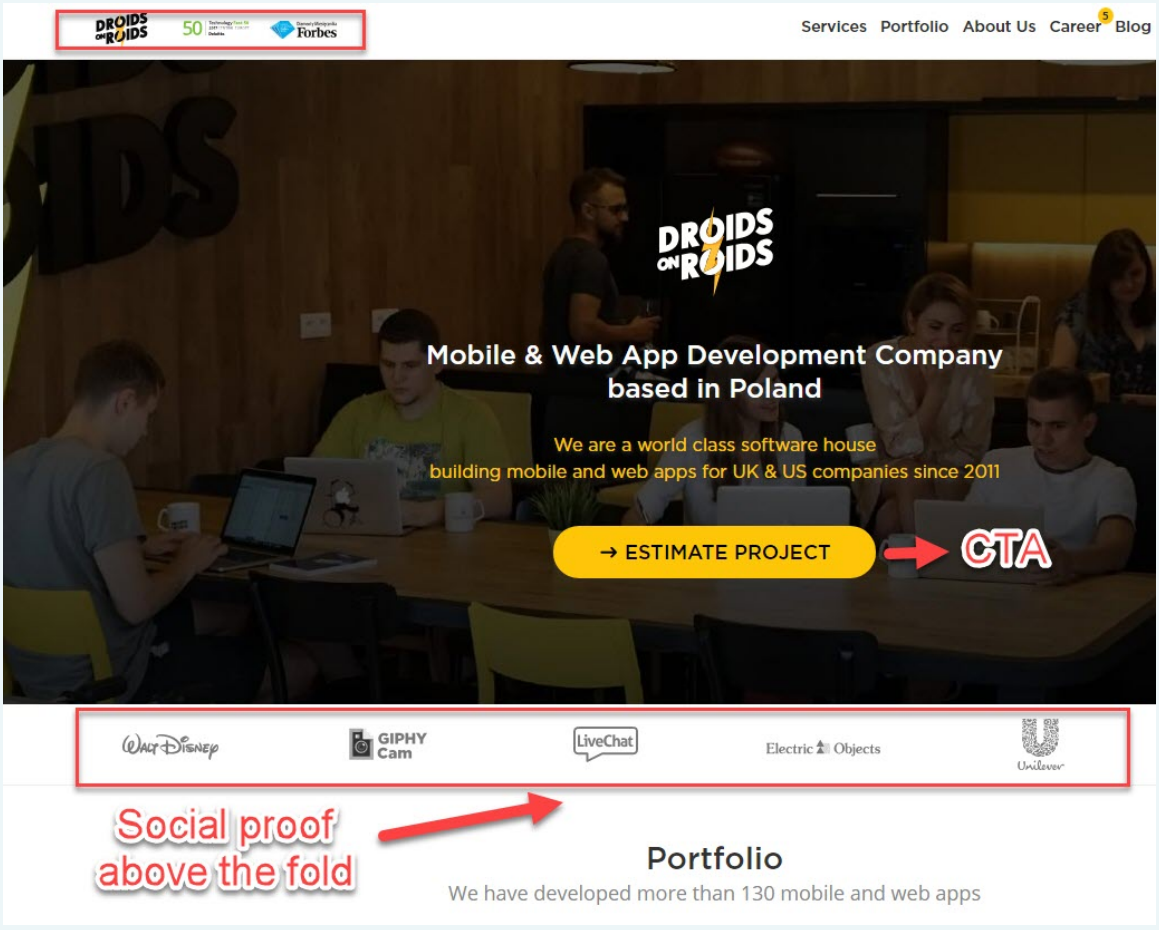
But is the website answering potential clients' basic questions?

What do you do?

Mobile & web app development. Building apps for the US and UK.

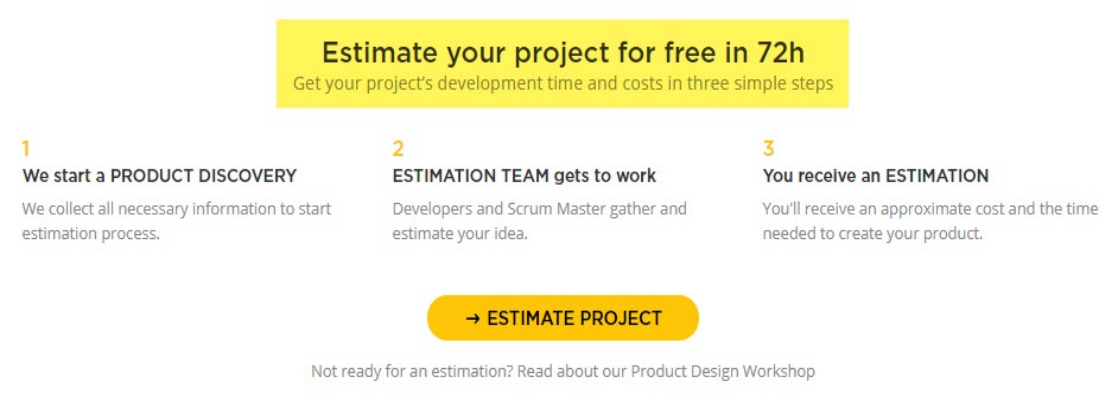
How can I trust you?

Here are my most important clients, their testimonials, the open source libraries we created and the awards received so far.

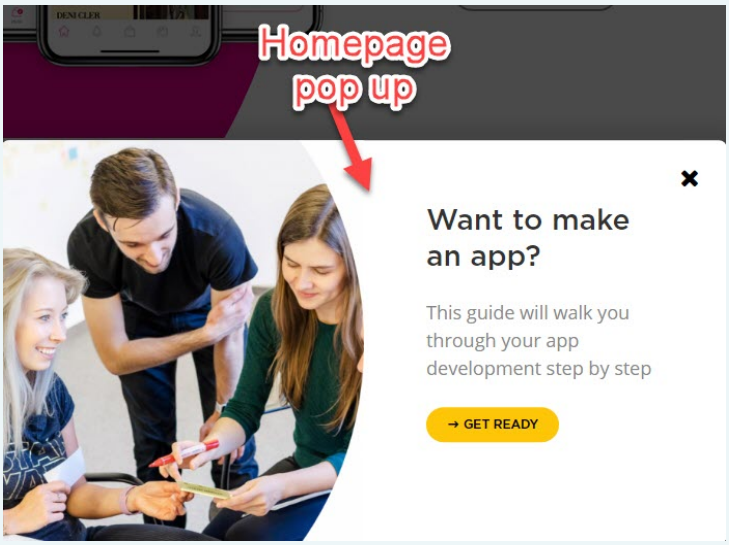


Via chat or asking for an estimation.

Regarding the estimation. In order to be more convincing, and increase their chances of conversion they are making a promise to the potential client: free estimation within 3 days.



They use pop-ups when the homepage visitor shows exit intent. The pop up leads the visitor to the blog, so they try to move the visitor down in the funnel, educate him.



Next, when trying to exit the blog, there's another pop-up, trying to move the user from the awareness stage of the journey to the consideration one.Next, when trying to exit the blog, there's another pop-up, trying to move the user from the awareness stage of the journey to the consideration one.

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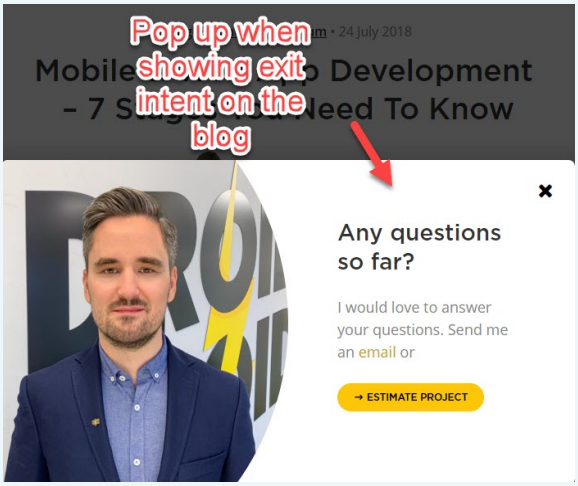
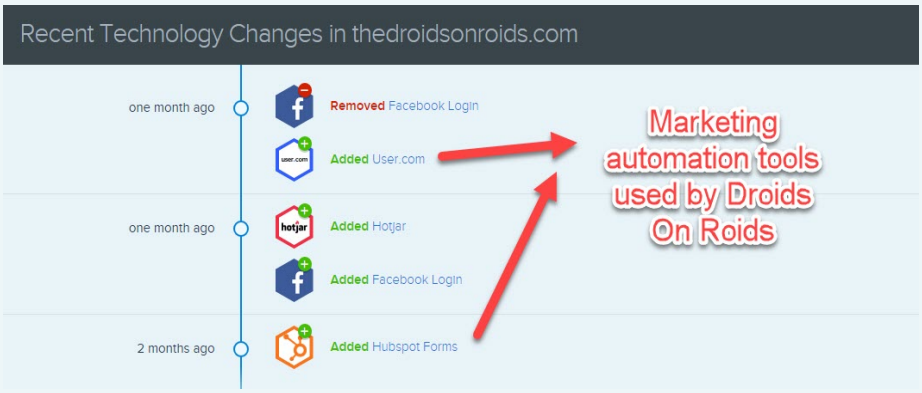


Regarding the conversion rate optimization, they have just installed Hotjar, Hubspot forms and user.com, so they intend to better understand their website user behavior, and probably optimize the customer journey.

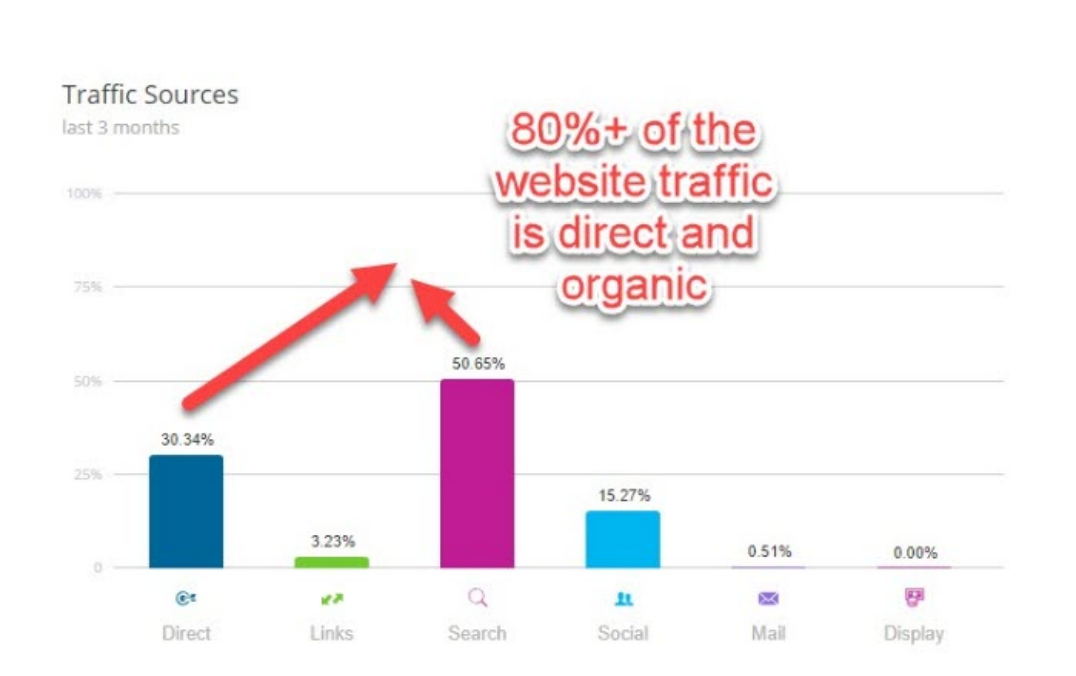


THE DROIDS ON ROIDS TRAFFIC ACQUISITION

Direct and search traffic account for more than 80% of the website traffic.

Just like the case of most of the B2B software companies, I'm suspecting direct traffic might be due to:

- branding efforts within offline events
- referral traffic not tagged (Clutch included)
- sales reps activities (they have two new business developers in the team)

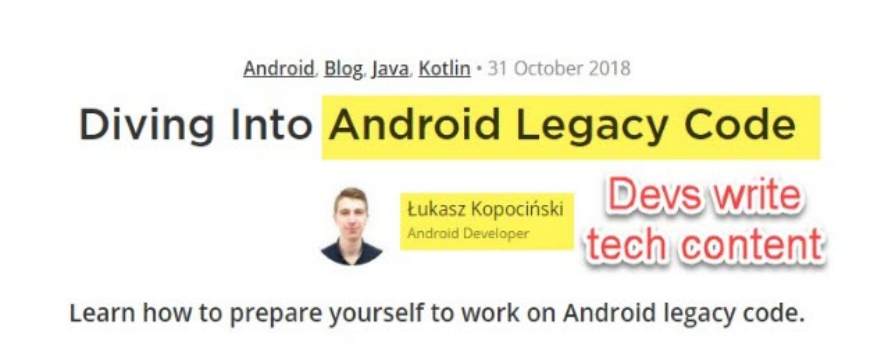


Social brings more than 15% of the traffic. From our research, this is one of the biggest percentages encountered so far, so we'll try to understand what strategies lay behind this number.

CONTENT MARKETING

The main blog categories are business, scrum, UI, UX, Android, iOS, news, java, kotlin.

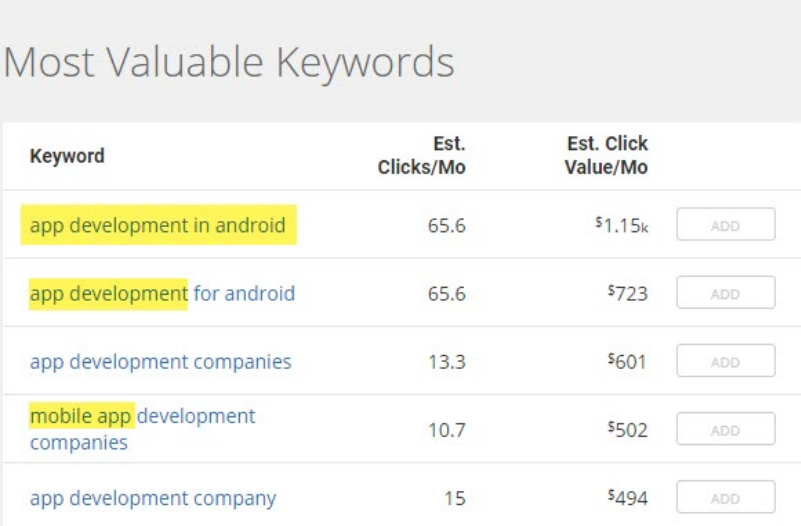
The technical themes are mainly covered by devs.



If we take a look at their top pages, we get this:

Earlier we just said that they are into mobile & web app development. Well, their most traffic comes via blog posts tackling android development. The homepage also gets an important amount of traffic. That correlates with the 30%+ of direct website traffic.

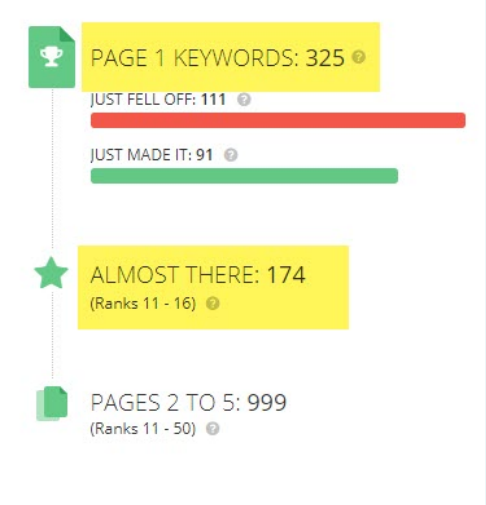
And if we peek at their most important keywords:



we see “app development”, “android” related keywords.

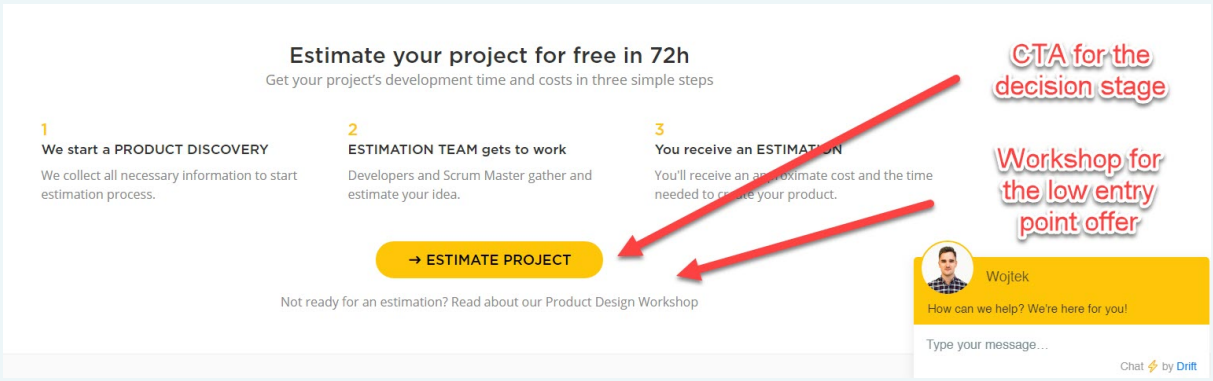
So, they are really focused on their content strategy and it's working well.

And take a look at that! 325 keywords ranking on the first page, and 174 more waiting to come up the list.

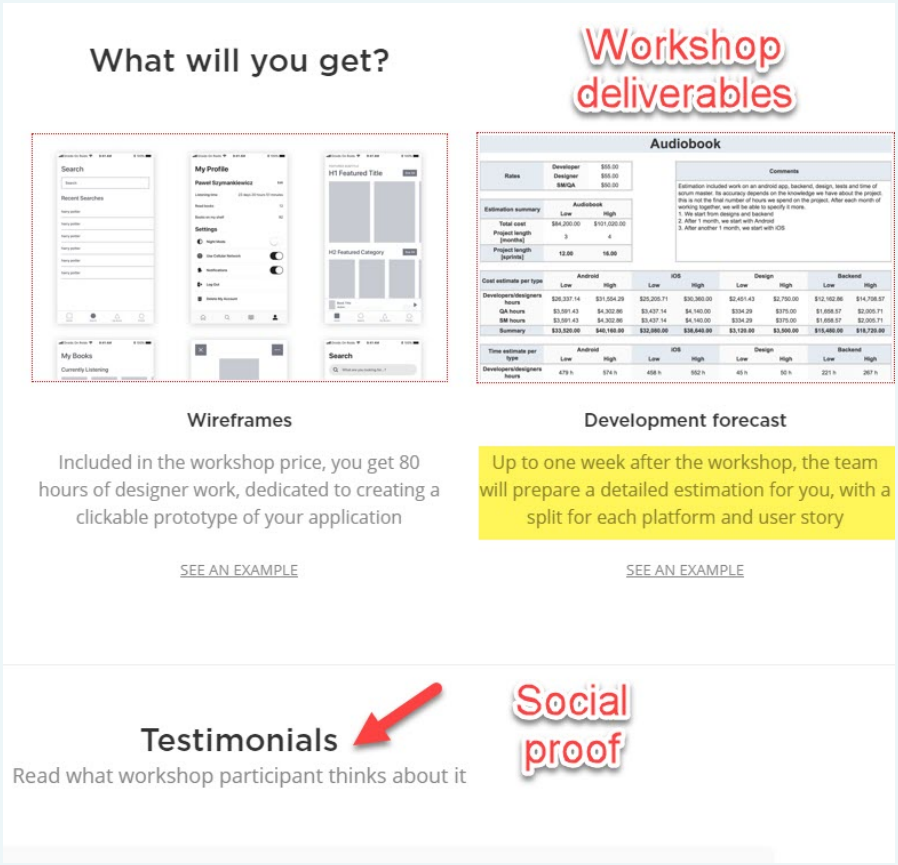


Now, let's move on to case studies. Case studies are also part of their content strategy.

But the thing that caught my eye, as I haven't seen it done by other software houses is a product design workshop:



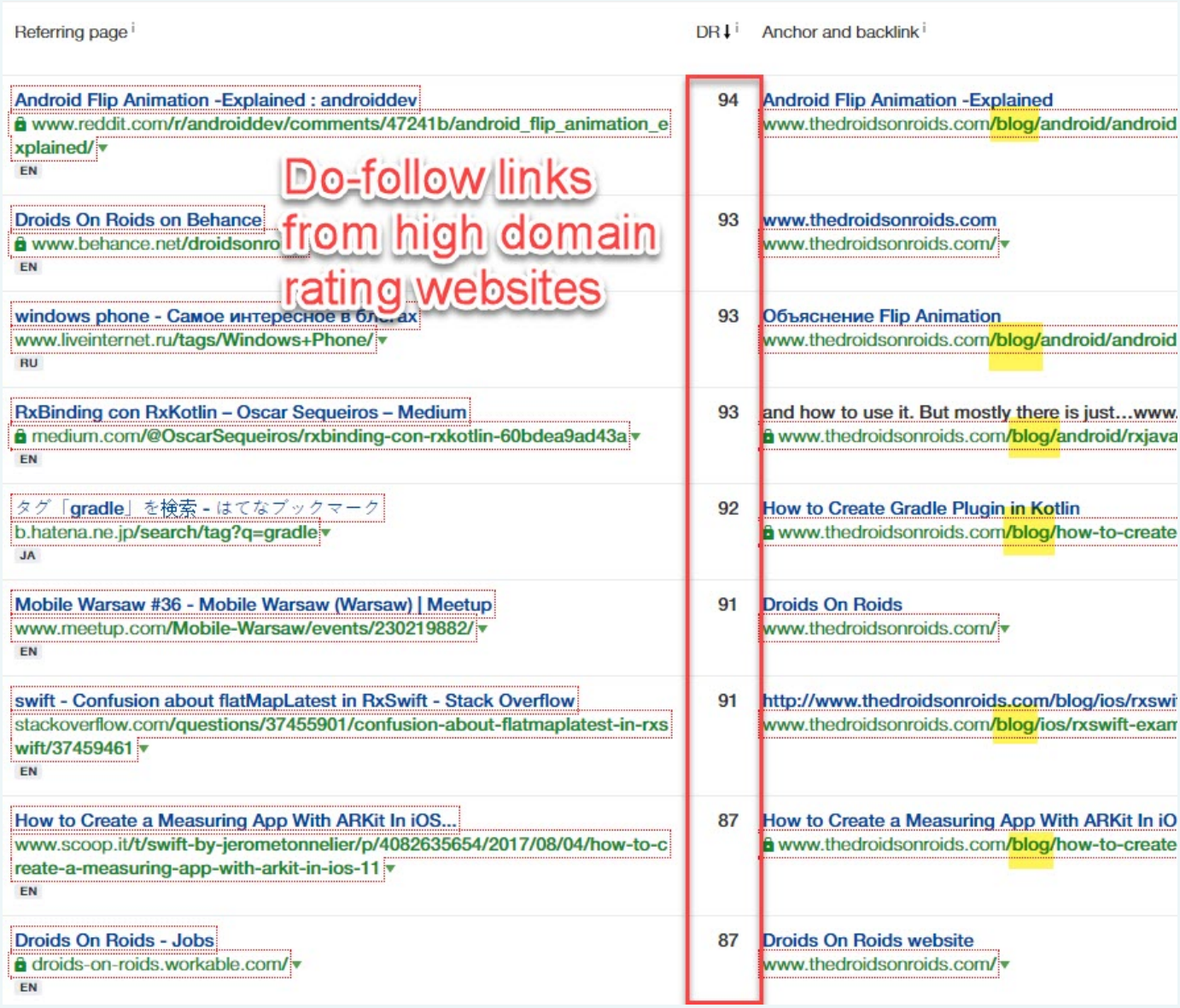
When potential clients aren't "warm" enough to sign the contract, the workshop might be the perfect way to introduce yourself to the client and let him taste a bit from the experience of working with you.



BACKLINKS TO SUPPORT CONTENT MARKETING

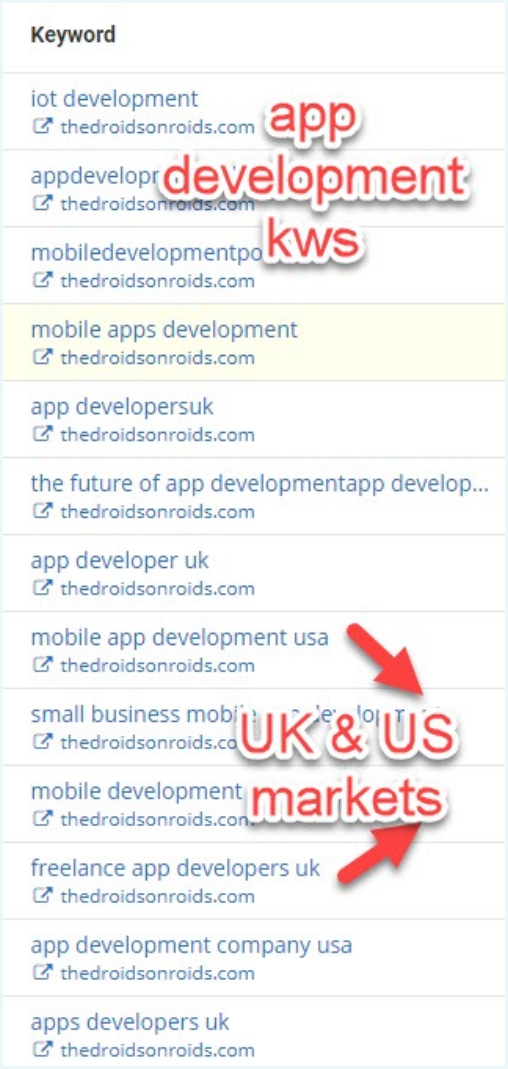
Looking good: do-follow backlinks from websites with domain rating above 70. The websites are technical or promoting jobs and events.

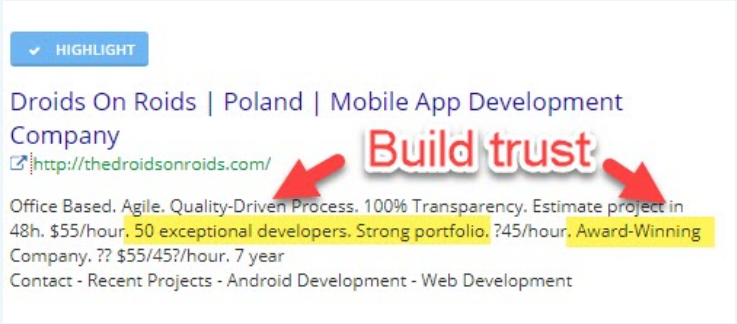
One could recognize here: Reddit, Behance, Medium, Stackoverflow, Meetup.



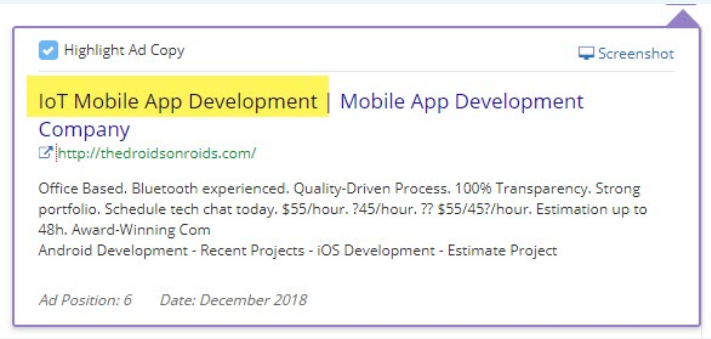
PAID TRAFFIC ACQUISITION

Keywords they bid on relate to mobile app development, which is consistent with their content strategy also.

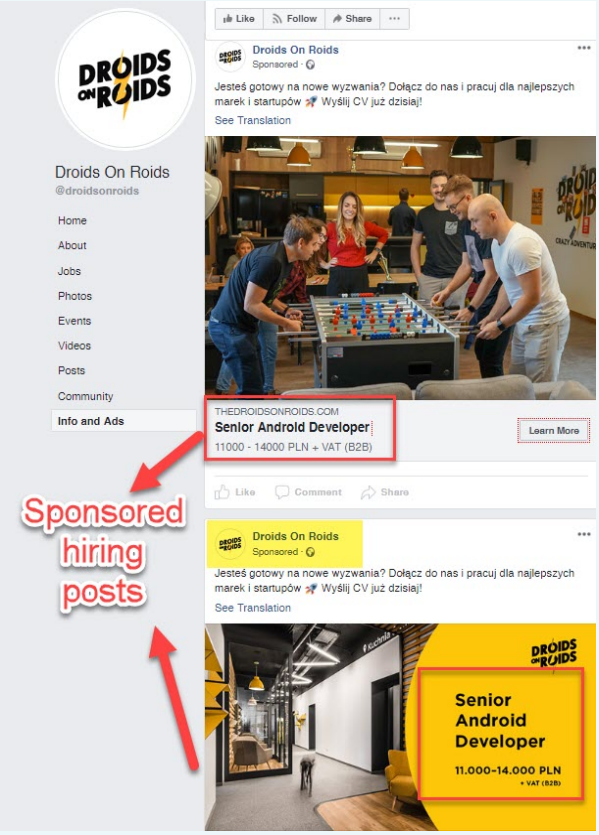




But they seem they've taken on a new challenge: IoT.



At this very moment, the company uses Facebook sponsored posts for job hiring promotion.



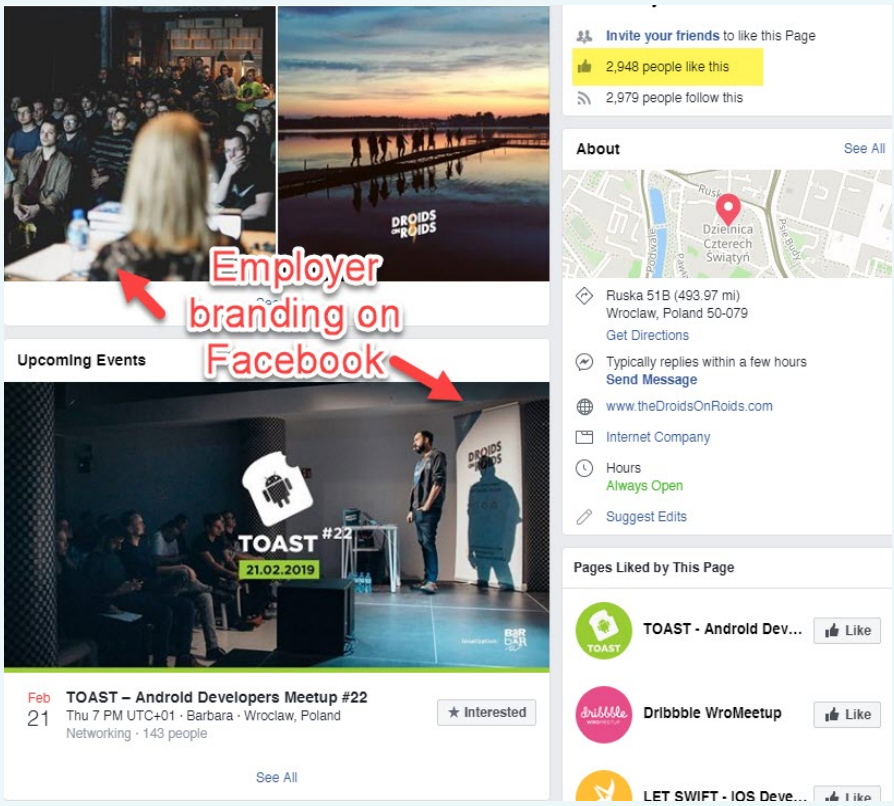
THE DROIDS ON ROIDS SOCIAL MEDIA PRESENCE

15% of the website traffic comes from social media, as per Similar Web (take it with a pinch of salt). Until now, we've been accustomed to numbers below 10%.

So, let's analyze a bit.

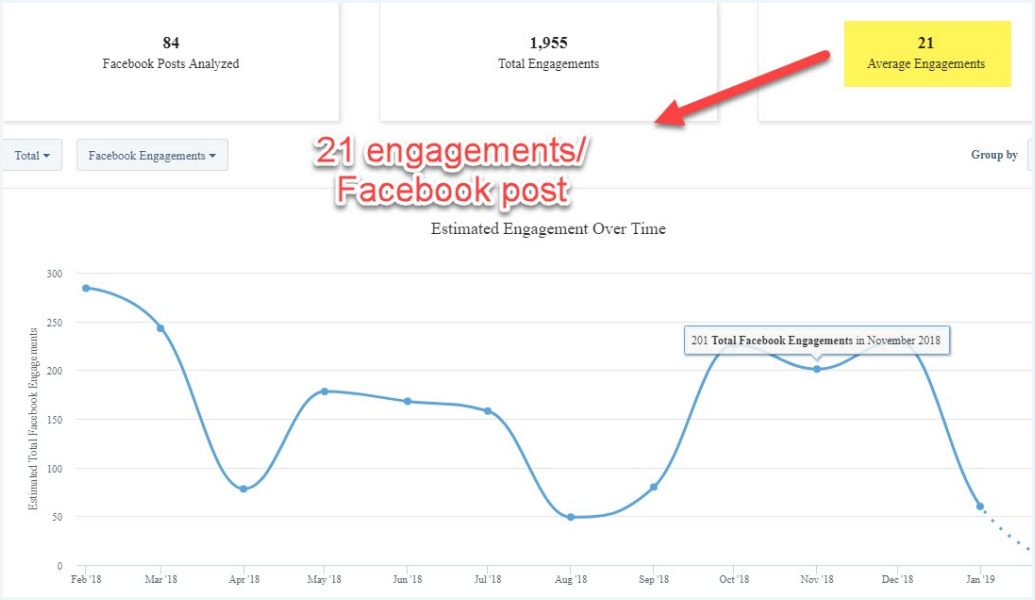
FACEBOOK

2900+ Facebook followers get regular updates from Droids on Roids regarding events they're hosting, blog posts they've created, team events, jobs available.



Facebook's posts are headed mostly towards posing as a great employer, with a great team and office.

Because most of the posts are people-oriented, this might explain the engagement rate that is higher than for other software houses we've analyzed.



INSTAGRAM

The Instagram account is clearly employer branding focused. This is the case for all the software houses we've analyzed so far.

It's all about the:

- events they organize, attend to

- creative people

- having fun at the job
- the amazing office and cozy environment
- celebrating success

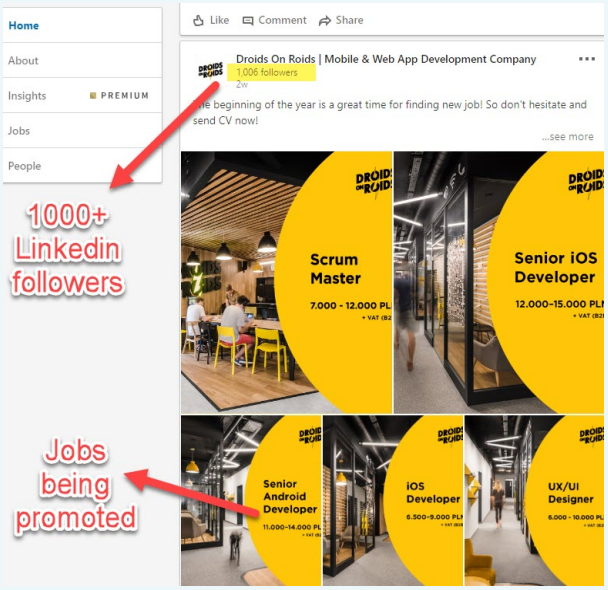
- hiring opportunities

- company culture

LINKEDIN

On their Linkedin profile the Droids share jobs available, awards they've received, events they've been to or organized. So the focus goes both the client and the employee way.

The posts are happening around twice a month.



The blog articles are being promoted. A business should never miss a chance to discover new audiences for the blog content: be it social media, Medium, Dribbble, there's nothing to lose.

The stories on Linkedin or Facebook are encountered on Twitter also, the messaging is being adapted to the specifics on each platform.

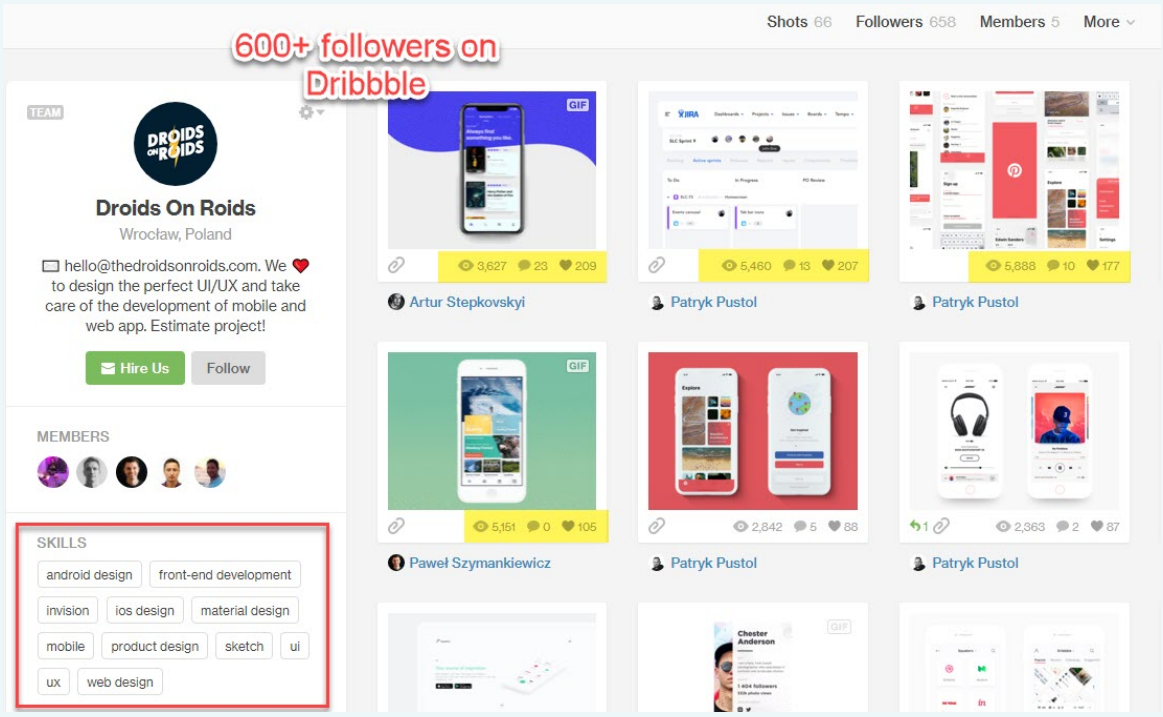
Unlike Monterail, the messaging here is not really client-oriented, it is mostly about employer branding.

Events, jobs, blog articles, it's all on Twitter.

DRIBBBLE

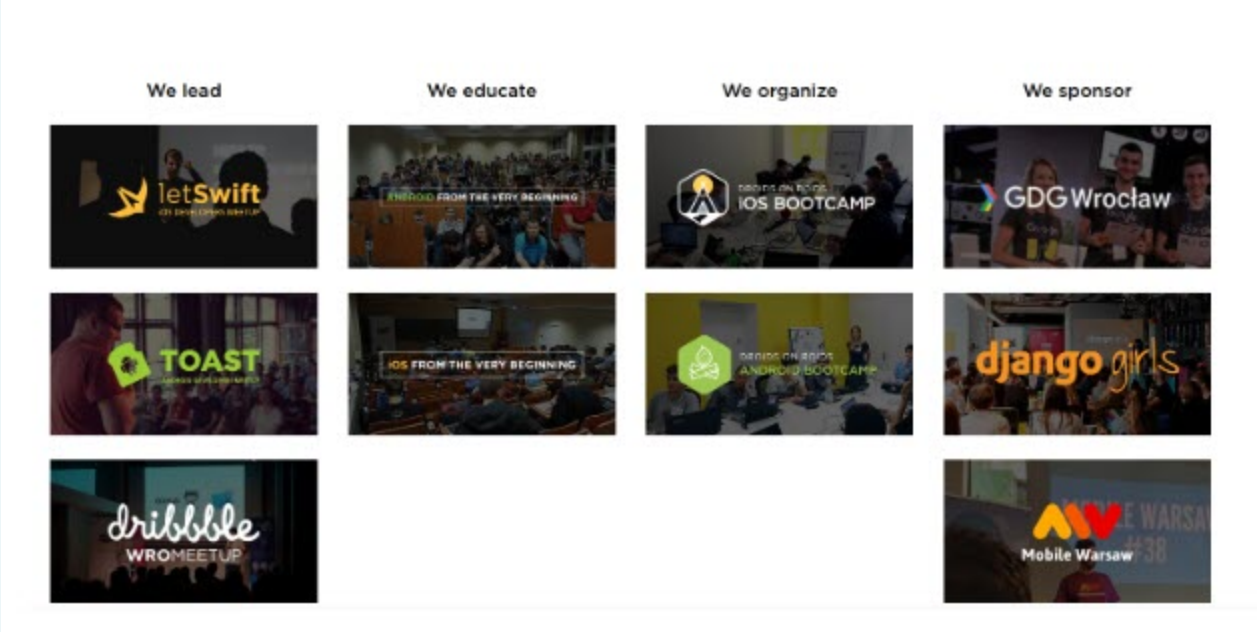
The engaging on Dribble is simply fantastic. They're getting close to Netguru's Dribbble stats.

They really know how to show off their design skills, be it android, iOS, front-end or product design.



COMMUNITY BUILDING AT THE DROIDS ON ROIDS

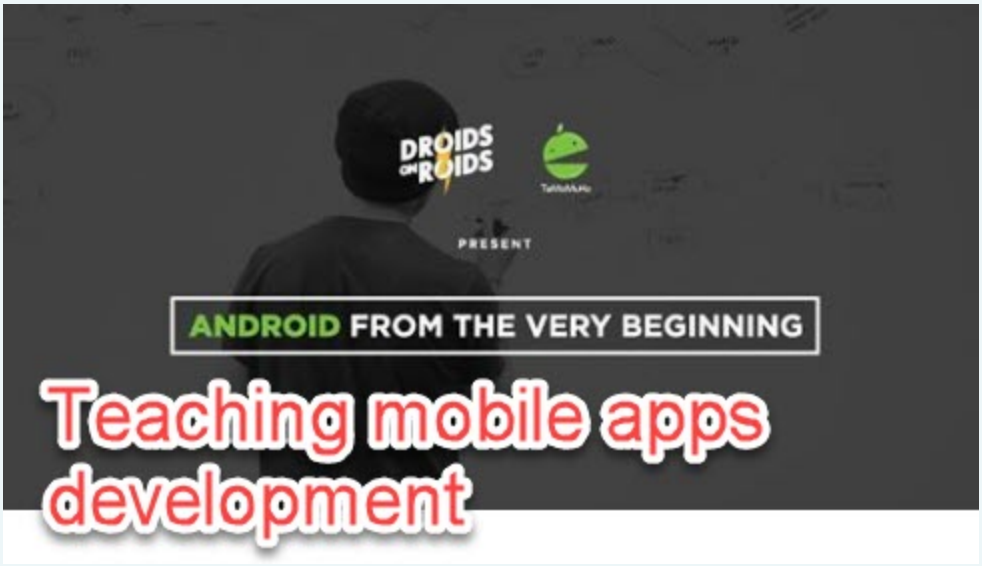
These guys are really into networking, from organizing to hosting and sponsoring, they're everywhere.



The droids are coming! They are pretty much everywhere, educating developers and designers during events such as:

- Meetups for iOS developers or designers (Dribbbble meetups)
- Meetups for Androids developers
- iOS and Androids bootcamps

- Lectures around iOS and Android development



- Sponsoring tech meetups

EMPLOYER BRANDING AND HIRING

No Glassdoor profile found, yet. There are some statements in one of their blog posts, but too biased to be reliable.

They're looking to expand the team and they're being open in terms of salary and perks.

It's interesting that they're making a Golang turn, the Google-backed programming language.

They really love their office cool look and are using this as a magnet for future employees.

No sacrifice is enough to get the right dude/dudette for the job, they're willing to cover relocation fees. There is so much focus on employer branding because the right talent is hard to find, competition is fierce, the average tenure being around 2 years.

THE DROIDS ON ROIDS GROWTH STORY: WRAPPING UP

Now, what seems to be the success recipe for the Droids on Roids, besides play hard, work hard?

- Building **the right team** - of developers, marketers, management
- Build a **strong company culture**
- Excel at **project management skills**
- Have a **strategic approach to content marketing**
- **Meetups, conferences**, you gotta be there!

CHAPTER 9

TOOPLOOX: THE POLISH SOFTWARE HOUSE THAT WANTS TO FORGE THE FUTURE.

INTRO

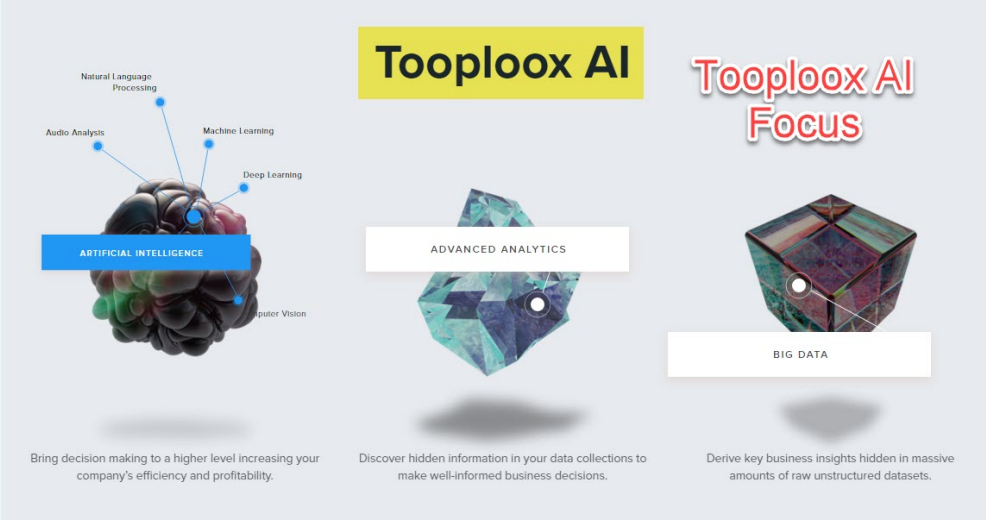
With an employee growth of 67% in the last 2 years and a compound annual growth rate (CAGR) of 212%, Tooploox is on a roll.

	Company	Country	Sector	Revenue Growth 2013-16	CAGR 2013-16	Revenue 2016 ('000 €)
1	Deliveroo*	United Kingdom	Food & Beverage	107,117%	923.5%	157,406
2	Thermondo	Germany	Energy	10,878%	378.8%	20,222
3	Traventia Vi[illegible]es*	Spain	Travel & Leisure	9,377%	355.9%	10,295
4	Alainsa	[illegible]	Construction	9,114%	351.7%	10,286
5	iTravex	[illegible]	Travel & Leisure	8,398%	339.6%	22,674
6	Carwow	United Kingdom	Automobiles	7,692%	327.1%	10,996
7	Formycon	[illegible]	Chemicals	6,965%	313.4%	19,500
8	Local Fu[illegible]	United Kingdom	Energy	6,774%	309.6%	73,914
9	Project X	[illegible]	Fashion	6,663%	307.4%	8,360
10	Global Savings Group	Germany	Advertising	5,449%	281.4%	19,420
11	Smarkets	United Kingdom	Fintech	5,390%	280.1%	31,119
12	VLC Travel	France	Support Services	5,046%	272%	40,173
13	Germanimals	Germany	Agricultural commodities	4,763%	265%	23,500
14	SendinBlue	France	Technology	4,596%	260.8%	7,517
15	Cheevers Howard	United Kingdom	Construction	4,471%	257.5%	26,127
16	Marfeel Solutions	Spain	Advertising	4,218%	250.8%	4,613
17	Petroprix Energía*	Spain	Retail	4,033%	245.7%	72,693
18	HelloFresh	Germany	Ecommerce	3,989%	244.5%	596,992
19	STRV	Czech Republic	Technology	3,936%	243%	5,795
20	Bynder	The Netherlands	Technology	3,712%	236.5%	12,036
21	Blue Motor Finance	United Kingdom	Financial Services	3,675%	235.5%	20,237
22	Stratajet	United Kingdom	Travel & Leisure	3,634%	234.2%	4,815
23	AerFin	United Kingdom	Aerospace & Defence	3,625%	234%	74,216
24	TransferWise	United Kingdom	Financial Services	3,392%	226.8%	79,663
25	Actility	France	Telecoms	3,377%	226.4%	16,378
26	Benhauer	Poland	Technology	3,363%	225.9%	6,067
27	Eurocio Freetime	Spain	Travel & Leisure	3,117%	218%	7,637
28	Metacrew Group	Germany	Advertising	3,108%	217.7%	10,171
29	Shokes	Germany	Ecommerce	3,101%	217.5%	6,178
30	Tooploox	Poland	Technology	2,942%	212.2%	3,019

Tooploox ranks 30 in Financial Times' 100 Fastest Growing European companies

2900%+ revenue growth in 2013-2016

Tooploox is the place where innovation happens. Hiring scientists from universities across Europe and even Stanford, Tooploox has chosen its weapon: Artificial Intelligence.



They are moving beyond the outsourcing stereotype and they are embracing the future.

Next, we'll dig into its marketing secrets and see how the company manages to position itself in a very noisy market.

TOOPLOOX - SHORT OVERVIEW

From Deloitte, to Financial Times, to Clutch, everyone has heard of Tooploox.

Big players in tourism, healthcare, consumer goods or education have shaken hands with Tooploox: homebook.pl, One Medical Care, Domodi, TEDx.

The projects varied from app design to experimenting with beacons.

What do their clients say about them? See next:

- High-level project management skills
- Flexibility
- Open to feedback
- Customer-focus
- Results-oriented

Less than 7 years on the market, 4 offices (one in Berlin) and a revenue larger than EUR 3M in 2016: Tooploox is growing steadily with the help of sales, marketing, and a good product-market fit.

One of the youngest companies we've analyzed so far (founded in 2012), Tooploox has amazed CEE with its phenomenal revenue growth during 2013-2016. Thus, it ranked 4th in Deloitte's Tech Fast 50 CEE 2017.

Since we're a digital marketing agency, we'll focus on the strategies that Tooploox employs to market and brand themselves.

So, in the following chapters, we'll find out how:

- **Content marketing** should go hand in hand with outbound sales
- **Employer branding** is a must in a crowded market
- **Community involvement** is a always a go-to

THE TOOPLOOX WEBSITE

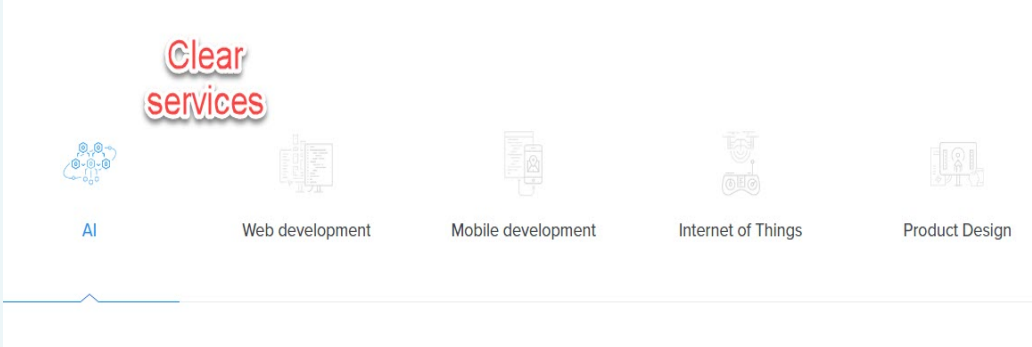
The Tooploox website is clean and breathable.

Does it answer the questions of a potential client? Let's check it out.

What do you do?

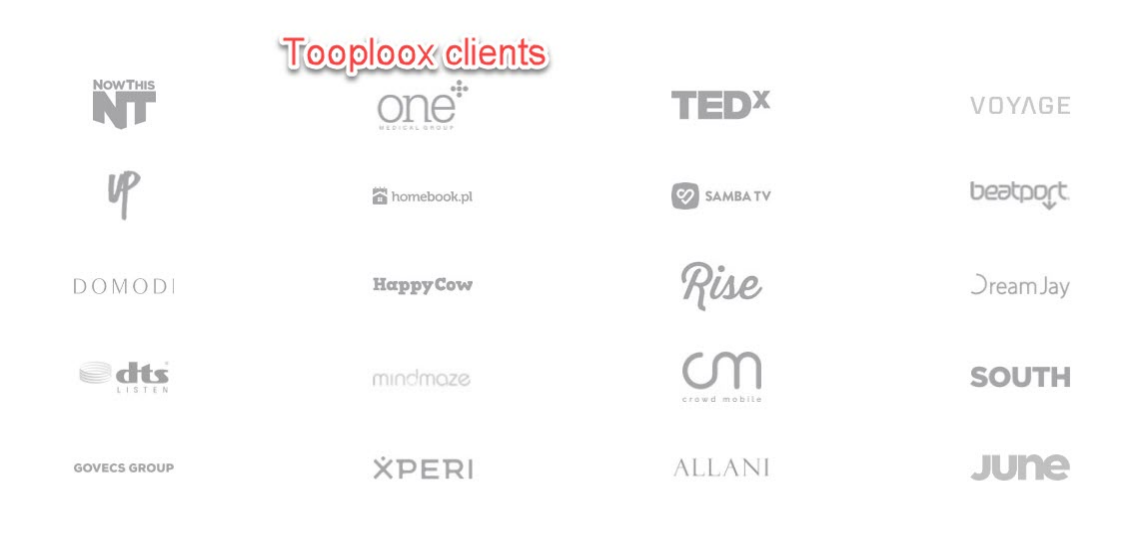
It's not quite clear from the above the fold copy, which says "We Build Great Products With Startups and Big Players.

When scrolling down the services are properly emphasized.

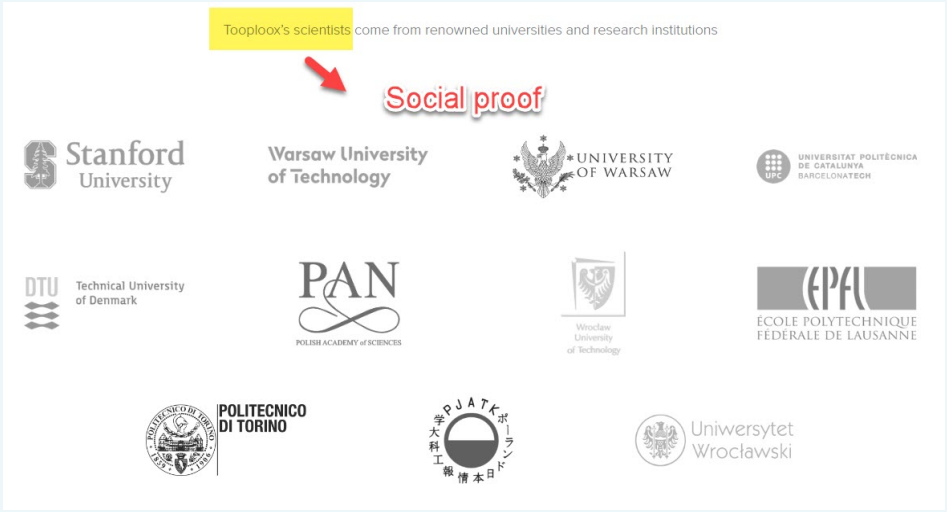


Why should I trust you?

Here are some of our clients:

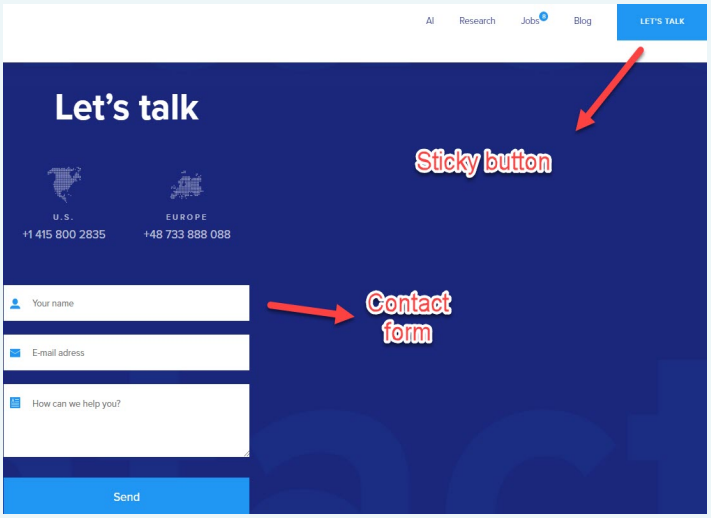


And they've built a team of scientists that have graduated from big universities such as Stanford, this should enforce some trust.

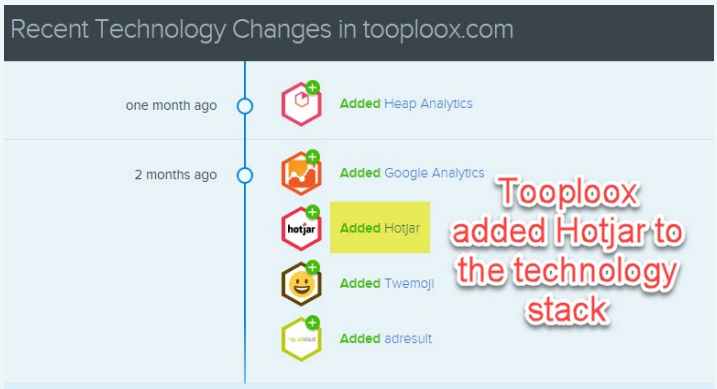


How can I contact you?

Via phone or website form.

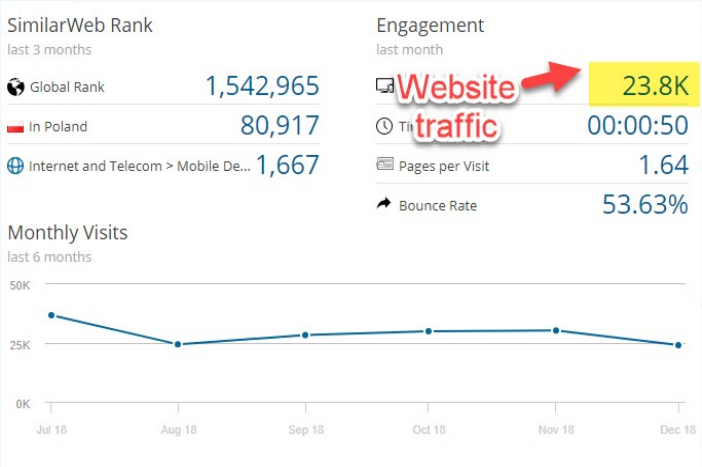


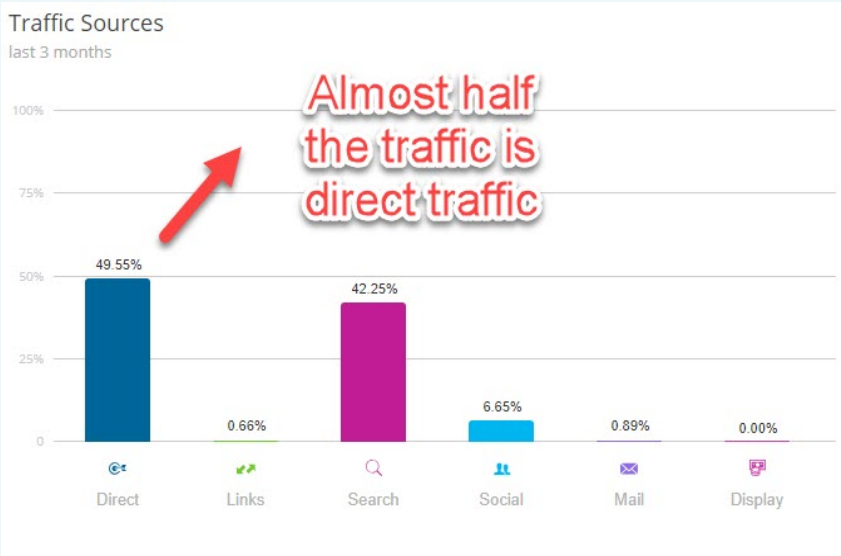
In terms of conversion rate optimization, Tooploox is using Hotjar, so they intend to map out the user behavior on their website, and probably optimize around it.



TRAFFIC ACQUISITION AT TOOPLOOX

Direct and search traffic account for more than 90% of the website traffic.

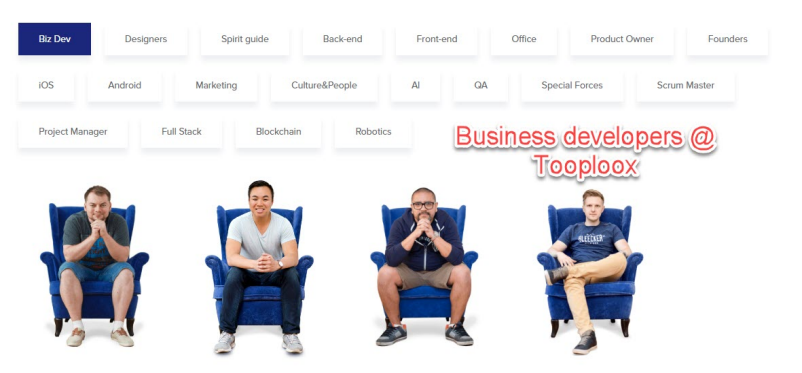




What stands out in terms of traffic sources is the 49% direct traffic.

Like in the case of Poznan's software houses, we can assume that this high percentage could be the effect of:

- branding efforts within offline events
- referral traffic not tagged
- sales reps activities (they have 6 team members involved in business development)



CONTENT MARKETING

The main blog categories are mobile, technology, design, blockchain, web, AI and culture. The latter is a topic aimed to build employer branding. All the blog post get shared to Medium too.

The most popular pages on the website are blog pages:

#	Traffic	Value	Keywords	RD	Page URL	Top keyword
1	42 43%	$39	19	2	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption	tinder for dogs
2	18 18%	<$1	102	0	www.tooploox.com/blog/callback-hell-promises-bluebird-and-es7-asyncawait-to-the-rescue	bluebird promises
3	9 9%	$1	21	6	www.tooploox.com/blog/deep-neural-networks-in-swift-lessons-learned	deep learning swift
4	6 6%	<$1	5	0	www.tooploox.com/blog/say-what-its-not-what-you-say-its-how-you-say-it	it's not what you say it's how you say it
5	4.7 5%	<$1	25	N/A	www.tooploox.com/blog/create-and-distribute-your-erc20-token-with-openzeppelin	openzeppelin
6	4.0 4%	<$1	30	N/A	www.tooploox.com/blog/card-detection-using-yolo-on-android	yolo tensorflow
7	3.3 3%	$5	37	N/A	www.tooploox.com/blog/how-to-name-rooms-in-your-office	room naming
8	2.5 3%	$8	10	0	www.tooploox.com/blog/dream-on-why-i-decided-to-test-nightly-app-and-does-it-really-work	nightly app
9	1.9 2%	<$1	8	4	www.tooploox.com/blog/using-ipfs-with-ethereum-for-data-storage	ipfs ethereum
10	1.3 1%	<$1	2	N/A	www.tooploox.com/blog	loox models

Top website pages are blog pages

But, 40%+ of the organic traffic comes to an MVP app they've built during a hackathon, to support pet adoption: Psinder, some sort of a Tinder for pets. I'm pretty sure this traffic isn't the most qualified, being far from the persona they've designed for the business. But, SEO's ways can be tricky sometimes.

Further on, if we look at their most important keywords, we see that there isn't yet a clear cluster of keywords trying to rank high.

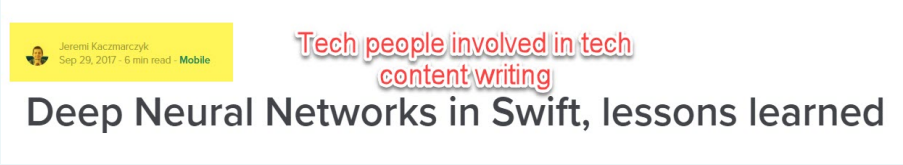
We've got some tech keywords showing up on 1-20 positions, related to swift, deep learning, tensorflow, bluebird, openzepellin.

Keyword	Position	URL
tinder for dogs	10 ↓3	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
bluebird promises	12 ↓2	www.tooploox.com/blog/callback-hell-promises-bluebird-and-es7-asyncawait-to-the-rescue
tinder for pets	6	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
dog tinder	10 ↓1	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
it's not what you say it's how you say it	1	www.tooploox.com/blog/say-what-its-not-what-you-say-its-how-you-say-it
deep learning swift	1 ↑1	www.tooploox.com/blog/deep-neural-networks-in-swift-lessons-learned
yolo tensorflow	18	www.tooploox.com/blog/card-detection-using-yolo-on-android
openzeppelin	15	www.tooploox.com/blog/create-and-distribute-your-erc20-token-with-openzeppelin
swift neural network	4	www.tooploox.com/blog/deep-neural-networks-in-swift-lessons-learned
bluebird async await	4 ↑1	www.tooploox.com/blog/callback-hell-promises-bluebird-and-es7-asyncawait-to-the-rescue
tinder for dog adoption	5 ↓2	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
tinder dogs	8 ↑1	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
dog tinder app	5 ↑3	www.tooploox.com/blog/tinder-for-dogs-here-is-our-mobile-app-for-pet-adoption
nightly app	8 ↓1	www.tooploox.com/blog/dream-on-why-i-decided-to-test-nightly-app-and-does-it-really-work
room naming	17	www.tooploox.com/blog/how-to-name-rooms-in-your-office
loox models	19 ↓1	www.tooploox.com/blog
ipfs ethereum	15 ↓4	www.tooploox.com/blog/using-ipfs-with-ethereum-for-data-storage

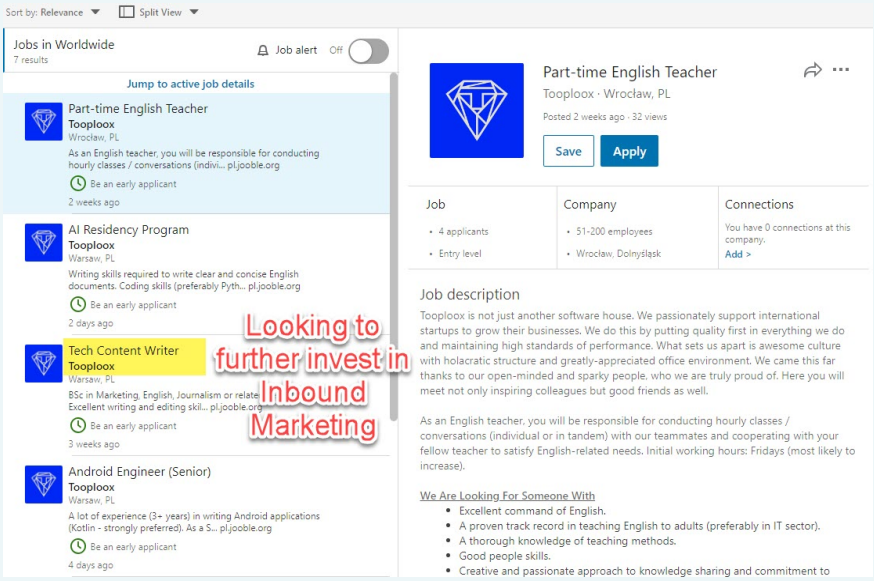
App they've built

Tech related kws

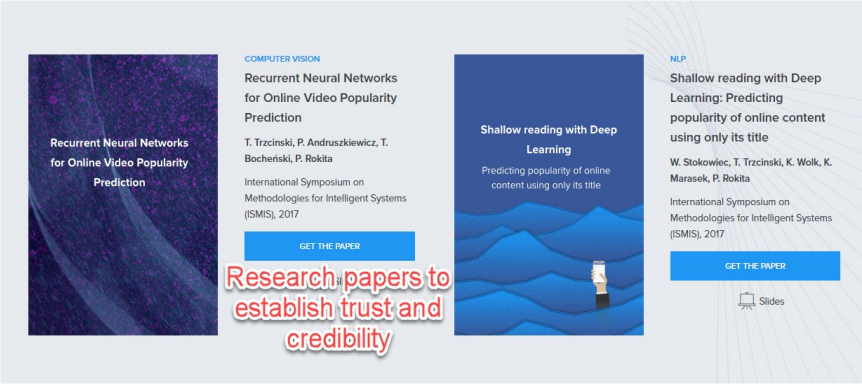
On the other hand, we see that tech content is written by tech-skilled people, just like Jeremy here, who is an AI engineer.



And they intend to grow the content marketing team, by recruiting a content writer with technical writing skills.



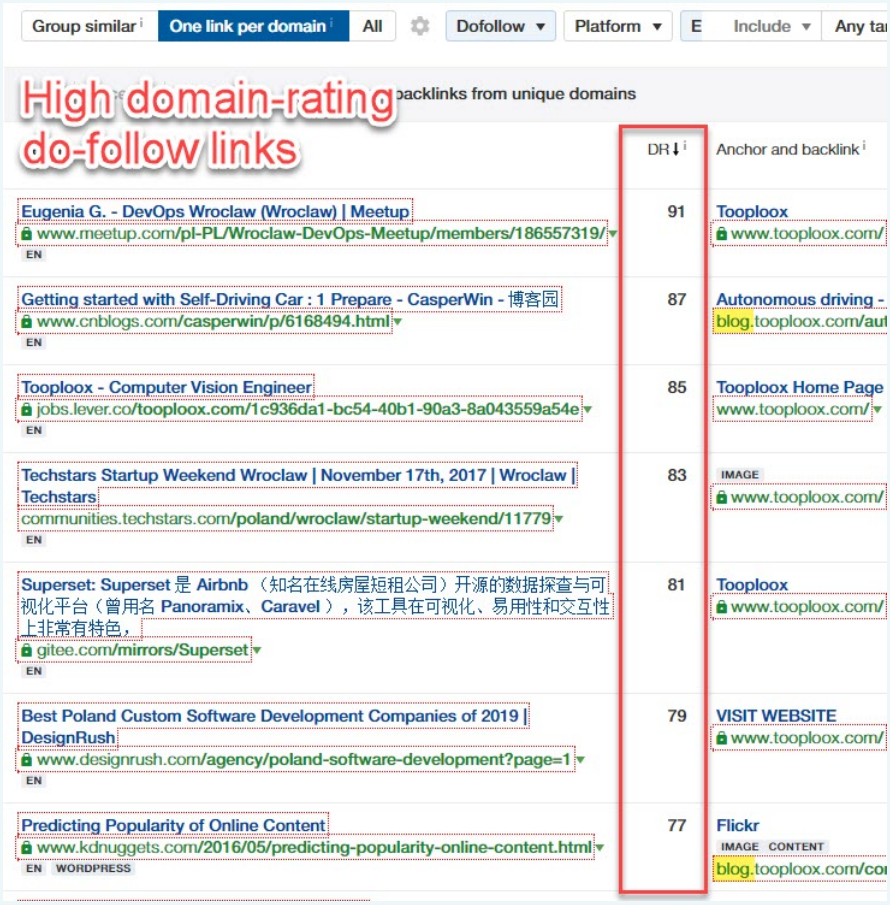
But not everything revolves around blogging in content marketing, let's take a look at some long-form content examples from Tooploox.



What we've got here is...research papers. Deep learning, neural networks, heavy stuff.
It looks that Tooploox has found its niche: machine learning and AI. This content is not gated, no leads are being collected, you just download it freely.

BACKLINKS TO SUPPORT CONTENT MARKETING

The backlinks are looking good. We've got website and blogs with a domain-rating above 70 that link back to the Tooploox hompepage, mainly, or blog.



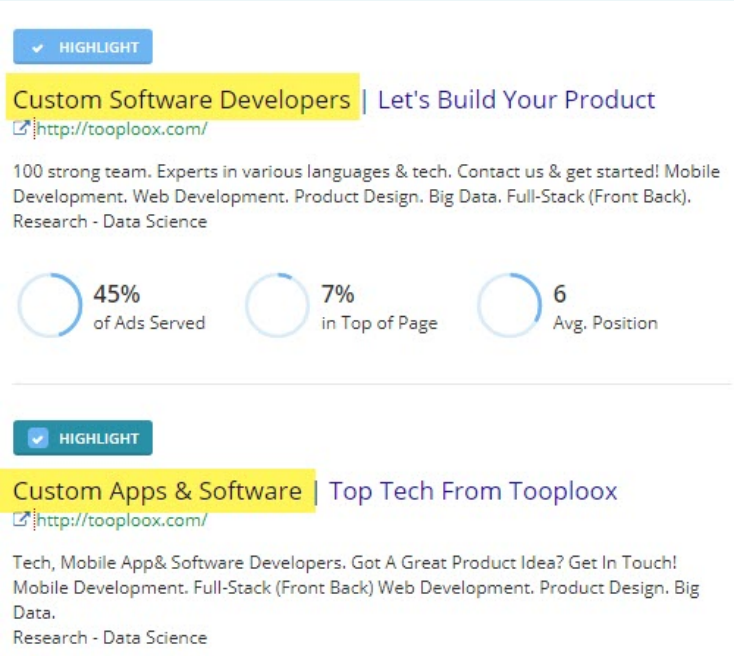
So, we've got meetup.com linking back, techstars.com, designrush.com, they all have tech-related content, which is good for Tooploox.
Another good link comes from jobs.lever.co.

So, intended or not, listing meetups on meetups.com or jobs on lever.co, means high-quality do-follow-links.

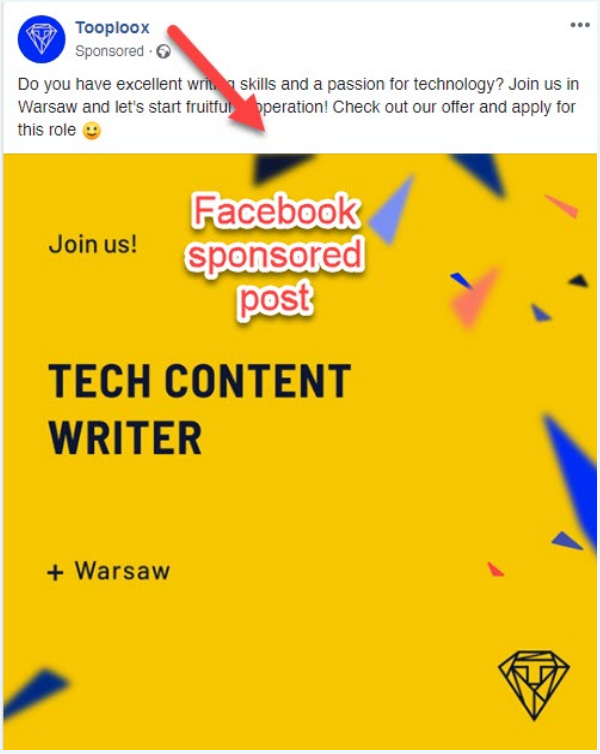
PAID TRAFFIC ACQUISITION

While content strategy pushes forward AI, machine learning related content, the paid marketing strategies have a different approach.

With its Google search ads, Tooploox is promoting the custom software development services.



Tooploox also uses Facebook in its promotional efforts. Right now they've boosted posts for job hiring promotion.



TOOPLOOX SOCIAL MEDIA PRESENCE

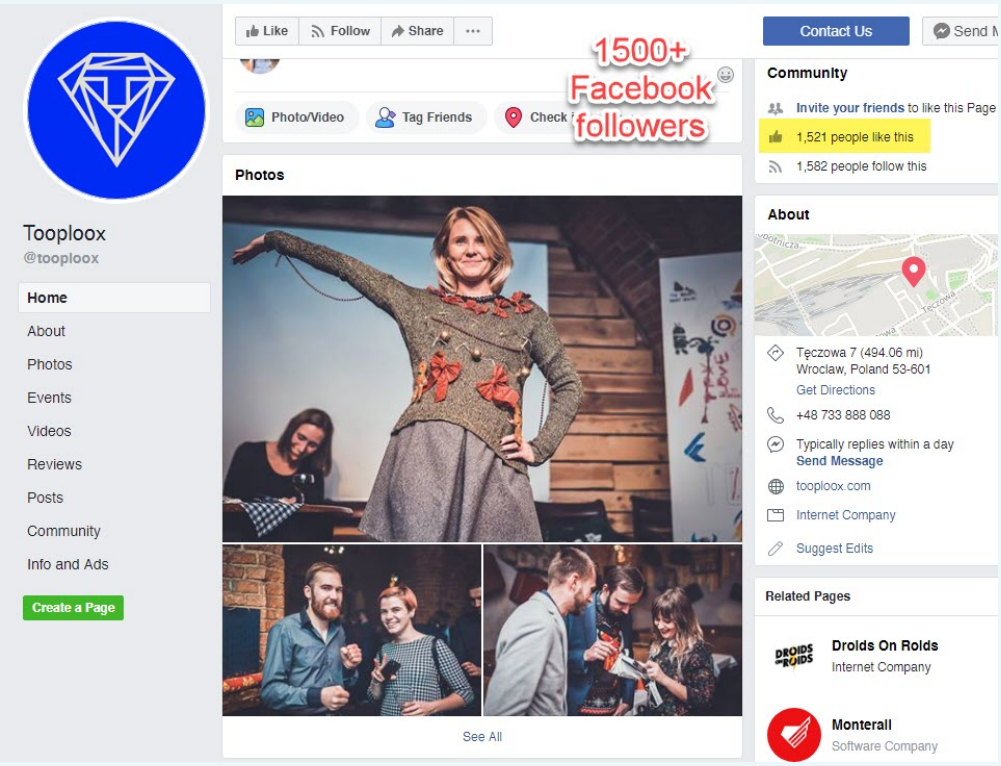
With more than three billion people around the world using social media every month, this is not a passing trend.

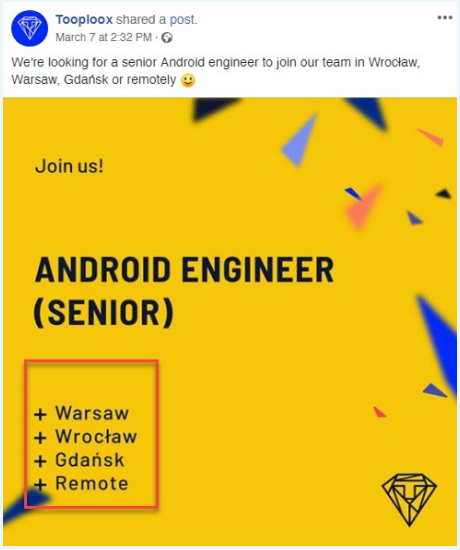
Be it for employer branding, for getting new leads and customers, or for connecting with stakeholders, all of the software houses we've analyzed so far are active on most popular of the social media channels out there.

For Tooploox, the social media strategies are mostly about employer branding and building brand awareness.

FACEBOOK

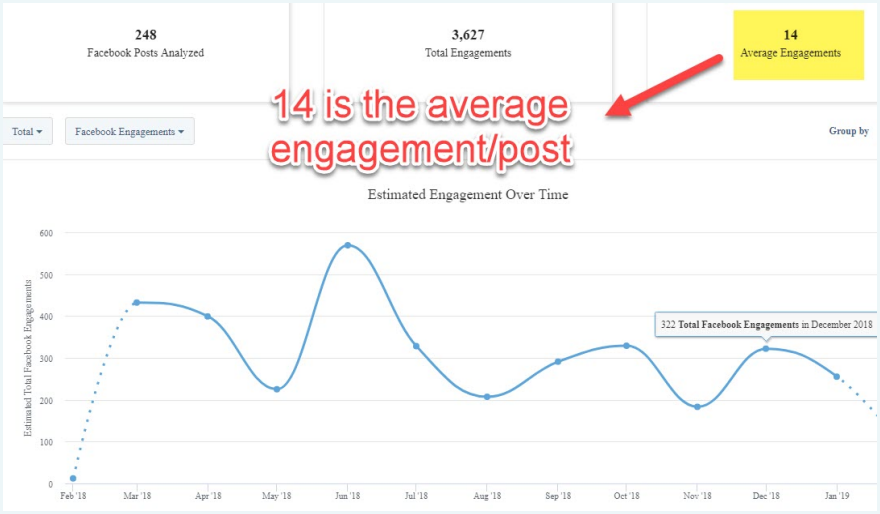
Facebook's posts are headed mostly around building employer branding. Job opportunities, blog content - it's all on Facebook.





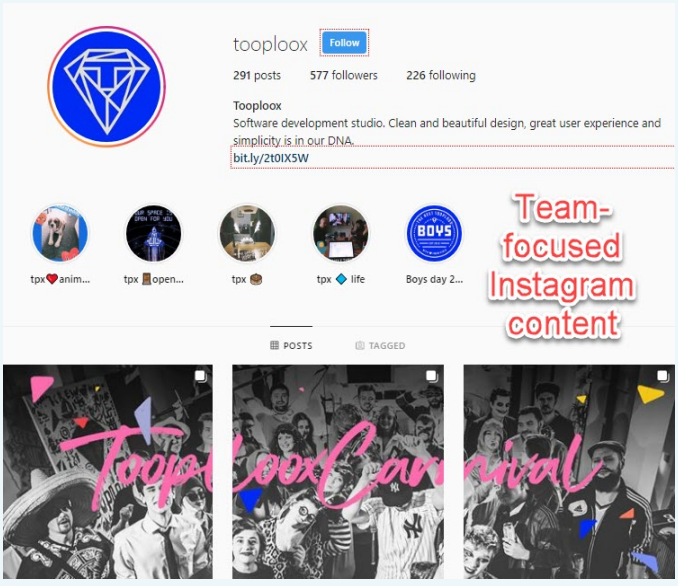
Events are not forgotten either, like the announcement for their AI residency program or other speaking gigs they attend to.

The average engagement/post is 14, which comes close to the data we found for the rest of the software houses.



INSTAGRAM

It's no news that the Instagram account is employer branding focused. It's very usual in the market.



In the Tooploox case, the employer branding purpose is obvious from the profile bio that links to a blog article. This article is a bit special, it talks about a new management system implemented at Tooploox: the holacracy.

This system doesn't develop specific hierarchical levels in a company but empowers each and every team member. Everyone is aligned with the company's mission and goals and can get involved in the decision making process.

Pretty neat I'd say, I'm curious if this hook is really working when employing. To be or not to be responsible, that is the question?

Next in the line, what else do we see on the Instagram page?

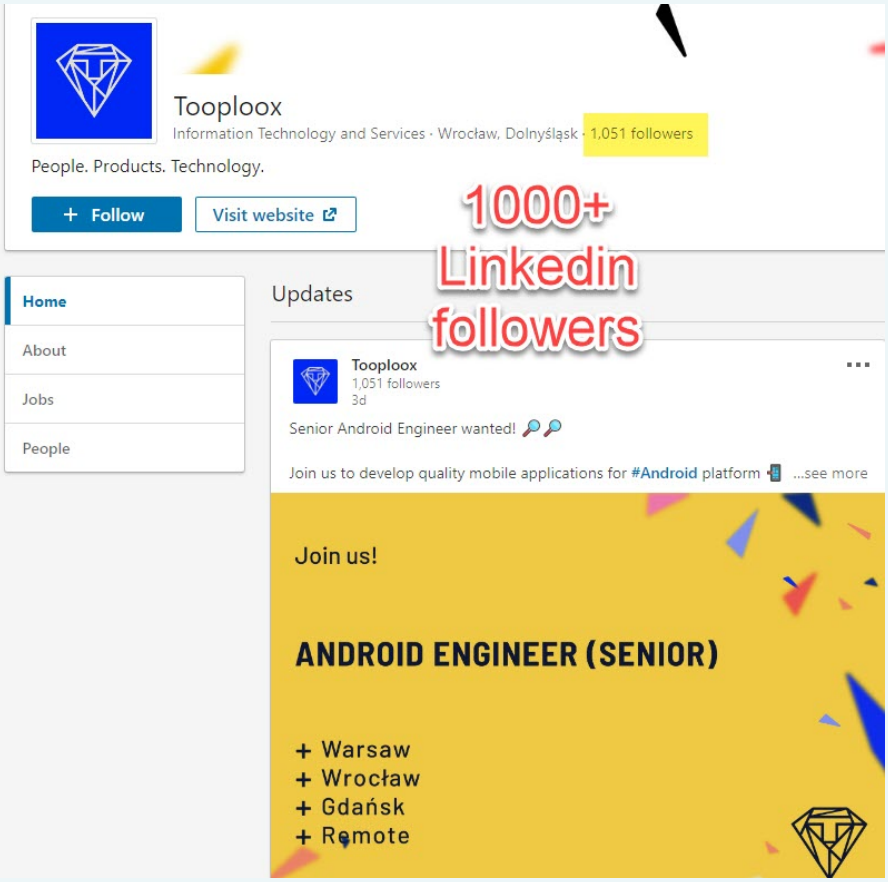
There is also some client-oriented content like illustrations and designs did by Tooploox

or awards they've won:

LINKEDIN

On its Linkedin profile Tooploox shares blog posts they've created, news from the industry and a lot of hiring opportunities. Also, events are not neglected.

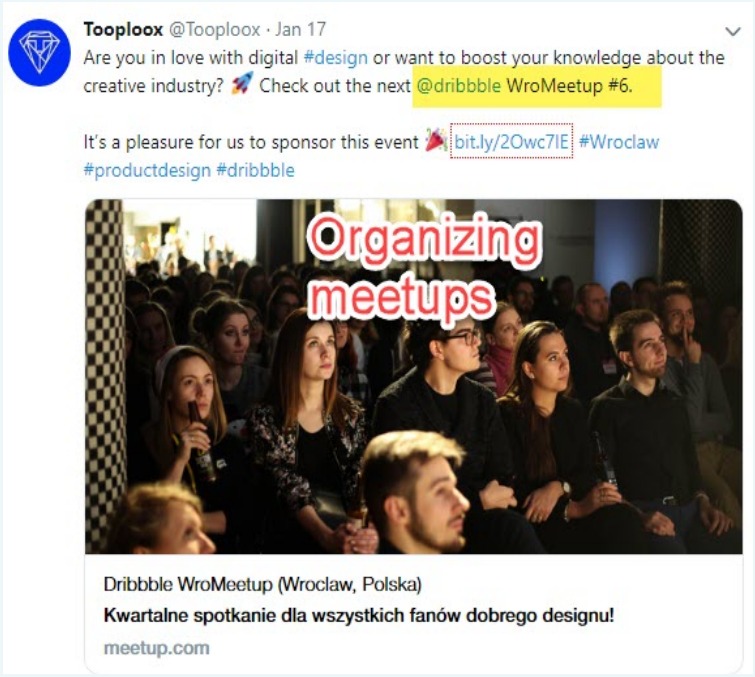
The focus is more employee oriented than client oriented. A bit unusual for the market. Most of the software houses we've analyzed prefer Linkedin for client messaging.



TWITTER

On Twitter, the Tooploox messaging goes two ways:

- building employer-branding: through promoting employee-related events, job opportunities, meetups they organize.



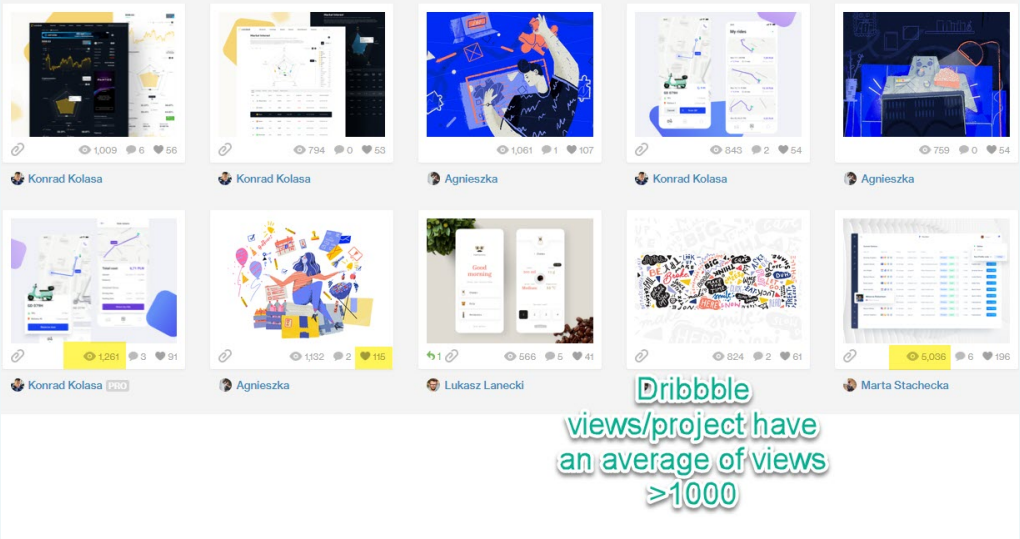
- is mostly speaking of hiring opportunities and events they go to or host.
- customer acquisition: through building awareness around the brand, proving they are experts in the field and that they deserve their partners' trust.

See this tweet, for example. It establishes Tooploox as a true machine learning connoisseur:

And there's another tweet that shows that Tooploox is really involved in the community and where the idea of expertise in machine learning is reinforced:

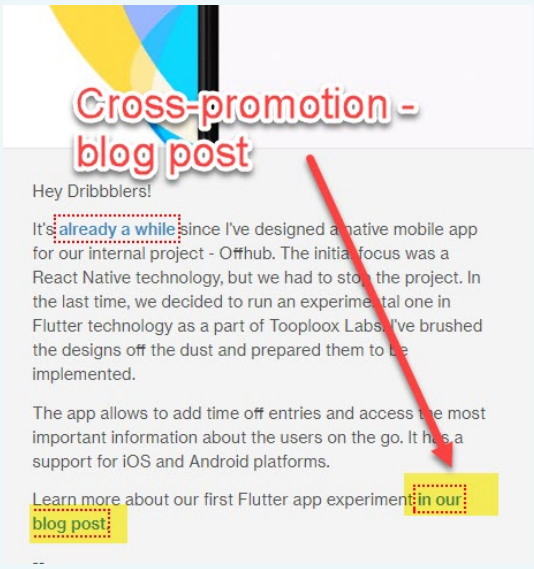
DRIBBBLE

The Dribbble profile could make a lot of software houses feel envy, because of the high engagement.

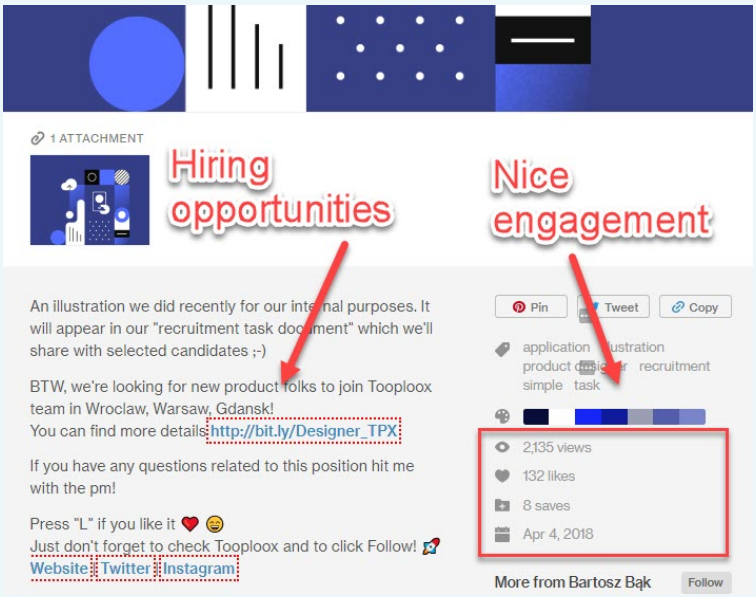


They are showing off their product design skills through showcasing animations, illustrations, apps they've designed.

They are also promoting their blog posts, whenever they have the chance so that they show their blog content to a whole new audience.



Also, whenever possible, Tooploox is also promoting job offers. And where should you go when you want to hire someone in the product team? On Dribbble, of course. Good product designers should be showcasing their designs here and might even be a fan of yours.



COMMUNITY BUILDING AT TOOPLOOX

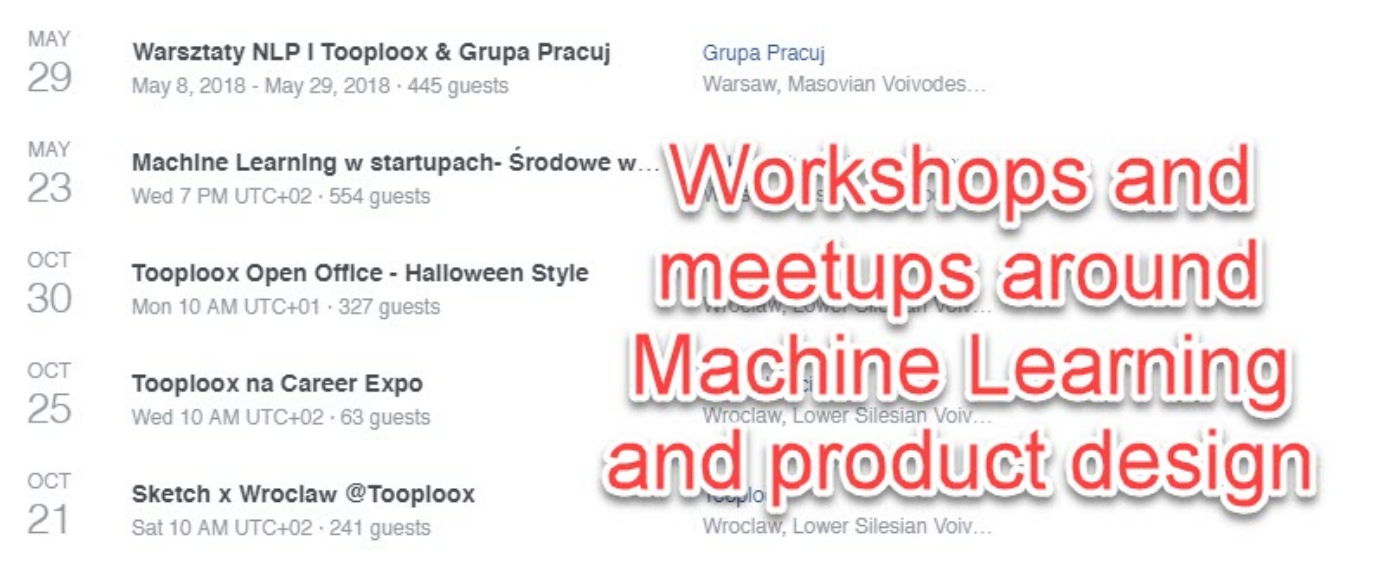
The community involvement for goes two ways:

- Organizing events: meetups, workshops, open office
- Attending conferences and speaking gigs

In an ever-crowded market, with fierce competition both for clients and employees, you just can't sit still in a corner and wait for a miracle.

You have to go out there and make a name for yourself.

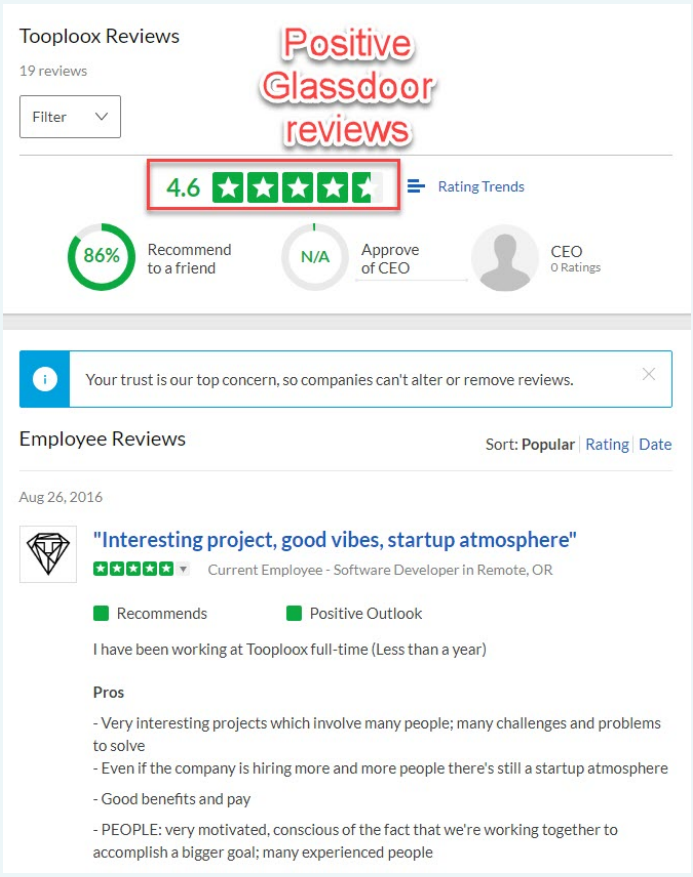
And definitely understands this.



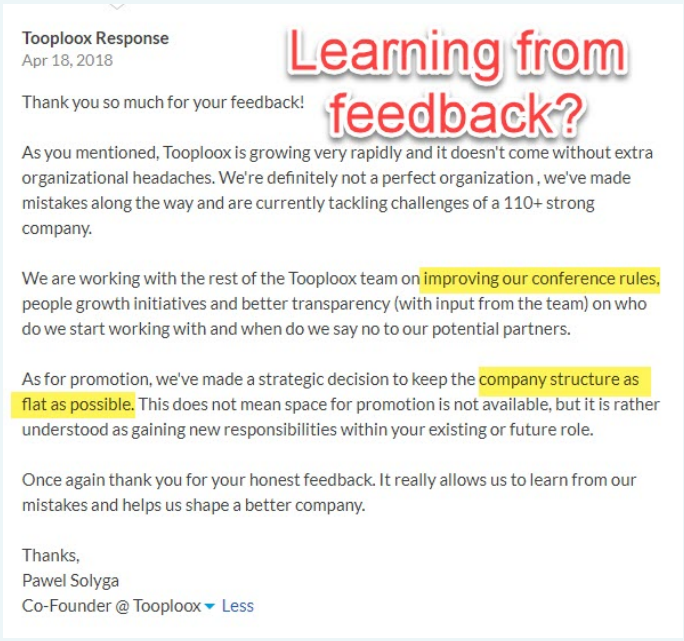
EMPLOYER BRANDING AND HIRING

Former employees speak very favorably about Tooploox on Glassdoor, praising:

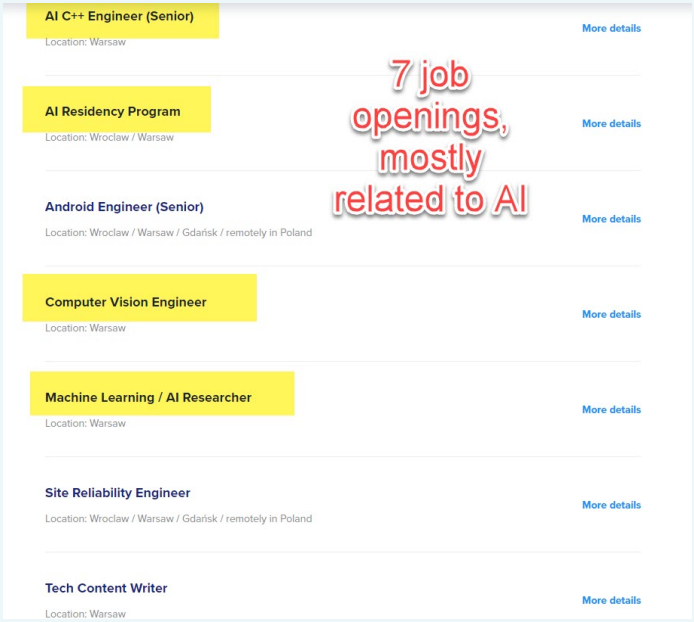
- The startup atmosphere
- Opportunities to learn and develop
- Good benefits



Some argue that because of the rapid growth some, the atmosphere has been ruined, and there is not a lot of room for promotion. This is the answer he got on Glassdoor from the management team.



The perks at the company are looking really good. It's really hard to compete in hiring the right engineer or developers, so every software houses is trying to push something extra.



In order to cope with the fierce competition for talent, Tooploox has also developed a fellowship called the "AI Residency Program".

AI Residency Program

Location: Wroclaw / Warsaw

At Tooploox we deliver state-of-the-art tech solutions to innovative companies around the world. Building high-impact products is our strong suit, as well as research we carry out on a daily basis. The key to our effectiveness is advanced knowledge, expertise and the passion for this work. We're working on advanced tech solutions and our research covers the full spectrum of topics related to AI (for example Computer Vision, 3D Vision, NLP). As a result, the number of our publications is still growing and we are planning to create more of them in the nearest future.

Tooploox AI Residency is a 1-year research fellowship (with possible extension up to 4 years) for those who are interested in the research field and want to grow with us. You can find a brief description of the program here.

Most of the software houses we've analyzed so far use images or text in their social media posting with employer branding purposes. Tooploox wanted to twist things a little bit. Hiring a bunch of professionals, they've designed a really appealing hiring video.

TOOPLOOX GROWTH STORY: WRAPPING UP

Employer branding and AI expansion, this is the Tooploox focus.

While other software houses are entirely advocating for mobile, other for web development, others for e-commerce software, Tooploox bets on machine learning and AI.

From the marketing point of view, Tooploox teaches us that:

- **Employer branding** is essential when you want to build the scientist team you dream of

- **Outbound sales** are no longer enough, a **content strategy** should go **hand in hand** with it

- **Community involvement**, if done well, can open the doors for you to clients and employees

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CHAPTER 10

THE MARKETING CHRONICLES BEHIND 30% ANNUAL REVENUE GROWTH AT DIVANTE

INTRO

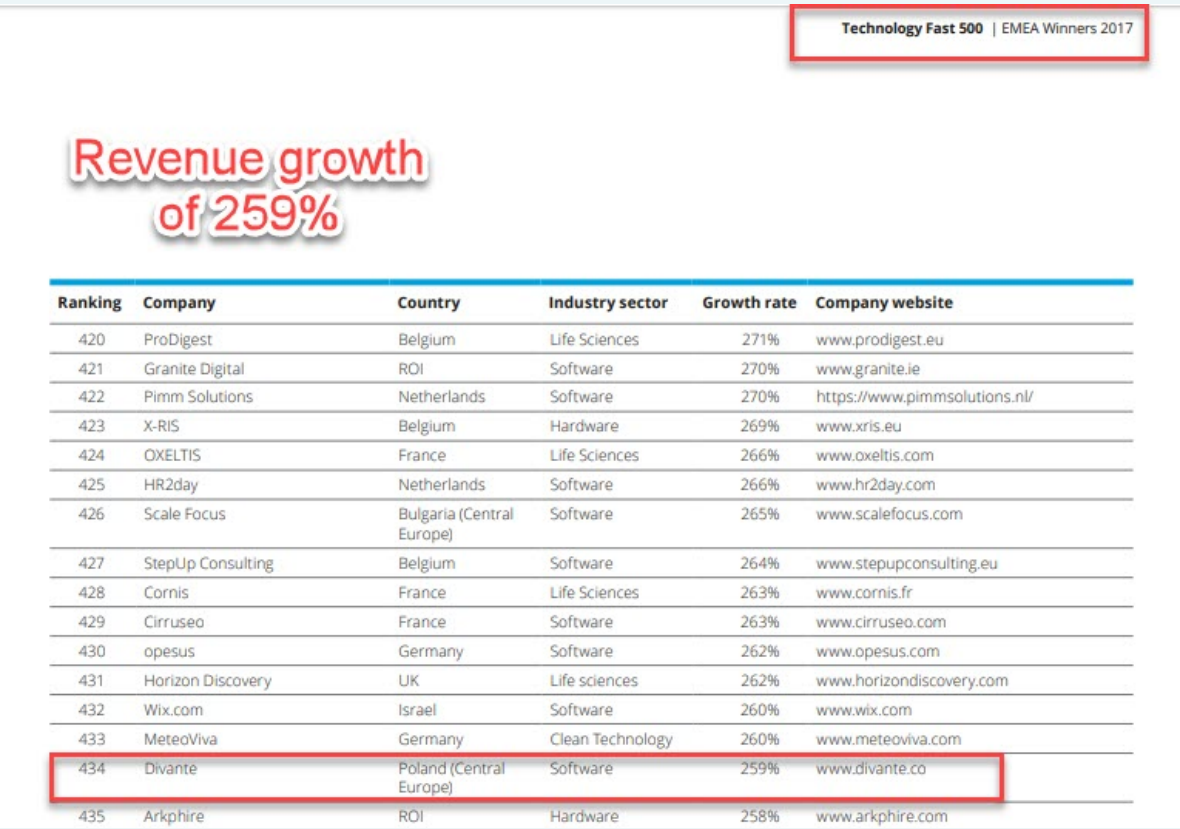
The Internet was opened to the public back in 1991, after the invention of the World Wide Web. This opened the Pandora box: online shopping! By 1999 global e-commerce reaches $150 billion.

But behind great e-commerce lays great e-commerce software.

Divante is aiming to be just that: great e-commerce software house, by providing top-notch eCommerce solutions and products for both B2B and B2C segments.

And with a revenue that increases annually by 30%, we think they're kinda there, what do you think?

And take a look at that: a Deloitte Technology Fast 500 nomination in 2017, with a 4-year revenue growth of 259%.



Ranking	Company	Country	Industry sector	Growth rate	Company website
420	ProDigest	Belgium	Life Sciences	271%	www.prodigest.eu
421	Granite Digital	ROI	Software	270%	www.granite.ie
422	Pimm Solutions	Netherlands	Software	270%	https://www.pimmsolutions.nl/
423	X-RIS	Belgium	Hardware	269%	www.xris.eu
424	OXELTIS	France	Life Sciences	266%	www.oxeltis.com
425	HR2day	Netherlands	Software	266%	www.hr2day.com
426	Scale Focus	Bulgaria (Central Europe)	Software	265%	www.scalefocus.com
427	StepUp Consulting	Belgium	Software	264%	www.stepupconsulting.eu
428	Cornis	France	Life Sciences	263%	www.cornis.fr
429	Cirruseo	France	Software	263%	www.cirruseo.com
430	opesus	Germany	Software	262%	www.opesus.com
431	Horizon Discovery	UK	Life sciences	262%	www.horizondiscovery.com
432	Wix.com	Israel	Software	260%	www.wix.com
433	MeteoViva	Germany	Clean Technology	260%	www.meteoviva.com
434	Divante	Poland (Central Europe)	Software	259%	www.divante.co
435	Arkphire	ROI	Hardware	258%	www.arkphire.com

So, what's the recipe behind the growth?

Definitely the product should be top notch. But without the right sales and marketing strategies, a great product just ain't enough.

SHORT OVERVIEW

After so much pain and struggle for a former communist country, it's time for a rebirth. Poland is reinventing itself and reshaping the IT outsourcing environment.

"When life gives you lemons, make lemonade" - this came to life in Wroclaw.

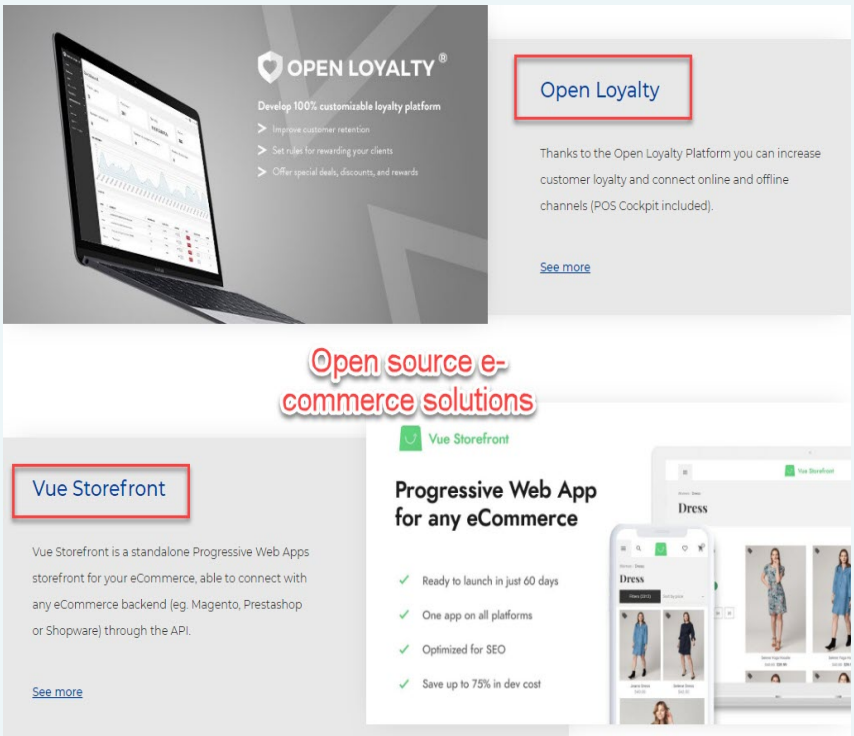
Divante is leading the way. T-Mobile, Ringier Axel, Continental, Tchibo, Intersport are just a few of Divante's global clients.

But what lays behind the lemonade?

Strategic marketing. And we'll reverse engineer it.

Until then, here are some Divante facts:

- **10 years** on the market
- **100+ global clients**, **150+ team members**
- **300+ projects** delivered
- **2 open-source solutions** developed for e-commerce



The feedback on Github, Capterra and g2crowd looks really good for Vue Storefront, which is acclaimed as No. 1 open source progressive web app for e-Commerce:

So, the future looks bright for Divante, from where we stand.

But, let's see what the Divante clients have to say about them:

- Deep knowledge, commitment and full support
- Managed to increase traffic and income
- Go the extra-mile
- Delivery with tight deadlines
- Expertise and professionalism

"Our income has doubled", "reduced our time to market", "increase website traffic" - that's what I call results oriented.

But how did Divante get here: a top player in the e-commerce software industry?

Follow me to find out:

- How **developing open source products** can pave your way to success
- How the **proper branding efforts** can get you first-rate clients
- How **inbound marketing** can portrait you as an expert in the field and build trust around you

BRAND AWARENESS AT DIVANTE

> *A brand vision should attempt to go beyond functional benefits to consider organizational values; a higher purpose; brand personality; and emotional, social, and self-expressive benefits.*
>
> David Aaker (the father of modern branding)

Every step a business makes, in relationship with each and every stakeholder, will translate itself in branding.

A satisfied customer, an unhappy employee, an empowered student at a hackathon, a comment on social media, everything will generate word-of-mouth and brand awareness.

So, what does the market have to say about Divante?

First of all, we've mentioned the Deloitte Technology Fast 500 nomination in 2017 and the Clutch reviews.

Further on, in our article, we'll see how community and social media engagements are handled.

Because, in the end, with all the tech development, the human touch will get you fans, employees and customers.

DIVANTE'S WEBSITE AND CONVERSION RATE OPTIMIZATION

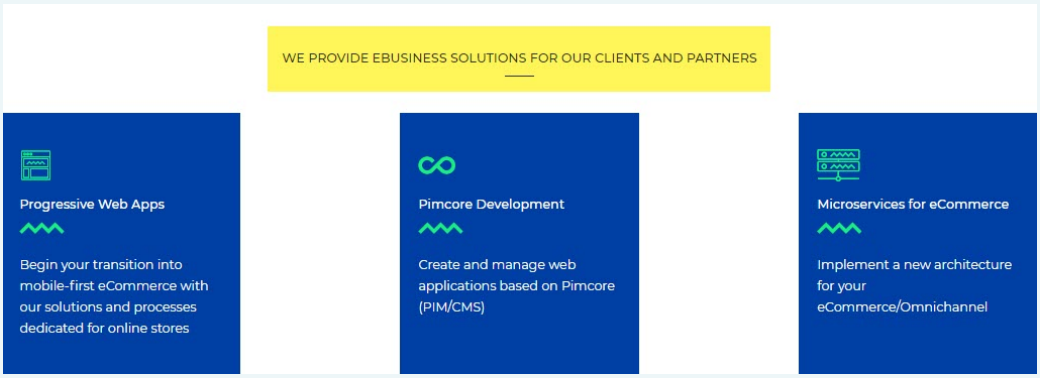
The website has an intuitive and user friendly interface. It's easy for the buyer persona to find an answer to its questions:

Who is Divante?

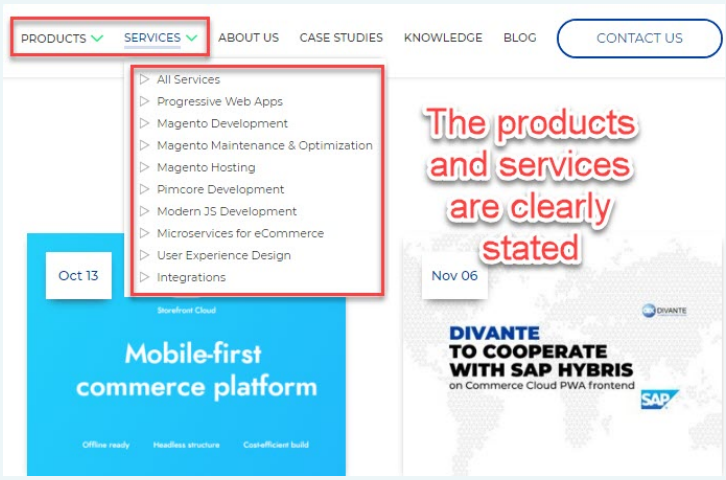
E-commerce software house

What solutions do you provide?

Progressive web apps, Pimcore Development, Magento development, integrations, user experience design and more.

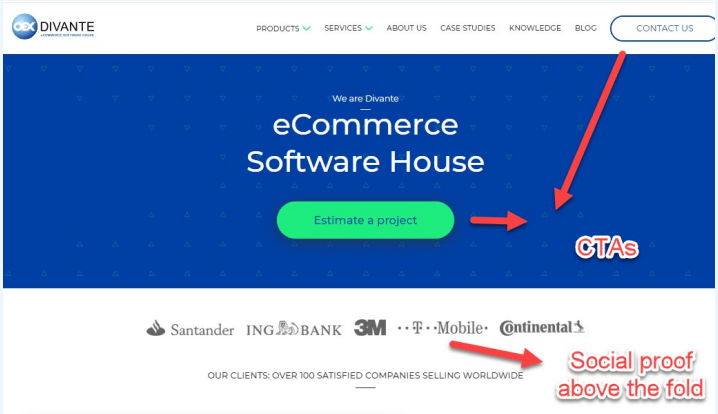


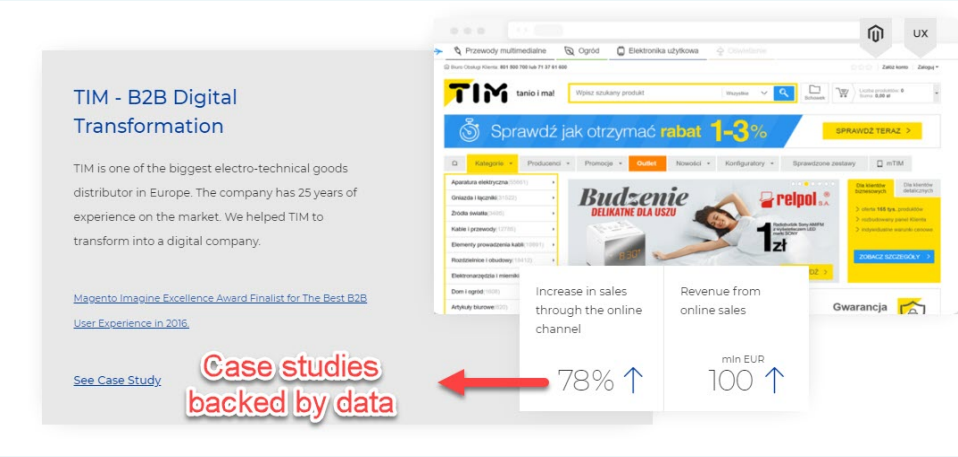
The menu is well organized, with clearly stated submenus in terms of products and services.

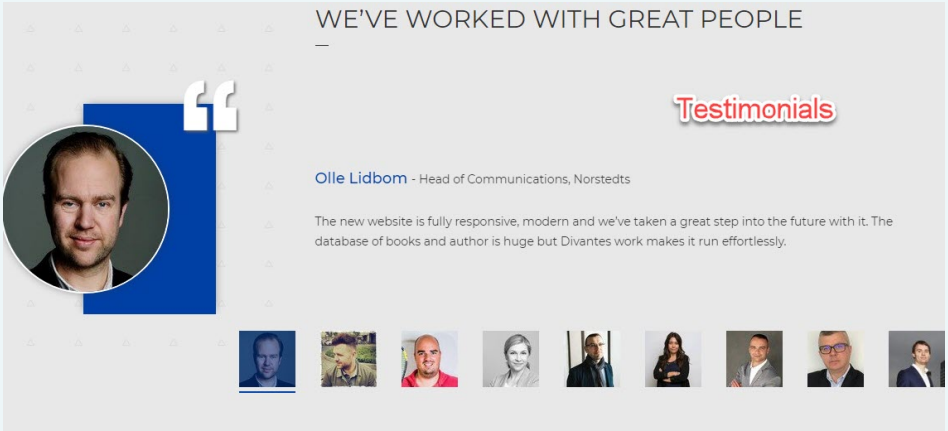


How can I trust you?

Case studies backed by data, testimonials, client listing.







How can I contact you?

- "Contact us" button
- "Estimate a project" button in the homepage, above the fold
- Contact form

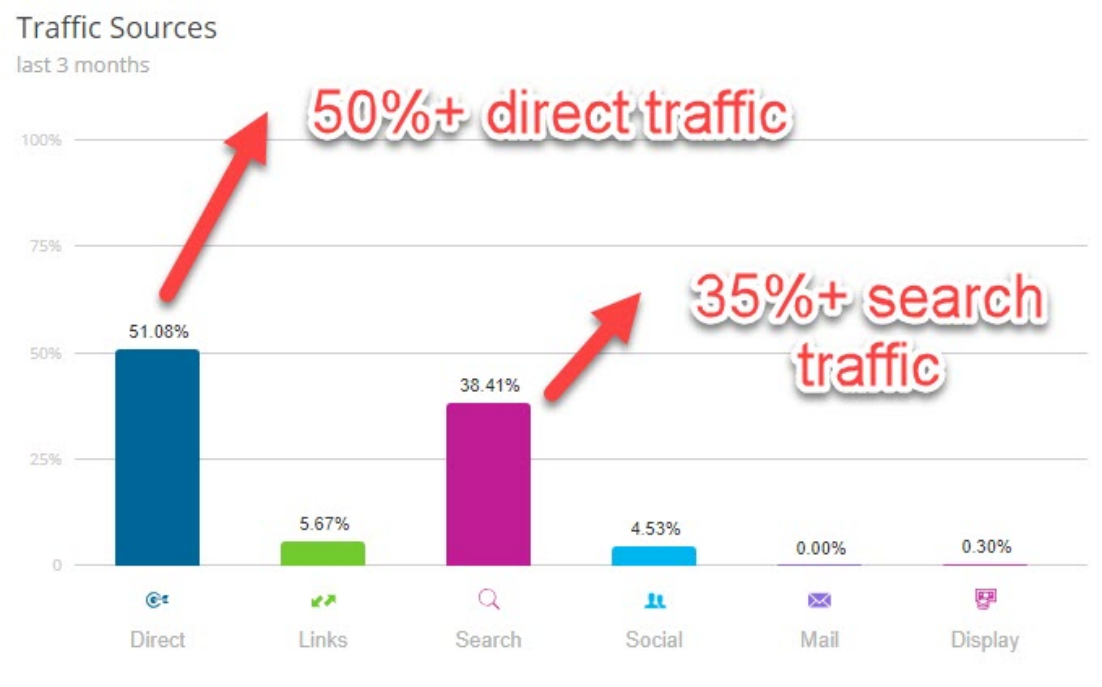
terms of conversion rate optimization, they seem to be using Hotjar (according to SimilarTech) and have just removed Crazy Egg from their technology stack.

So they wanted to mingle with A/B testing and CRO, but, so far, on their website I haven't noticed any personalizations.

Speaking of personalization, it seems that Divante uses Hubspot for marketing automation. I assume they want to improve their processes and be more customer-centric.

DIVANTE'S TRAFFIC ACQUISITION

The main website traffic sources for Divante are:



The 50%+ direct traffic is the highest we've analysed so far in IT Outsourcing. We find ourselves in a position of making some assumptions now.

What could account as direct website traffic?

- offline events: conferences, meetups and hackathons
- referral traffic not tagged
- sales reps activities

A percentage this high is kinda jaw-dropping. And I believe that the brand awareness is impressive with this folks.

And the fact that branded traffic is pretty high, would probably back me up in my assumption.

CONTENT MARKETING

The blog is updated about bi-weekly. Lots of categories are used.

The posts are not very technical, and they're mostly managed by Agata Młodawska, the Marketing Manager and Aleksandra Kwiecien, the Content Manager. From time to time, some pieces of content are signed by Tom and Piotr Karwatka, the CEO and CTO of Divante.

And even more rarely, a developer gets involved in content writing.

But let's see which are the most valuable pages on the Divante website:

United States ▾ 329 results Total traffic: 229

Branded traffic

#	Traffic ↓		Value	Keywords	RD	Page URL	Top keyword
1	46	20%	$7	12	343	divante.co/	divante
2	28	12%	$86	6	0	divante.co/blog/pimcore-special-agency-point-view/	pimcore
3	15	7%	$68	22	0	divante.co/blog/nike-just-shaped-future-retail-mobile-first-commerce/	nike e commerce
4	14	6%	<$1	6	0	divante.co/case-studies/spiele-max	spiele max
5	12	5%	<$1	12	3	divante.co/blog/e-commerce-trends-2014-2015/	e commerce trends 2015
6	9	4%	<$1	2	0	divante.co/case-studies/energa	energa
7	6	3%	$10	4	1	divante.co/products/crm-on-orocrm	oro crm
8	4.4	2%	<$1	3	0	divante.co/blog/magento-imagine-2018-summary/	magento imagine 2018
9	4.3	2%	<$1	7	0	divante.co/blog/design-ops-design-systems-practice/	designops
10	4.2	2%	<$1	10	0	divante.co/blog/token-based-authorization-micro-services-open-loyalty-engineering/	token based authorization

It seems that the most traffic is brought on the homepage by the brand name itself "divante". Next in line we have blog posts, the case studies section and the products page.

But let's take a look at the keywords.

1,199 | 271 | 265 | 204 | More ▾

miscellaneous keywords

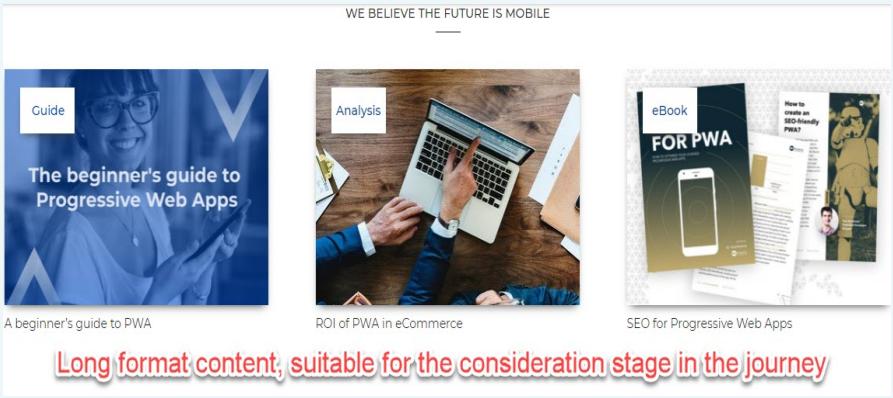
Branded traffic

Keyword		Volume	KD	CPC	Traffic ↓	Position	URL
divante	3	150	2	—	46	1	divante.co/
pimcore	6	600	8	3.00	28	7 ↑1	divante.co/blog/pimcore-special-agency-point-view/
e commerce trends 2015	3	90	4	—	11	3 ↑1	divante.co/blog/e-commerce-trends-2014-2015/
spiele max	5	100	0	—	9	5 ↓1	divante.co/case-studies/spiele-max
energa	5	300	2	—	9	9	divante.co/case-studies/energa
nike e commerce	3	70	1	6.00	8	3 ↑2	divante.co/blog/nike-just-shaped-future-retail-mobile-first-commerce/
nike ecommerce	6	90	1	3.00	7	5 ↑3	divante.co/blog/nike-just-shaped-future-retail-mobile-first-commerce/
spielemax	3	60	0	—	4.9	5 ↑2	divante.co/case-studies/spiele-max
medicover online	4	300	0	—	3.9	13	divante.co/news/divante-creates-e-shop-for-medicover
oro crm		100	10	—	3.8	9 ↑10	divante.co/products/crm-on-orocrm
magento imagine 2018	6	200	5	—	3.5	12 ↓2	divante.co/blog/magento-imagine-2018-summary/
magento conferences	4	150	37	—	3.3	11 ↑2	divante.co/news/divante-connects-with-meet-magento-association
token based authorization	6	20	24	—	2.9	2 ↑3	divante.co/blog/token-based-authorization-micro-services-open-loyalty-engineering/
norstedts	5	70	2	—	2.8	8 ↓2	divante.co/case-studies/norstedts
magento conferences	4	150	37	—	2.7	12	divante.co/blog/magento-live-europe-2018-recap/

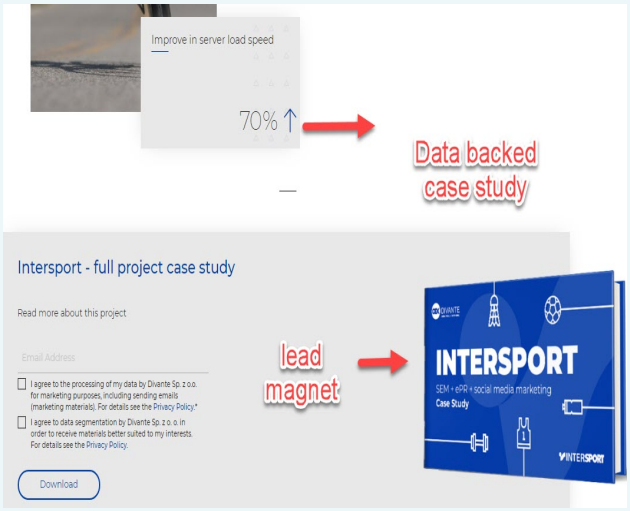
It seems that there is no clear strategy around specific keywords, no keyword cluster manages to rank.

On the other hand, they have created really powerful long form pieces of content:

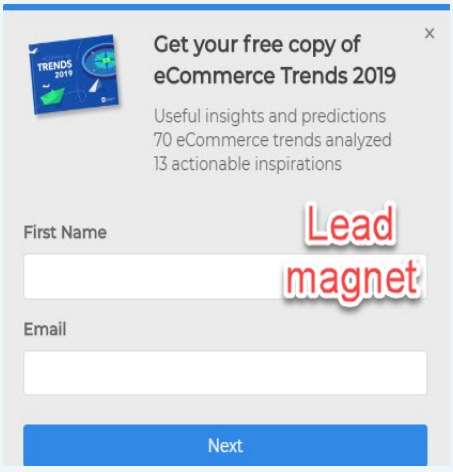
- Guides
- eBooks
- Analysis reports
- Case studies



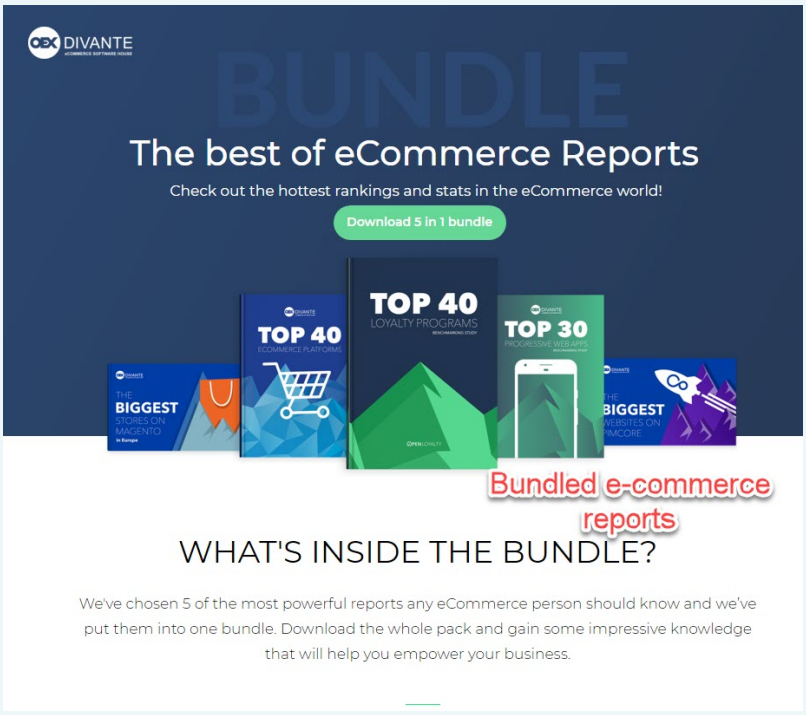
The case studies are not telling the whole story, so, if a potential customer wants to see the whole picture, Divante uses the power of lead magnets: a win-win exchange between the potential customer (who provides a contact detail) and Divante (who provides a downloadable case study).



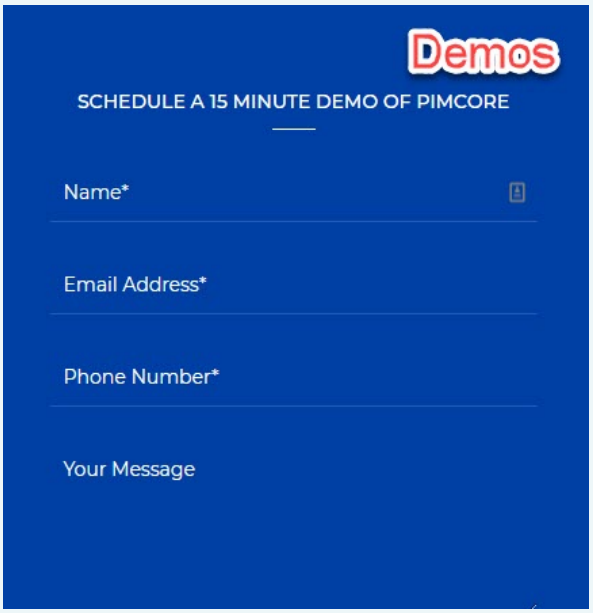
Speaking of lead magnets, here's another one:



Also, they've bundled together some of the reports, in a lead magnet:

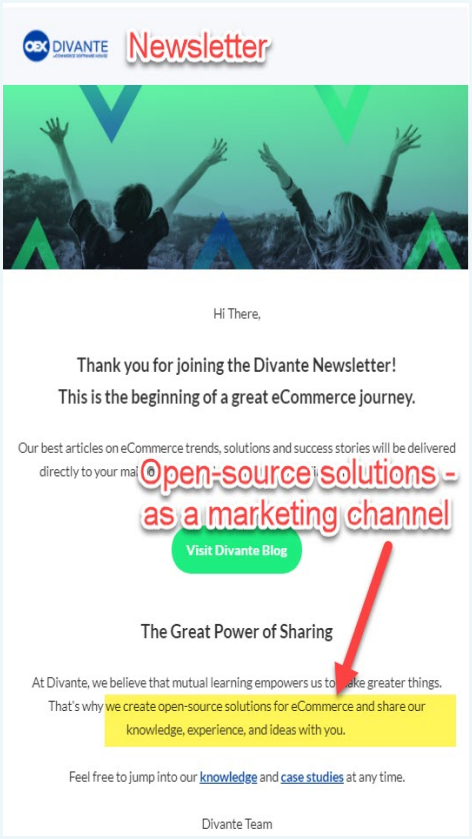


For the users that want to move on further in the funnel, switching from consideration to decision making, Divante can offer demos.

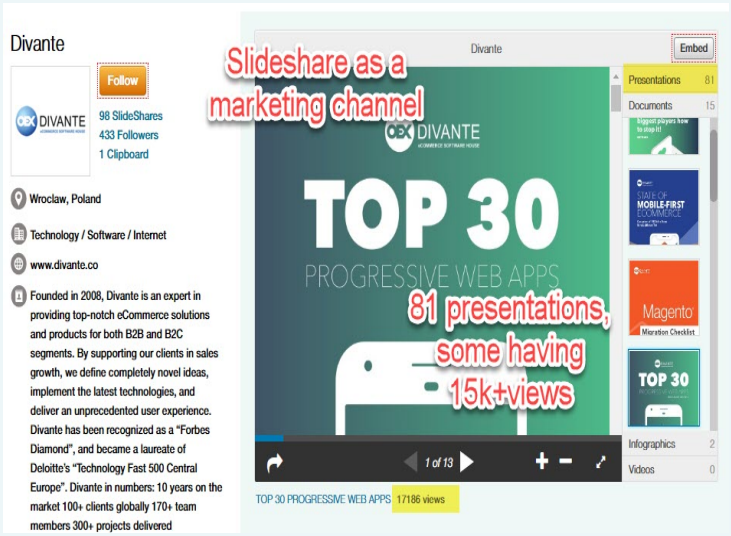


So, be it awareness, consideration or decision, Divante has everything covered across the buyer's journey.

Moving on, Divante also includes newsletters in the content strategy:

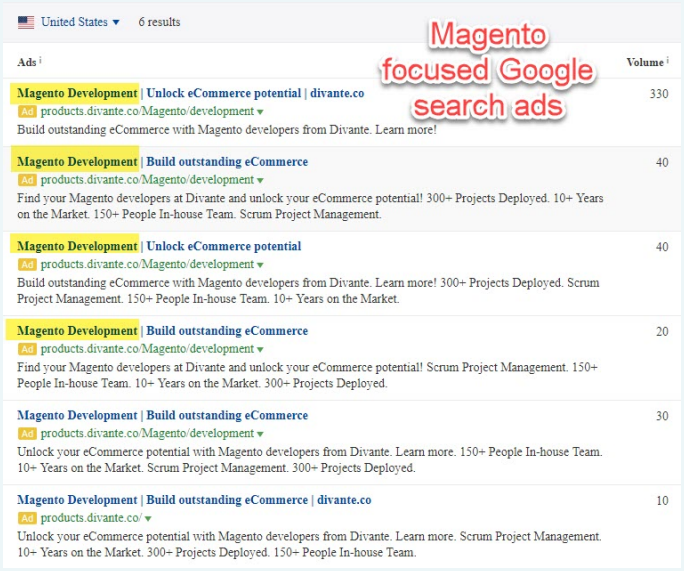


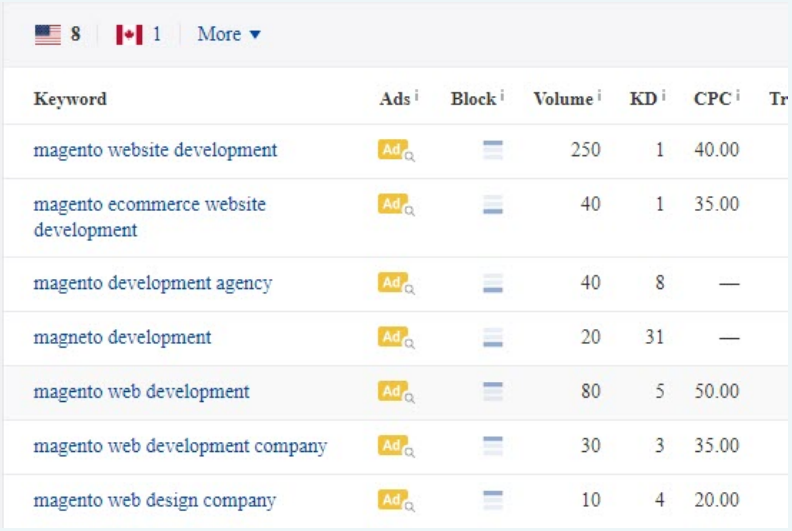
They've got content also on Slideshare, 81 presentations! 430+ followers and lots of views.



DIVANTE'S PAID TRAFFIC ACQUISITION

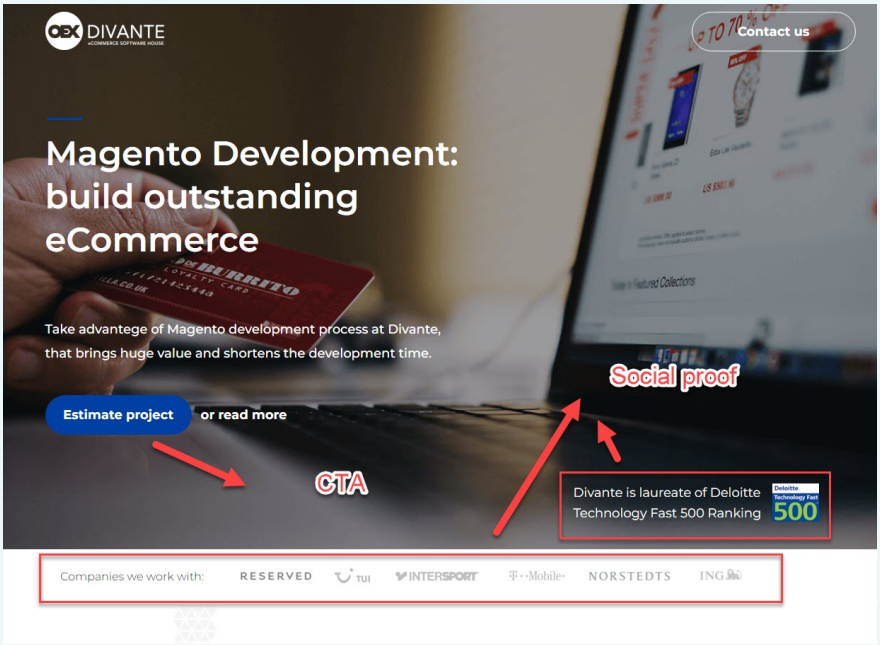
In terms of paid Google search ads, Divante is promoting the Magento development service, bidding on “magento web development” related keywords.



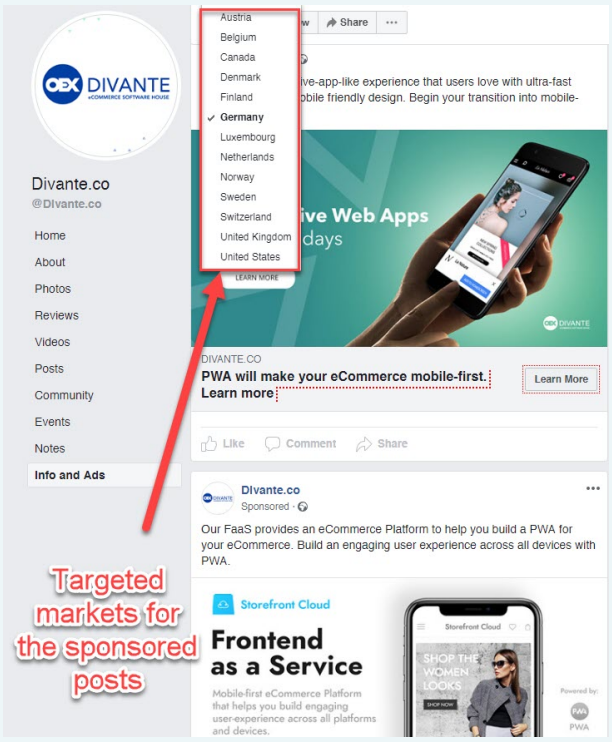


Keyword	Ads	Block	Volume	KD	CPC	Tr
magento website development	Ad		250	1	40.00	
magento ecommerce website development	Ad		40	1	35.00	
magento development agency	Ad		40	8	—	
magneto development	Ad		20	31	—	
magento web development	Ad		80	5	50.00	
magento web development company	Ad		30	3	35.00	
magento web design company	Ad		10	4	20.00	

The landing page is really compelling, with its clear CTA and above the fold social proof.

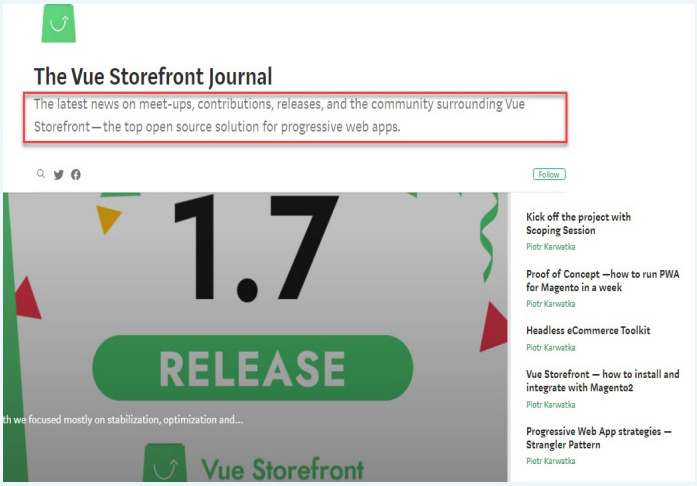


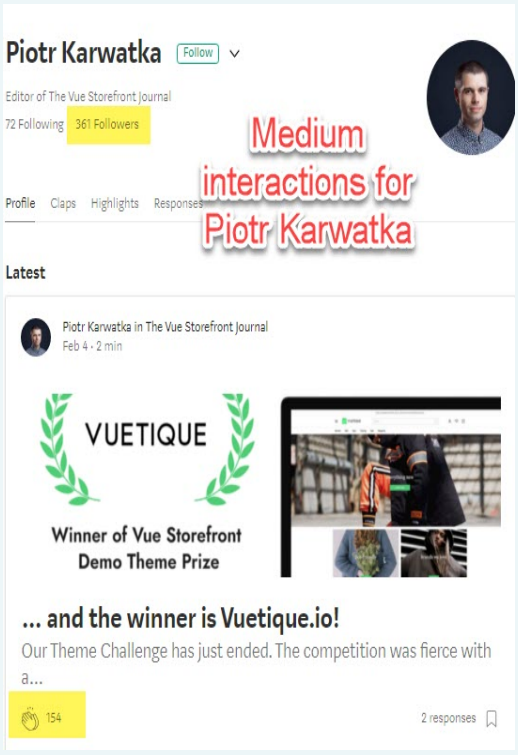
While the Google search ads are Magento focused, on the sponsored Facebook posts side we see a progressive web apps approach.



SOCIAL SELLING

Regarding the Medium positioning, it seems that Piotr Krawatka, CTO of Divante, and other Divante colleagues are editing The Vue Storefront Journal.





Beginning with June 2018, there is an increasing Medium focus. And the engagement sems rewarding. Until now, I haven't seen such an up to date Medium profile, among other Polish software houses.

DIVANTE'S SOCIAL MEDIA PRESENCE

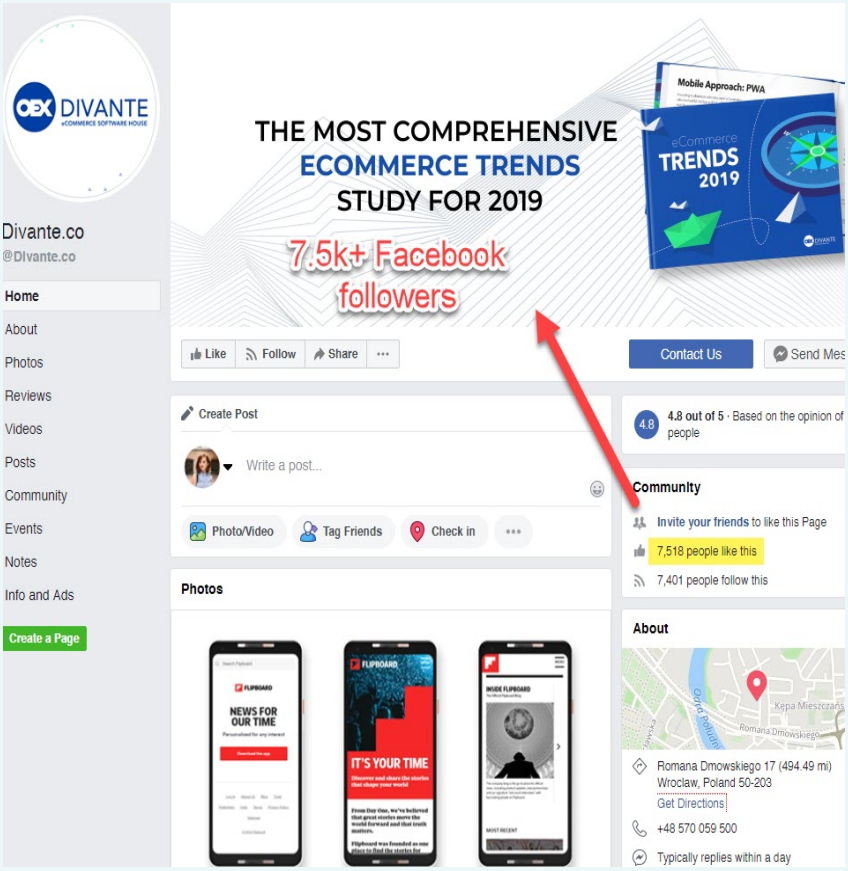
Social media is a great channel for a business to include the community in the communication, help build trust and develop long-lasting relationships.

Divante clearly understands this, just look at these numbers:

- 7500+ Facebook followers
- 1600+ Twitter followers
- 2300+ Linkedin followers

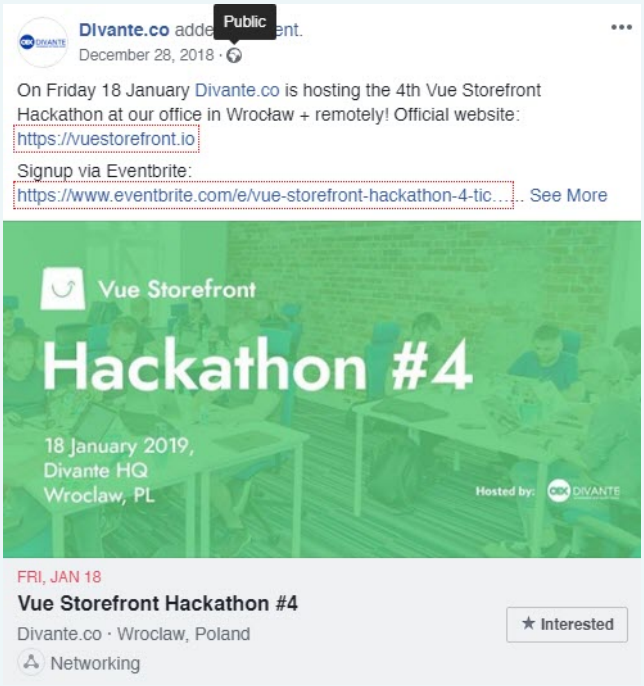
FACEBOOK

Divante's Facebook profile has a client-approach. Through publishing posts consistently, Divante wants to prove expertise in the field, hence build trust around the brand.



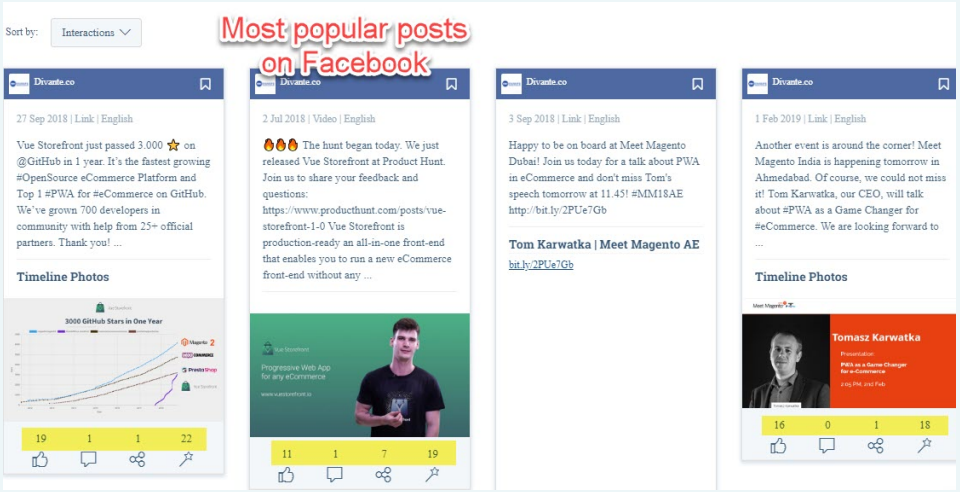
The posts are merely about:

- Promoting long form content - eBooks, guides, reports
- Successful integrations of their Vue Storefront product or PWA
- Events they organize or attend to



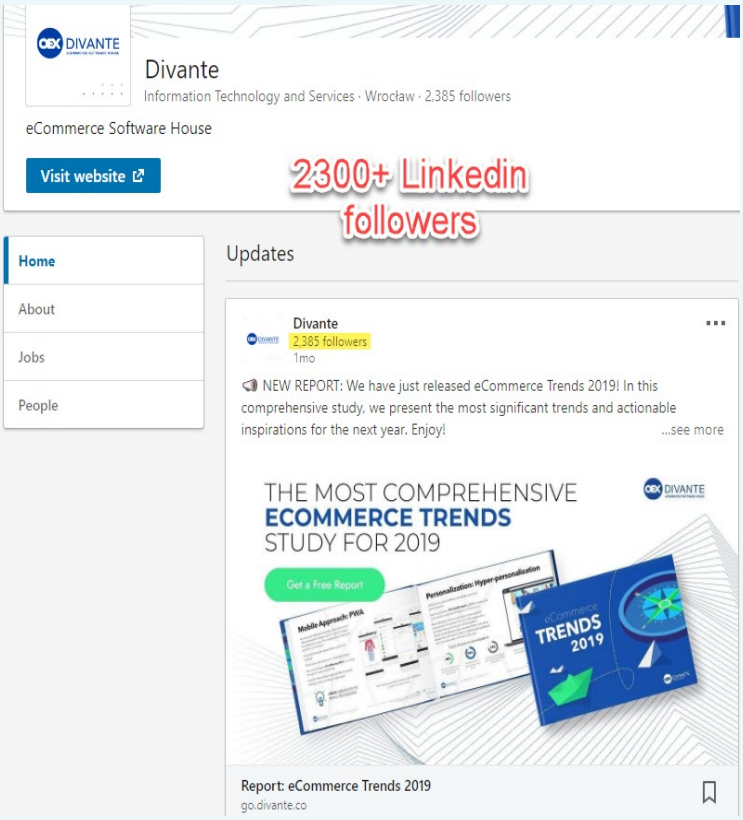
The interactions are a bit scarce.

But this isn't a surprise. From what we've analyzed so far, the most popular posts for software houses posting on Facebook, are people related, such as team events, introducing team members etc.

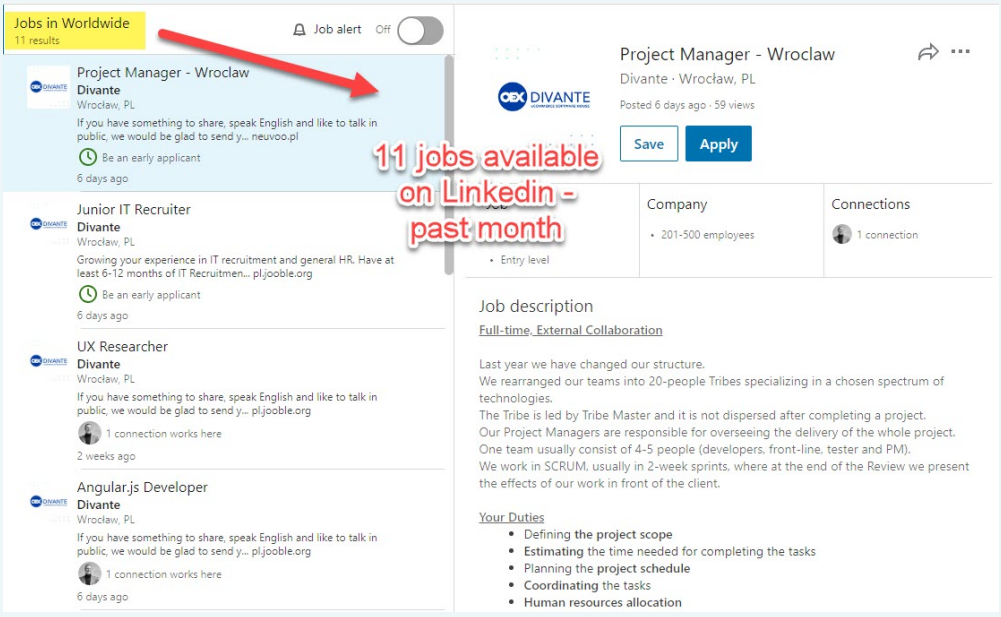


LINKEDIN

The Linkedin profile content is also client-aimed. News from the industry, blog posts, eBooks are shared.



Hiring is also a Linkedin objective, just like in the case of the other software houses we've analyzed so far.



TWITTER

Divante almost replicates the Facebook and Linkedin content within its tweets.

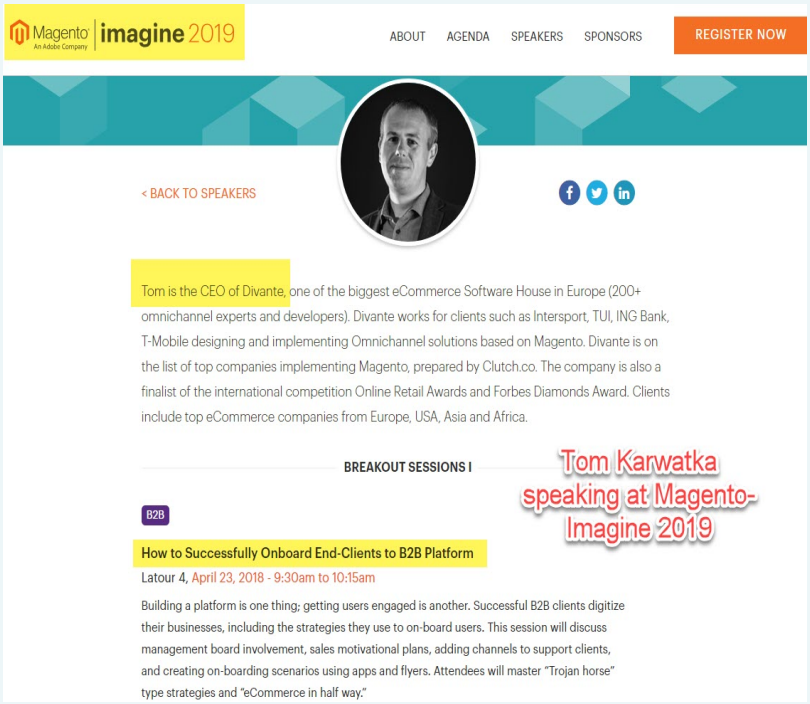
Events are in the spotlight here: speaking gigs, attending conferences and summits.

Curiously, this is the first software house I've encountered that does not rely much on social media to build employer branding. The communication is mostly oriented towards gaining new clients.

DIVANTE'S COMMUNITY INVOLVEMENT

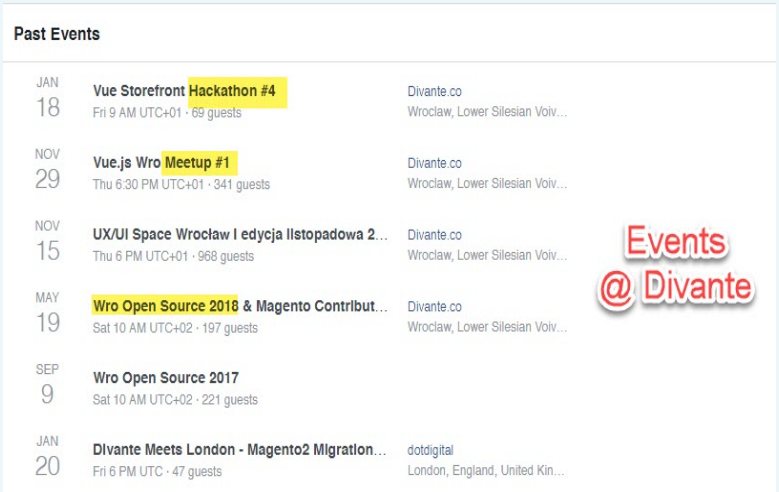
Whenever you would see a Magento event, for sure Divante is there.

They don't usually miss making an appearance, as attendees or speakers.



On the employer side, Divante hosts Magento related events, as you might have already guessed.

They ain't at all shy: meetups, hackathons, they are really building their employer branding in the Polish community.



Last Friday was a good day for the Vue Storefront project :) We met during the second Vue Storefront Hackathon in Poznań! Big thanks to Snow.dog for organizing this meetup.

During a whole-day session we hosted around **25 developers** at Snow.dog [illegible] joined us remotely. Guys from Argentina were with us from 4:00 AM their time (!).

Vue Storefront Hackathon

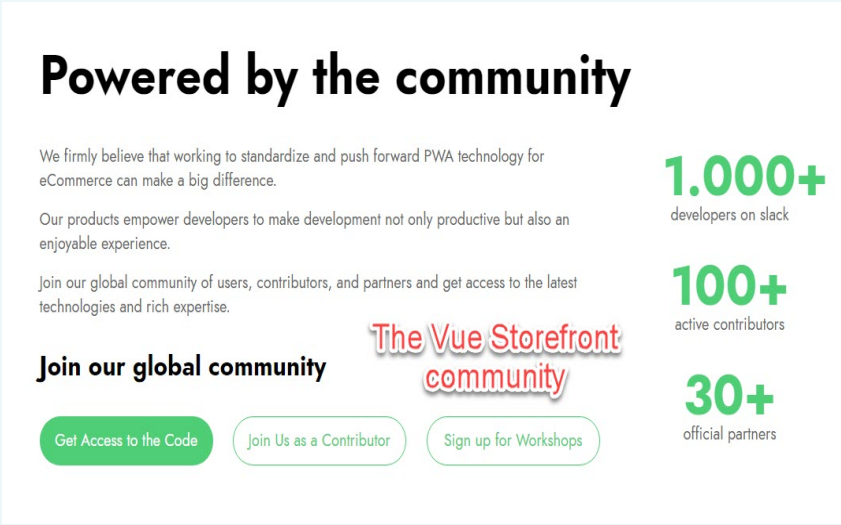
You could feel the Open Source spirit, we spent around 10 hours coding, chatting, sharing knowledge and [illegible] just having a lot of fun!

The outcome of the event is visible in the number of accepted Pull Requests. Kind of a new record — the VS Hackathon #1 which was held in May 2018 generated 17PRs; this time, we ended up with 27!

Some of the features accepted are minor / bug fixes — some others are pretty important heavy ones:

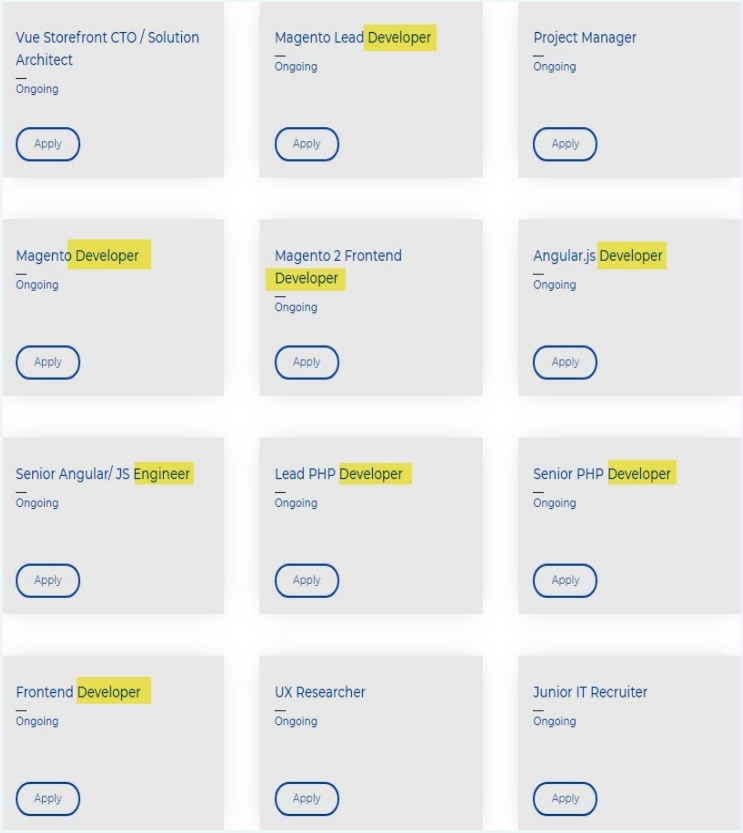
But these are just a drop in the ocean.

Take a look at the community built around Vue Storefront!

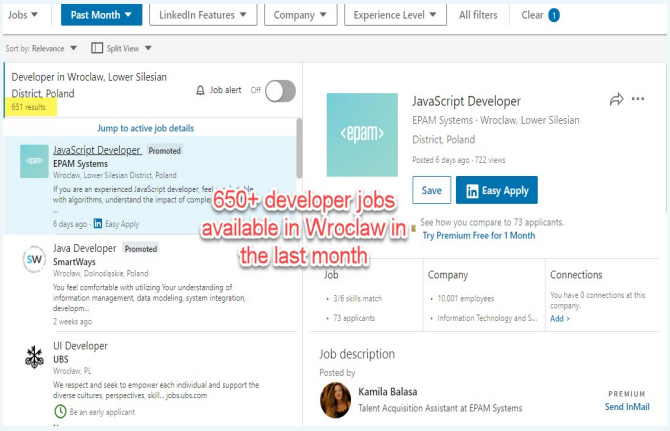


EMPLOYER BRANDING AND HIRING

As we've mentioned before, through community networking, Divante is opening communication doors with future employees.
Speaking of, they have 12 ongoing open positions, mostly for developers.



The "ongoing" status of the jobs explains a lot, especially when you look at this data: 650+ developers wanted in Wroclaw.



DIVANTE'S GROWTH STORY: WRAPPING UP

From the B2B marketing point of view, it seems that a consistent content strategy, seasoned with some events and marketing automation, is the recipe of success for Divante.

But let's make a more comprehensive list of takeaways:

- Release valuable **open source projects**
- Go the **extra mile** in the relationship with your client

- Have a **content strategy across the entire buyer's journey**
- Letting your **community** in on your plans for the future is great for business, it builds trust and increases **brand awareness**

CHAPTER 11

TAKEAWAYS: STRATEGIES OF WROCLAW'S SOFTWARE HOUSES

Don’t underestimate the **power of open source**. Take Divante for example, with its Open Loyalty and Vue Storefront it managed to impress Facebook and Whatsapp.

Long form content matters: case studies (Droids on Roids), research papers (Tooploox), reports (The State of Vue.js by Monterail), ebooks (Divante). Blog posts are merely for the awareness stage of the buyer’s journey, but you need to move the potential buyer down the funnel. And long-form content can do just that and establish you as a trustworthy and knowledgeable partner.

Choose your weapon, **pick a niche**. Tooploox goes with AI, Divante with e-commerce, Monterail established itself as the Vue.js guru.

Build your **employer branding** through social media channels and community involvement (Divante, Monterail, Tooploox, Droids on Roids)

Not enough talent pool? Build it the goddamn pool: offer fellowships (like Tooploox), host workshops, hackathons (Divante), meetups or even hold your own conference (like Monterail's Vue Conference)

Haven't found a tech-skilled content writer, **have your developers team involved in content writing**! Monterail, the Droids on Roids, Tooploox and Divante are doing it.

Tools and marketing automation. Be it Hubspot (Monterail), Pipedrive (Tooploox), Hotjar (Tooploox) automation and marketing tools can save you time and money.

Have a **content marketing strategy**: from content creation to promotion, be consistent and test a lot. Just check Monterail's campaign on Vue.js, they've totally nailed it.

CHAPTER 12

THE INGREDIENTS OF SUCCESSFUL B2B MARKETING. THE CASE OF WARSAW'S SOFTWARE HOUSES

INTRO

Poland is growing to be an IT hub, moving past the “outsourcer” stereotype and designing its own success story. Warsaw is leading the way.

10Clouds, SoftwareMill, Polidea sit at the core of the vibrant IT development in Warsaw.

These companies are only the tip of the iceberg, an iceberg that wants to disrupt the outsourcing world.

While we are based in Krakow, the eternal Warsaw sibling rival, we can’t help admiring the intense competition between the two IT hubs. So far, there are no losers in this competition. It’s a hard-fought battle where the whole ecosystem goes stronger, innovation by innovation.

So, what are the forces that fuel up this environment? What makes Warsaw a magnet for IT investors? How did the aforementioned companies grow so fierce?

We shall answer all of these questions in our 4 blog posts series, beginning with this one.

We’ll tell inspiring stories about digital marketing, employer branding, social media strategies and more.

Warsaw wants to challenge the IT Outsourcing status quo.

Let bygones be bygones. It’s time for new ways of doing business, where the humane mingles with the technologies of the future.

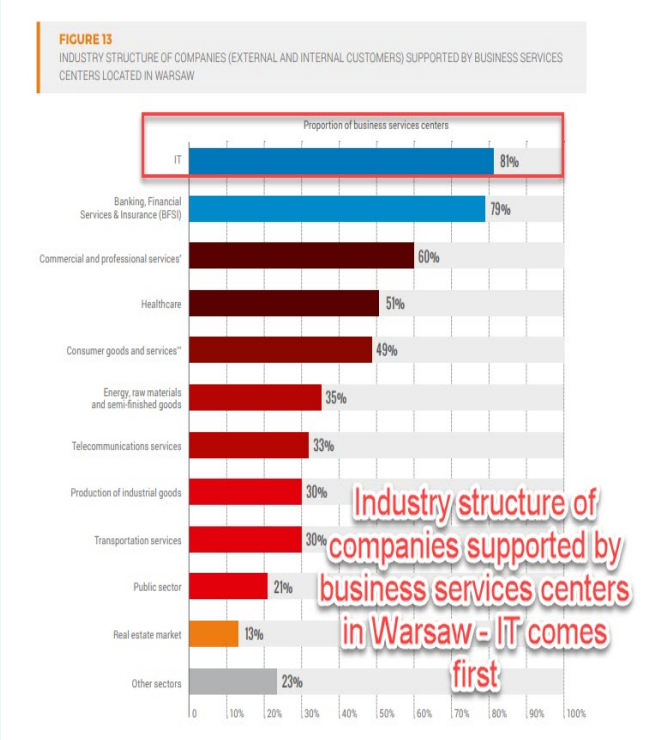
So, let’s follow the footsteps of 3 Warsaw software houses on their way to growth.

WARSAW'S IT ENVIRONMENT

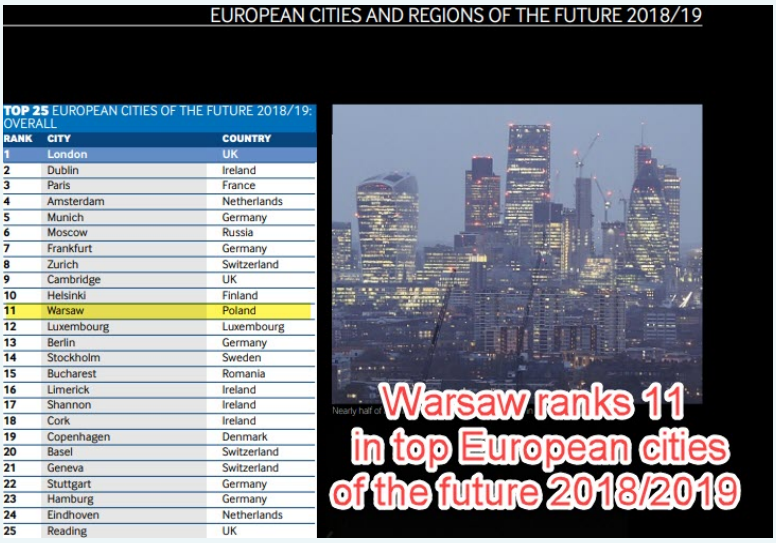
Now, let’s see what makes Warsaw so appealing in the IT outsourcing market:

- **Income tax exemptions:** the amount of tax exemption granted depends on the value of the investment, its location and the size of the company
- Warsaw is Poland’s **main economic and business hub**, pretty obvious for a capital
- **The largest office market in CEE**: everyone wants to open an office here. More than 60% of the demand for office space in Warsaw, Lodz, Krakow, and Sofia – during the first half of 2017 came from the outsourcing sector.
- **Highest R&D index in Poland:** the index calculates the number of new entities registered in the REGON list per 10 k inhabitants. The Warsaw average for 2009-2015 was 169, followed by Poznan (158) and Wroclaw (144).

- **Second largest Polish market for BPO, R&D and IT,** considering players employing at least 1000 persons

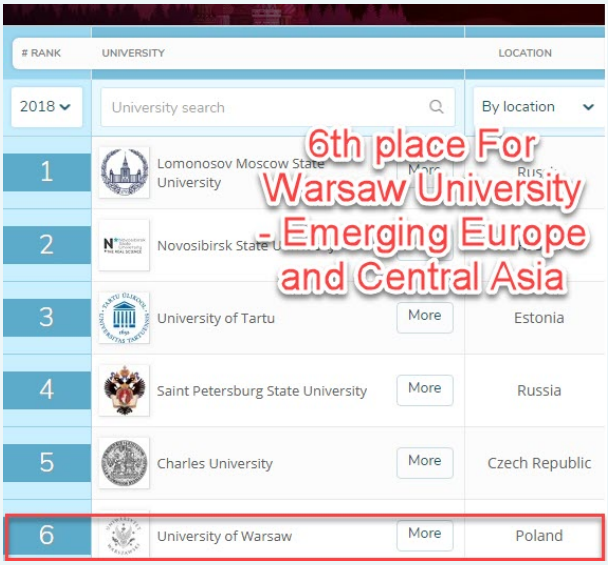


- **Business friendliness:** Warsaw ranks 3rd in FDI's report European Cities and Regions of the Future 2018/19. FDI is a service developed by the Financial Times, providing industry-leading insight and analysis, mostly investment related.

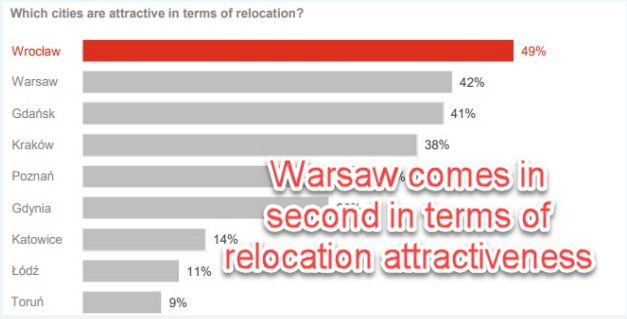


- **Local talent pool:** the highest in Poland according to McKinsey's report "Poland 2025: Europe's new growth engine"
- **30 Fortune Global 500 investors** have business services centers (BPO, SSC, IT, R&D) in Warsaw, employing 18,500 people.

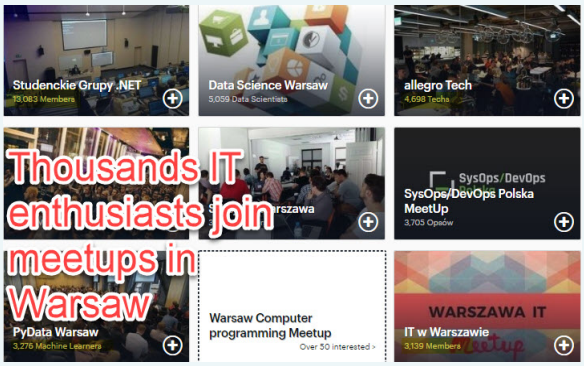
- **The largest academic center** in Poland: In the QS EECA University Rankings 2018, the University of Warsaw (the country's largest) came in 6th among 200 of the best universities in the Emerging Europe and Central Asia region.



- Warsaw is the second most attractive Polish city for **relocation,** according to report



- **Acceleration programs and accelerators** that pave the way for startups to contracts and VC investments: Founder Institute, StartUp Hub, Huge Thing, Warsaw Accelerator, , Google Campus, MIT Enterprise Forum CEE, Fab Poland by Orange
- **60+ tech meetup groups,** with members ranging from 100 to 4000+



WARSAW'S SOFTWARE HOUSES

In 2017, 15,000+ new businesses were established in Warsaw. According to Startup Poland Foundation, every fourth Polish startup is created in Warsaw.

Innovation lays just around the corner: from cloud computing, VR, AI, blockchain to IoT, every company wants a bite.

Next, in our story, we'll try to unbox the marketing and branding strategies of 3 pillar companies of IT outsourcing in Warsaw.

10CLOUDS - FROM STUNNING PRODUCT DESIGN TO FLAWLESS CODE

Website: https://10clouds.com/

No. employees: 100+

Revenue: EUR 3M+ (2016, Financial Times)

Technologies: AngularJS, React, Python, Javascript, Django, Vue, Node, Elixir

Services: web development, mobile development, product design, blockchain

Verticals: business, healthcare, entertainment, education

Key clients: Baidu, Asmodee, StepStone, TrustStamp, Skedulo, ZappRideShare, Coinquista

Offices: Warsaw (HQ), Poznan, Wroclaw, Atlanta

Reviews: 4.9 - Clutch (30 reviews), 3.4 - Glassdoor (7 reviews)

CEO: Maciej Cielecki

Featured in Deloitte's CEE Tech Fast 50 in 2017, 10Clouds has increased its revenue by 316% during 2013-2016.

The criteria Deloitte uses for its CEE top is a strict one:

- Annual revenues of at least €50,000 in each year between 2013 and 2016.
- Develop proprietary technologies/spend a significant amount of capital on R&D
- Have an ownership structure that excludes majority-owned subsidiaries of strategic entities.

Financial Times is making its own top of the fastest growing companies in Europe. 10Clouds ranks 480, with a 4-year revenue increase of 333%.

479	dolT solutions	Germany	Technology	334%
480	10Clouds	Poland	Technology	333%
481	Sibaltron Experiences	Spain	Ecommerce	333%
482	Yélé Consulting	France	Energy	333%
483	Trent Construction Services	United Kingdom	Construction	333%
484	Eleven Labs	France	Support Services	332%
485	Ulabox	Spain	Technology	332%
486	Richter lighting technologies	Germany	Technology	332%
487	Tremend	Romania	Technology	331%
488	Nanobit	Croatia	Games industry	331%
489	IT Resellers Group	Belgium	Sales & Marketing	331%
490	Horizon Group	Italy	Sales & Marketing	330%
491	Digital Legends Entertainment	Spain	Games industry	330%

Financial Times' Fast 1000 Europe

In our next chapters, we'll look at the marketing strategies that power up such a growth: we'll dive into content strategies, branding efforts, and community engagement.

But, until then, you can understand the 10Clouds way of doing business by listening to one of their happy customers, now an evangelist:

POLIDEA - WE CREATE HUMAN AND BUSINESS STORIES THROUGH TECHNOLOGY

Website: https://www.polidea.com/

No. employees: 60+

Technologies: Node, Django, React, AWS**,**

Services: mobile development, web development, UX design, IoT, cloud computing, VR, augmented reality

Verticals: healthcare, finance, consumer goods

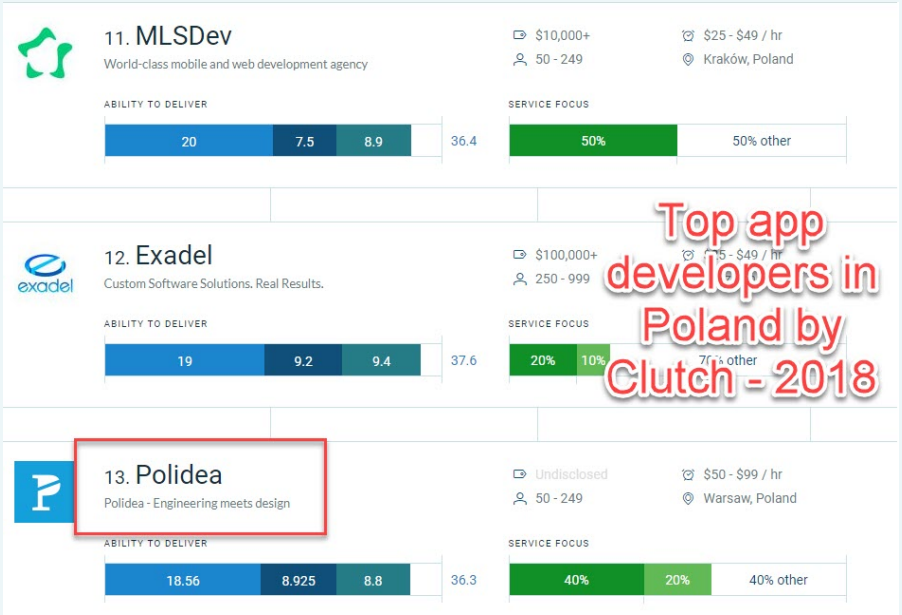
Key clients: Philips, Dolby, HP, StepStone, Estimote, Genentech, Applause, DaWanda

Offices: Warsaw (HQ)

Reviews: 4.9 - Clutch (8 reviews)

CEO: Grzegorz Kapusta

A Clutch awarded company, as a top app development company in Poland, Polidea is turning 10 this year.



Learning and sharing are in the Polidea DNA, as its CEO proudly states. This is why they organized the MCE Conference, one of the largest tech conferences in Europe, for 5 editions.

The Polidea involvement with Open Source, meetups, and local initiatives simply reinforces their passion for community.

So, when you mix knowledge and the power of sharing, you might end up working with top players such as Philips, Dolby or HP?

We'll see about that in our chapter.

Until then, watch Grzegorz Kapusta speak about Polidea here:

SOFTWAREMILL - YOUR SOFTWARE TEAM

Website: https://www.softwaremill.com/
No. employees: 40+

Technologies: React, Java, Javascript, Angular, Heroku, Scala, AWS,

Services: big data, machine learning, blockchain, web applications

Verticals: messaging, finance & banking, energy, e-commerce, logistics

Key clients: Tipser, Knip, Zerigo, IP Integrated, Vocado, Attikis, Intellii

Offices: Warsaw (HQ)

Reviews: 4.9 - Clutch (9 reviews)

CEO: Tomasz Szymanski

SoftwareMill ranks 10 in Top Custom Software development companies in Poland, by Clutch. It's closely followed by Infopulse, also Warsaw-based.

What's striking from the marketer's point of view, is the abrupt expansion of website organic traffic during 2018. This means that SoftwareMill is going inbound.

It couldn't be a coincidence, that the organic traffic is booming since Maria Wachal joined the SoftwareMill team as a Growth Manager.

For the rest of the story, check our next chapters.

It's been almost 15 years since Poland has joined the EU. European funding has flown in all these years, empowering businesses all over the country. This led to huge economic and social transformations across Poland.
Warsaw was at the heart of all this.

In the last years, a new chapter is unfolding in Warsaw's development.
A chapter wrapped in innovation and shared knowledge.
It's like a new "golden age".

Companies like 10Clouds, Polidea and SoftwareMill are making a statement in IT outsourcing by rising to Deloitte and Clutch tops.

CHAPTER 13

SHINING A LIGHT ON THE B2B MARKETING STRATEGIES IN TECH. CASE STUDY: 10CLOUDS

INTRO

Having designed software for more than 100 businesses worldwide, mainly in the United States, Western Europe, and Australia, 10Clouds is turning 10 this year.

Growth is what defined its 10 years.

Getting the team from 2 to 110+, opening 3 more offices besides the Warsaw HQ (Poznan, Wroclaw, Atlanta), a 316% revenue increase during 2013-2016 - we definitely had to know their story.

The future looks even brighter now for this software house in Warsaw, 10Clouds. Planning to increase its income by as much as 50 percent in 2019, which is the marketing trump card of 10Clouds?

Asmodee, Baidu, Pinterest - these are just a few of the world-famous companies that worked with 10Clouds.

Now, let's see what former clients have to say about working with 10Clouds. It seems their main assets are:

- Being highly collaborative, flexible
- Being highly tech skilled
- Seamless project management
- Delivering quality results at reasonable costs
- Meeting/exceeding expectations

On their website and Youtube account, 10Clouds features also lots of video testimonials.

So, the team seems in place, the services are reliable, the process is seamless. But what about the marketing behind it? How about branding? Are they top-notch too?

It's time to pull down the curtain and uncover the strategies behind 10Clouds's growth.

Here's a short spoiler about what's cooking in this study case.

These seem to be 3 of 10Clouds' marketing superpowers:

- **Community focus**
- **Building the right brand**
- **The client always comes first**

Stay tuned for more.

BRAND AWARENESS AT 10CLOUDS

Smart technology, robots, artificial intelligence, machine learning: sci-fi is here. And it has dramatically changed marketing.

But with great opportunity comes great responsibility in the B2B world. Brand loyalty is less and less common, competition is fierce, and brand awareness is more important than ever. And if you do get to the top, can you stay there long?

So, where does 10Clouds stand in the brand awareness game?

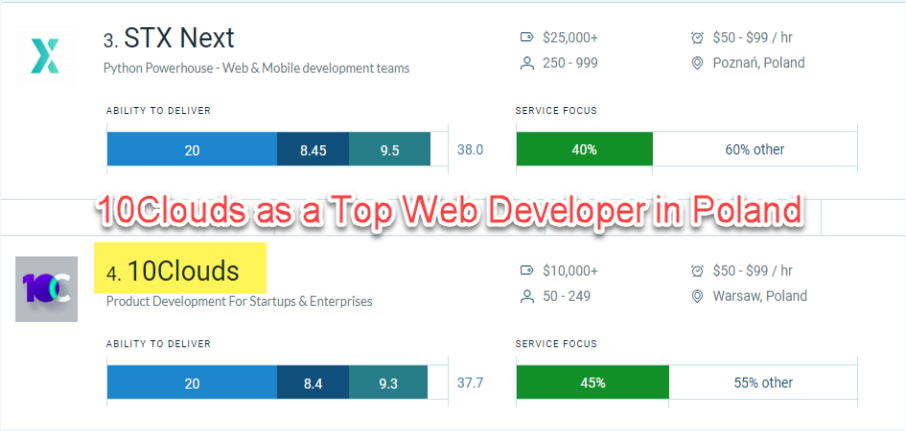
10CLOUDS' AWARDS

Advertising is everywhere around us, offline, online, there's a flood out there. Every business has a difficult time getting a signal through the noise. So, when everyone says that its product is best in class, how can you effectively differentiate your brand?

Awards - still effective today. While anyone can send email, engage in social media or pay per click campaigns, awards are limited.

In the software development industry, the Clutch nominations still have some power. So, which are the 10Clouds awards so far?

- 4th place in Top Polish Web Developers - 2018 (Clutch)



- 13th place in Top Worldwide IT Outsourcing Companies - 2017 (Clutch)

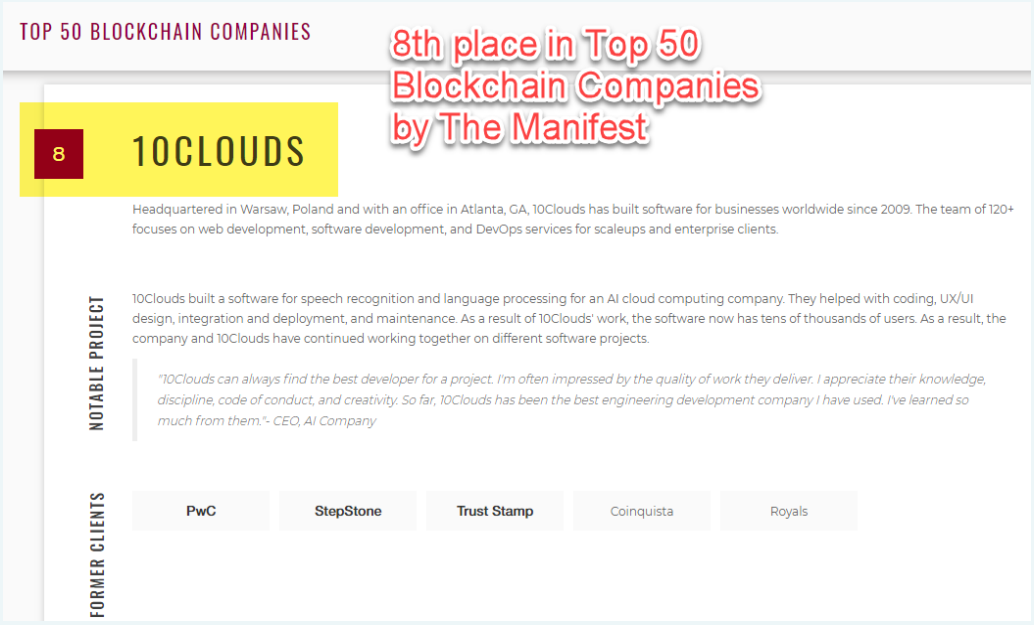
- Ranking 48 in Deloitte's Tech Fast 50 CEE - 2017

- Ranking 480 in Financial Times' Fast 1000 Europe 2018, with revenue growth of 333% during 2013-2016.

479	dolT solutions	Germany	Technology	334%
480	10Clouds	Poland	Technology	333%
481	Sibaltron Experiences	Spain	Ecommerce	333%
482	Yélé Consulting	France	Energy	333%
483	Trent Construction Services	United Kingdom	Construction	333%
484	Eleven Labs	France	Support Services	332%
485	Ulabox	Spain	[illegible]	332%
486	Richter lighting technologies	Germany	Technology	332%
487	Tremend	Romania	Technology	331%
488	Nanobit	Croatia	Games industry	331%
489	IT Resellers Group	Belgium	Sales & Marketing	331%
490	Horizon Group	Italy	Sales & Marketing	330%
491	Digital Legends Entertainment	Spain	Games industry	330%

Financial Times' Fast 1000 Europe

- 8th place in Top 50 Blockchain Companies by The Manifest



EMPLOYER BRANDING AND HIRING

Today, company culture and branding have a higher value than ever. Especially when you compete in hiring the right tech talent.

In the digital age, where the border between work and life is really thin, where social media can lift a brand up or knock it out, building an employer brand is vital.

When you hire the talent you need, you manage to retain it, then you can focus more on delivering quality products/services to clients and grow. Else, if employees come and go, it's gonna be really tough and it's gonna cost you a lot.

Communication, feedback, relationship with management, learning initiatives, employee perks, recognition - these are elementary when hiring and retaining the proper talent.

So, how does the process look like for 10Clouds?

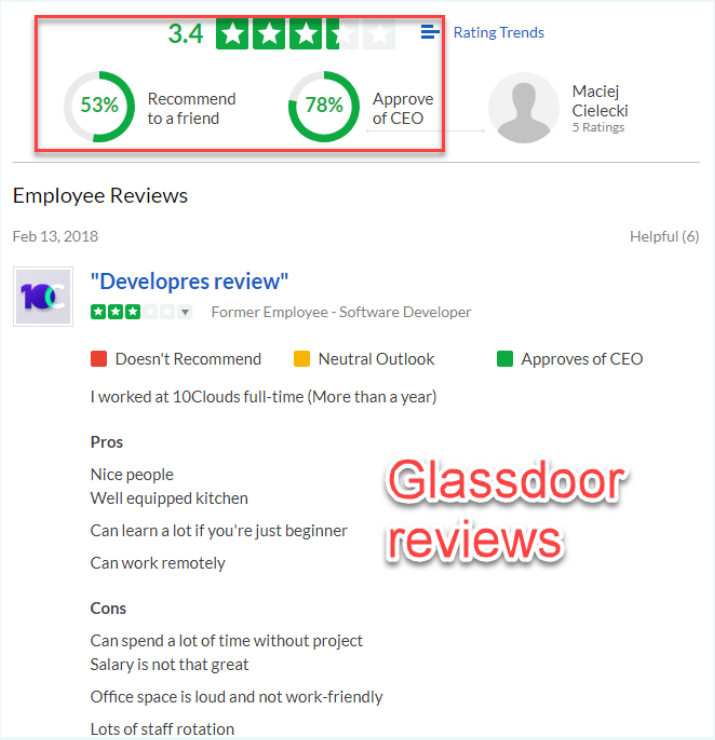
Here's an article they wrote in order to explain the 10Clouds developers hiring process.

Employees are asked about how the hiring process worked, what attracted them to 10Clouds in the first place, and how does 10Clouds look like a year after. They praise the learning environment, career opportunities.

Social media, video content are tools used in building employer branding, but we'll talk about these later on.

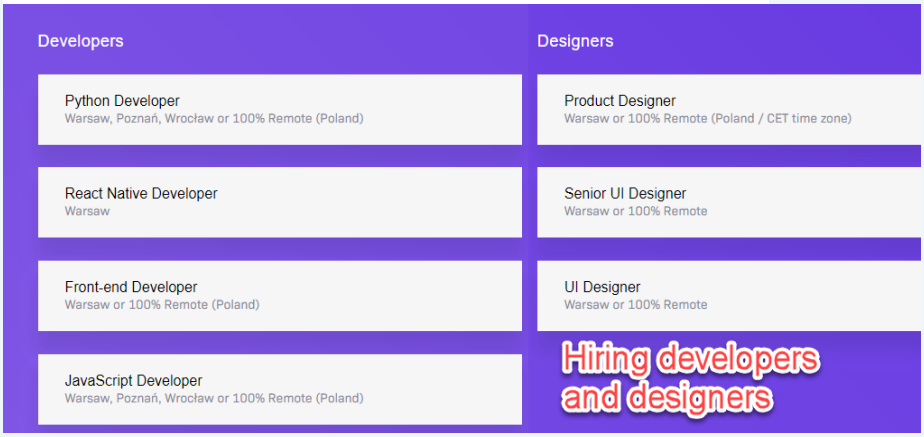
Take this video for example, about how it feels being a 10Clouds developer.

On the other hand, on the Glassdoor profile, not everything is that pink, the rating being 3.4 (out of 7 reviews, not quite statistically significant).

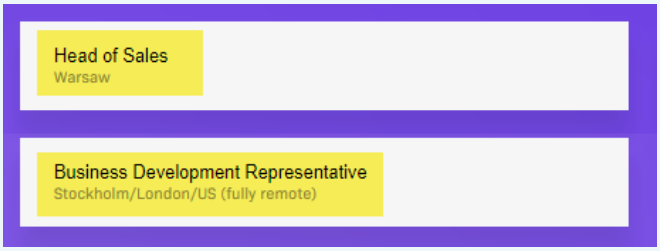


Some of the former employees argue that the atmosphere is nice, it's a good place to start off for beginners, but sometimes projects don't take off or are not that interesting.

Next, let's take a look at the perks: unlimited remote working, flexible working hours, sports and medical package. Doesn't sound bad. It's similar to what we've noticed within other software houses across Poland.



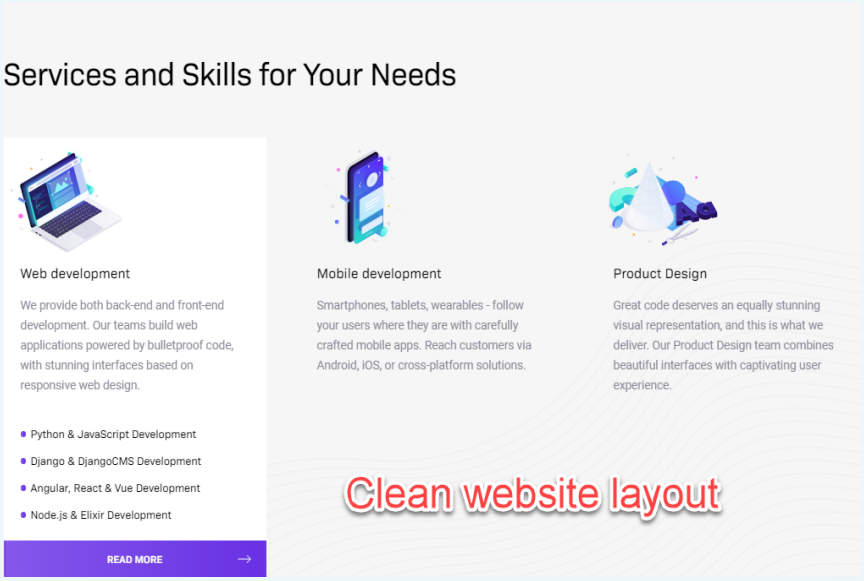
Also, they want to expand the sales and business development team. They are interested in gaining new clients in Sweden, UK or US, that's why they have an open position for a fully remote business development representative in one of these locations.



THE 10CLOUDS WEBSITE AND CONVERSION RATE OPTIMIZATION

According to Krug's first law of usability "Don't make me think", the 10Clouds homepage is self-explanatory. The structure is clear, the visual clues are moderate, the links are easily recognizable and help users to find their path to their aim.

The layout is scannable: content is categorized, visual elements are guiding the visitor to the Call to Action, content blocks are flowing nicely. The phrases and wording are concise.

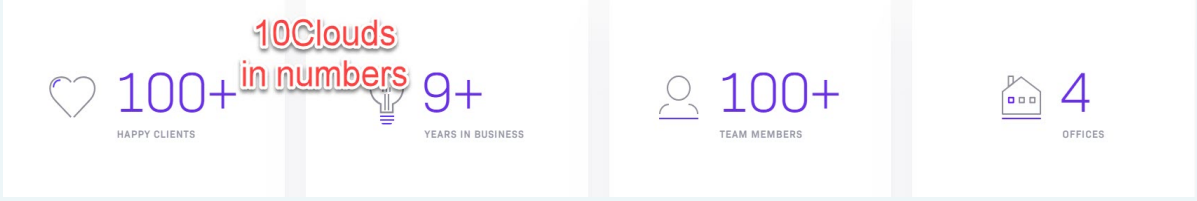


But is this enough to turn a visitor into a customer? These days, potential buyers are looking for one more thing before making a commitment to spend money on you - social proof.
Social proof refers to people's reliance on the feedback and actions of others so that they can make an informed choice.

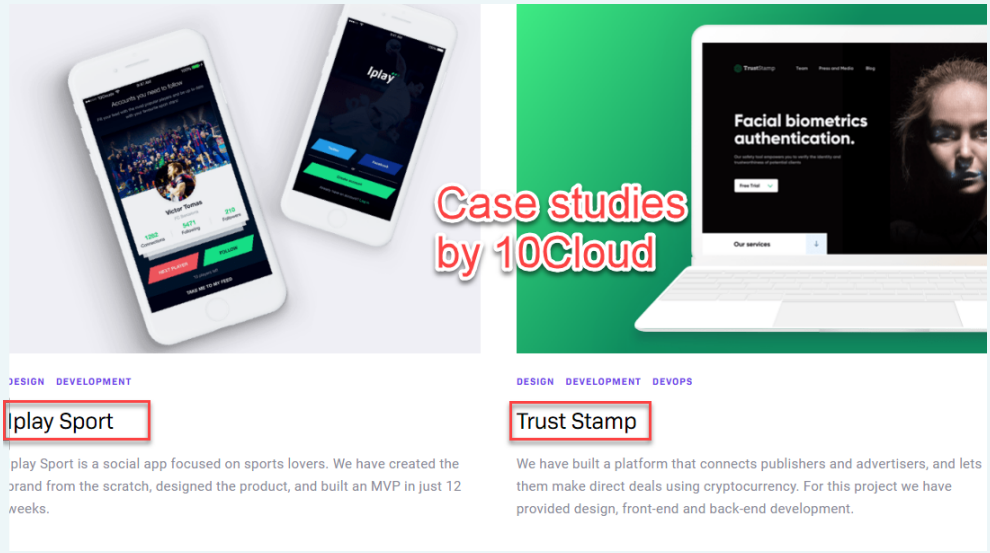
Testimonials, awards, case studies, reviews, the number of followers/likes/fans in social media, all of these should be leveraged in order to build trust in the eyes of stakeholders.

In the case of 10Clouds' website we've got:

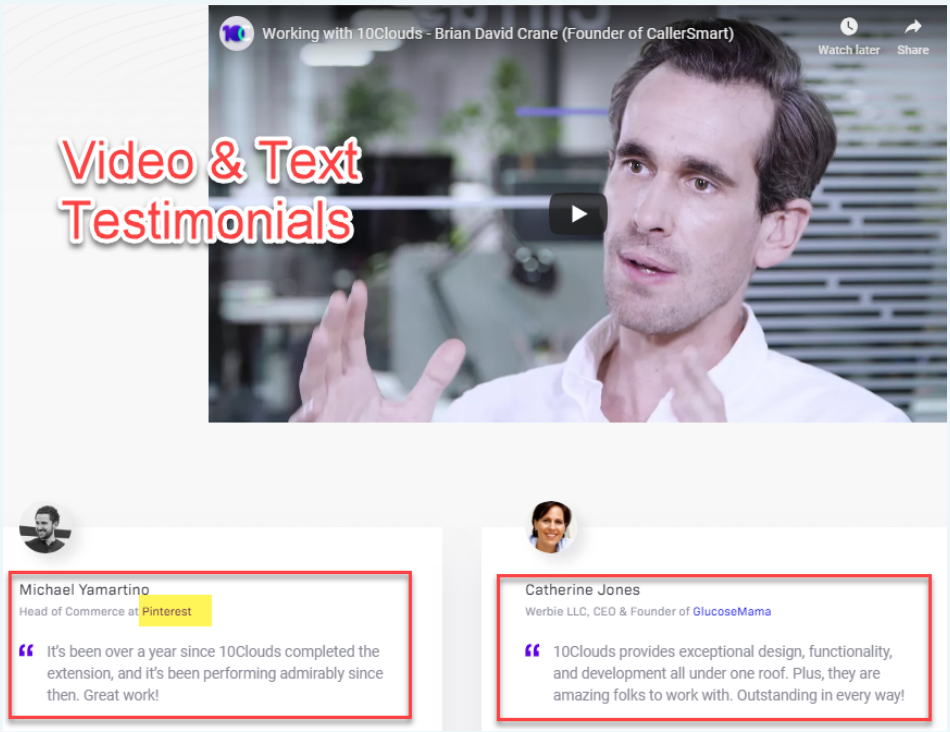
- Growth KPIs



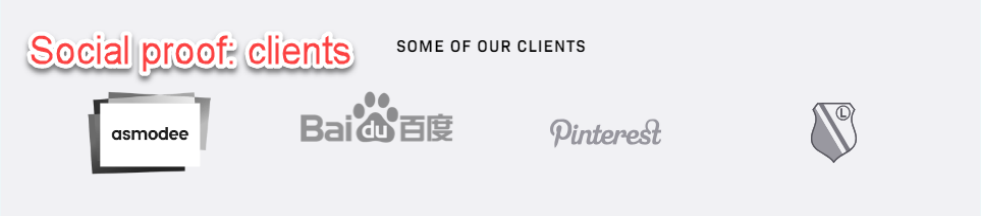
- Case studies



- Testimonials



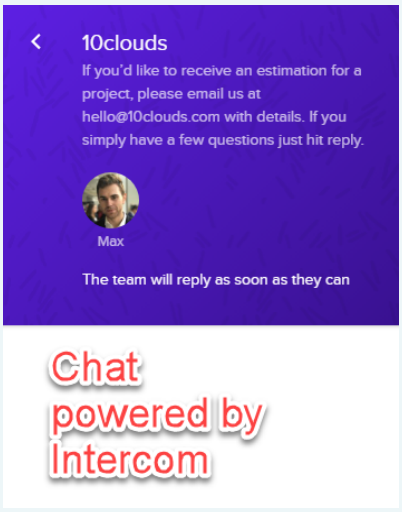
- List of clients



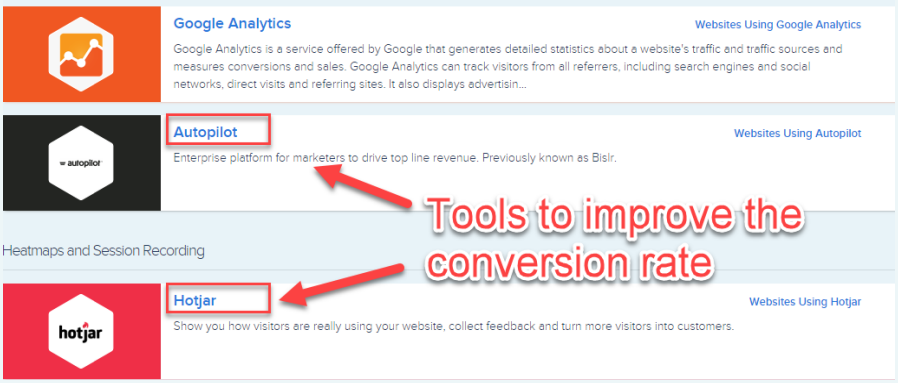
- PR mentions

- Awards

In order to further move a visitor down the funnel, forms and chat are used.



In terms of conversion rate tools, according to Similartech, 10Clouds is using Hotjar for heatmaps and session recordings, and Autopilot, for marketing automation.



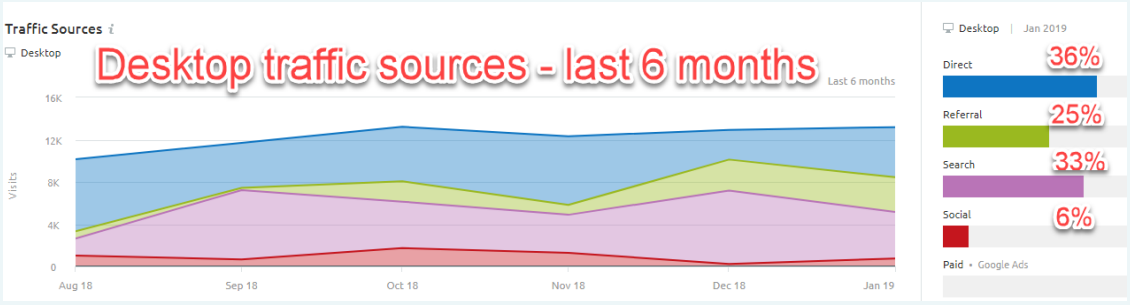
So 10Clouds wants to empower its sales team with better-qualified leads, it wants to improve the users' path on the website and provide a better experience across the buyer journey, hence increasing ROI.

10CLOUDS TRAFFIC ACQUISITION

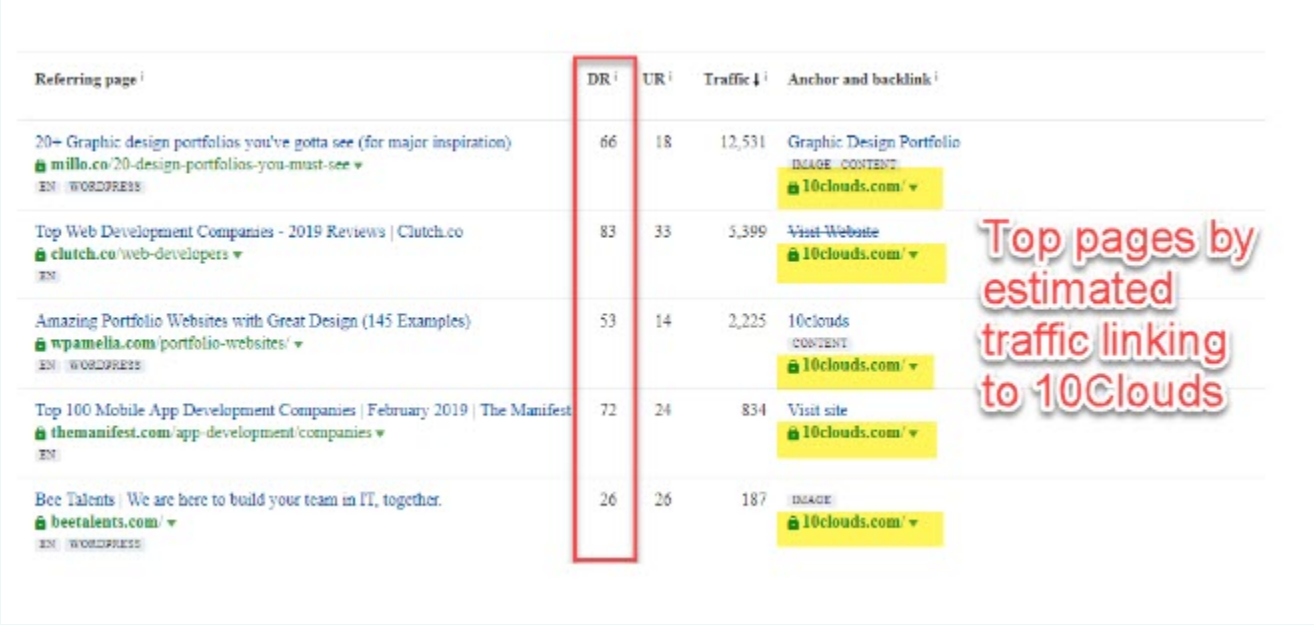
94% of the desktop website traffic comes from direct sources, search and referral (according to Semrush).

In terms of direct traffic, I'm assuming the 36% is due to:

- Community events (meetups, conferences) where they promote their website
- No UTM tracking added to their links
- Sales activities: cold sales emails, events networking

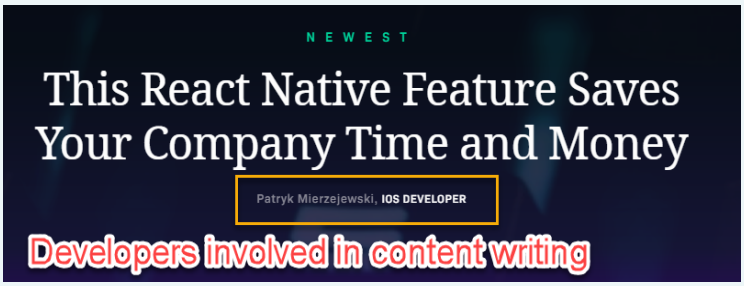


A 25% referral traffic is the highest encountered so far. Millo.co, Clutch, and The Manifest are among the high domain rating websites sending traffic to the 10Clouds homepage.

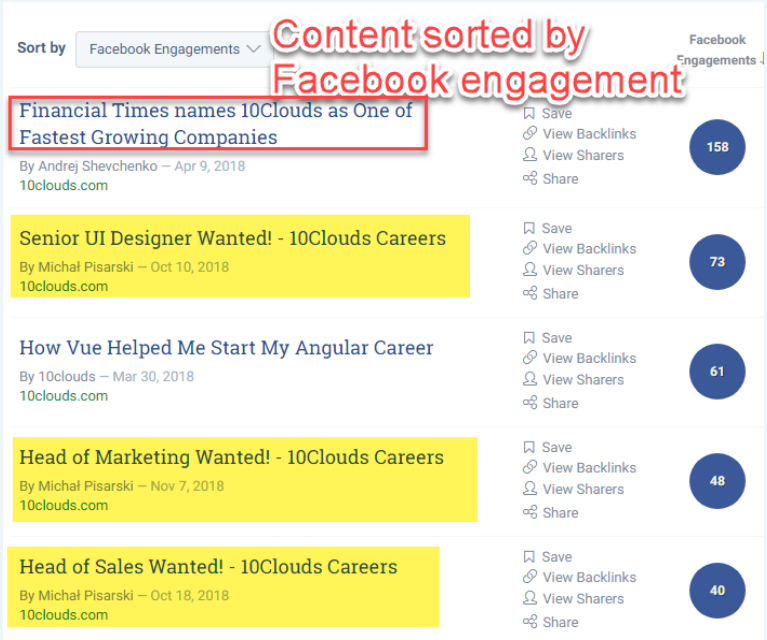


CONTENT MARKETING

The blog is updated about monthly, and the topics covered relate to company news, software development, business development. And, as we've been used to, the developers are involved in technical content.



According to Buzzsumo the most popular blog content that gets shared on Facebook is career-opportunities related.



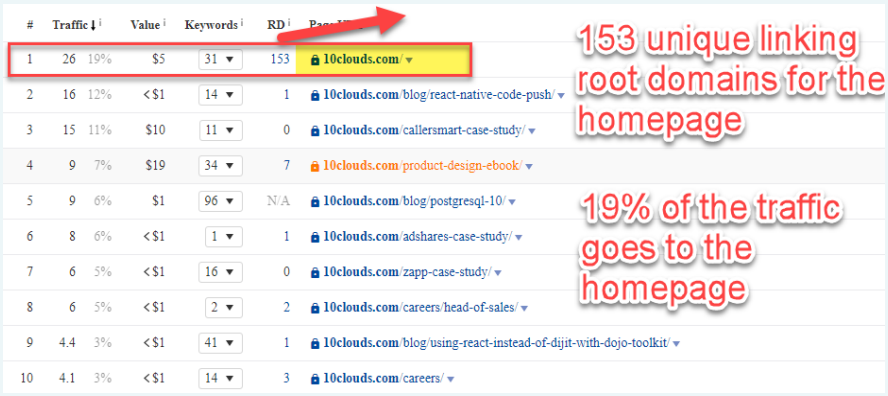
The highest Facebook interactions belong to the news regarding the Financial Times nomination that 10Clouds received.

Moving on, to other types of content, case studies are also part of the inbound strategy.

For the lead generation part, 10Clouds uses an Ebook as lead magnet.

In terms of top pages, it seems that branded traffic is the most valuable.

The case studies also have traction.



#	Traffic		Value	Keywords	RD	
1	26	19%	$5	31	153	10clouds.com/
2	16	12%	<$1	14	1	10clouds.com/blog/react-native-code-push/
3	15	11%	$10	11	0	10clouds.com/callersmart-case-study/
4	9	7%	$19	34	7	10clouds.com/product-design-ebook/
5	9	6%	$1	96	N/A	10clouds.com/blog/postgresql-10/
6	8	6%	<$1	1	1	10clouds.com/adshares-case-study/
7	6	5%	<$1	16	0	10clouds.com/zapp-case-study/
8	6	5%	<$1	2	2	10clouds.com/careers/head-of-sales/
9	4.4	3%	<$1	41	1	10clouds.com/blog/using-react-instead-of-dijit-with-dojo-toolkit/
10	4.1	3%	<$1	14	3	10clouds.com/careers/

This is also revealed by the top keywords.

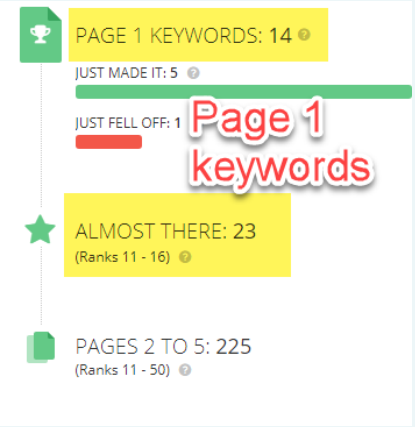
Keyword		Volume	KD	CPC	Traffic	Position	URL
10clouds	4	60	4	—	21	1	10clouds.com/
callersmart	5	900	2	0.60	12	12 ↑1	10clouds.com/callersmart-case-study/
adshares	4	350	26	—	8	10 ↑7	10clouds.com/adshares-case-study/
react native code push	5	250	7	—	8	9 ↓1	10clouds.com/blog/react-native-code-push/
product design ebooks	2	100	2	1.00	7	8 ↑1	10clouds.com/product-design-ebook/
sales heads	2	70				6	10clouds.com/careers/head-of-sales/
postgres 10	3	300	56	—	6	11 ↑9	10clouds.com/blog/postgresql-10/
code push react native	4	150	8	—	4.3	10 ↓1	10clouds.com/blog/react-native-code-push/
zapp rideshare	5	100	0	—	3.0	10 ↓2	10clouds.com/zapp-case-study/
zapp admin	3	200	1	—	2.3	13 ↑3	10clouds.com/zapp-case-study/
dojo toolkit	5	700	35	—	2.1	18 ↑6	10clouds.com/blog/using-react-instead-of-dijit-with-dojo-toolkit/
10 we	4	20	47	—	2.1	4 ↑5	10clouds.com/
python developer	6	3,000	5	30.00	1.9	30 ↑1	10clouds.com/careers/python-developer/

Branded traffic gets the highest volumes

Case studies bring traffic

The content marketing strategy is still in its infancy at 10Clouds, but it's showing some results.

According to Spyfu, there are only 14 keywords ranking on the first page, and 23 more are close by.



But the content strategy does not have to revolve only around the content published on one's website. Medium, Quora, Slideshare can be also valuable content marketing channels.

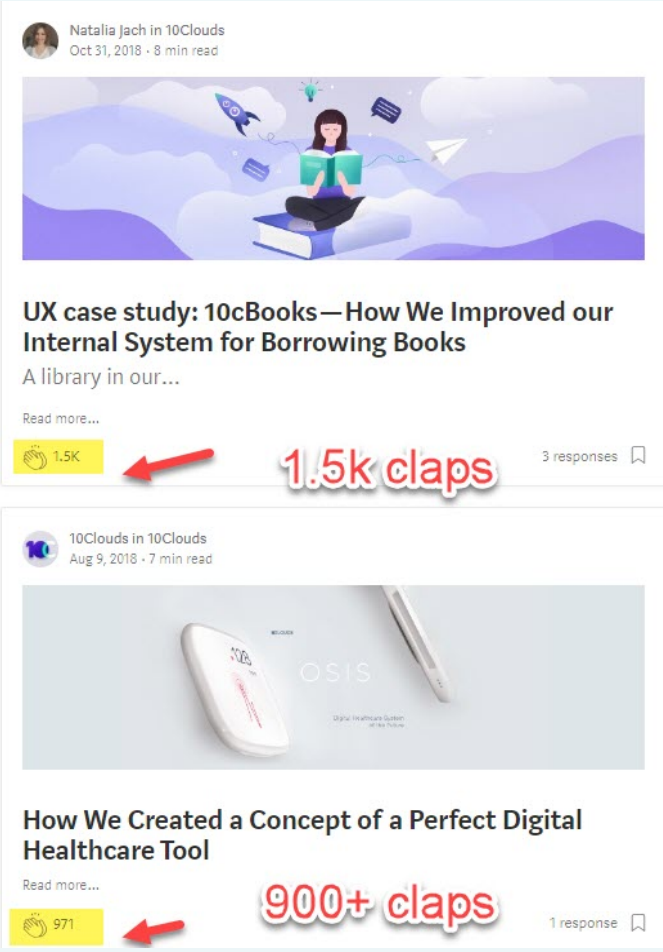
For 10Clouds, Medium seems to be a go-to.

One of the biggest benefits of blogging on Medium is the fact that Medium has a built-in distribution channel reaching 60M+ unique monthly visitors (2017, Medium data).

And if you're analyzing the most popular Medium content you'll see that tech is by far the one with the most traction.

So, for a software house it's only natural to be where its audience is: Medium.

10Clouds is publishing design related content on Medium. There's a lot of engagement going on:



Check that out: 1.5k claps? Good job.

The Medium profile is all-in for design: from principles, processes, inspiration to case studies.

10CLOUDS SOCIAL MEDIA PRESENCE

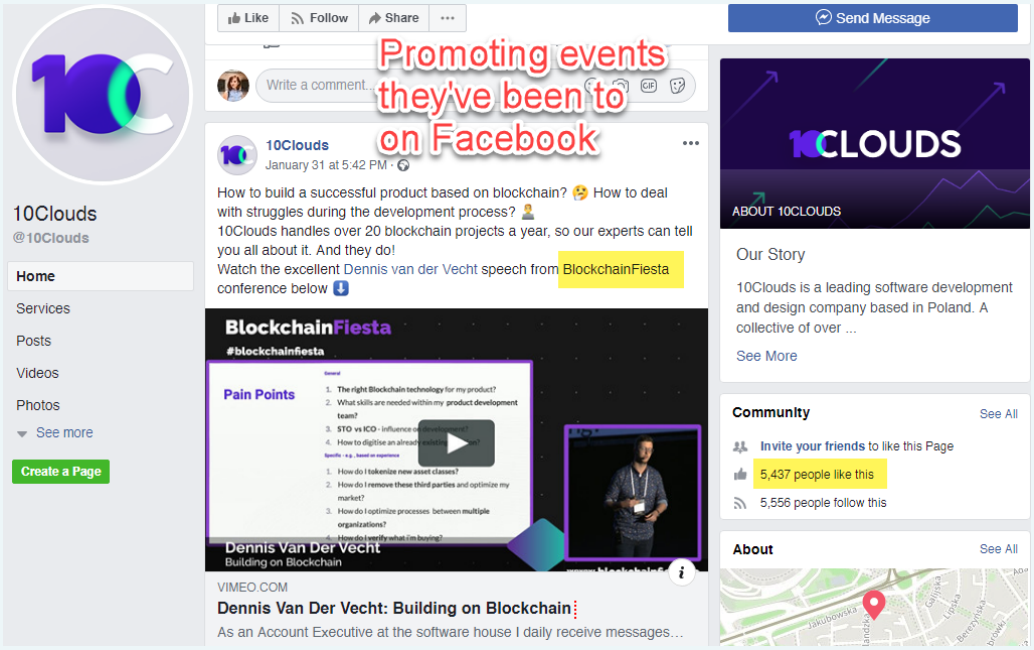
As I've mentioned above, social media can be a really powerful tool in employer branding.

On the other hand, it can also be leveraged for nurturing relationships with clients and prospects.

Let's see how 10Clouds is approaching the matter.

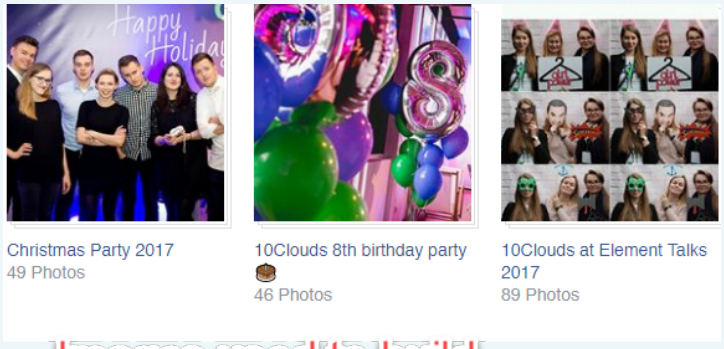
FACEBOOK

5400+ Facebook followers are updated about the latest articles on the 10Clouds blog, about the latest additions to the Behance and Dribbble portfolio, latest products they've built.



The content posted on Facebook is mostly aimed at gaining more customers.

But the employer branding is not left out. Photo albums posted on Facebook try to paint a cool picture of the company's culture.

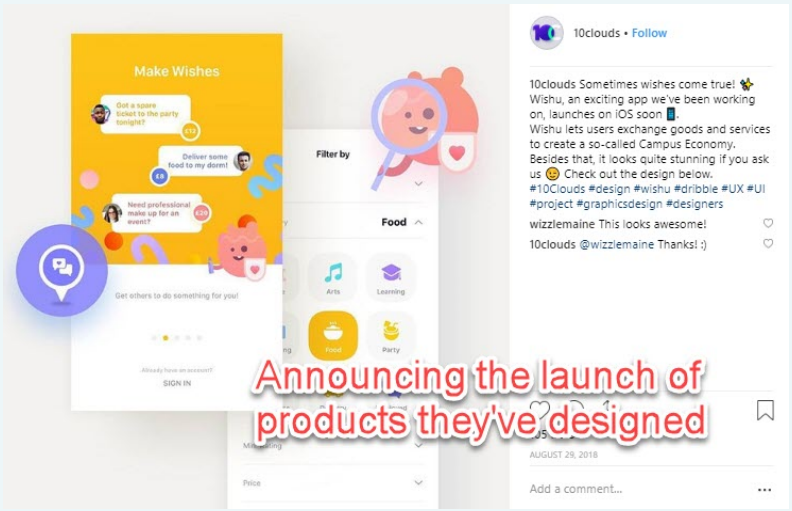


The Facebook interaction is way above the average (which is around 13-15).

There is no pattern for the posts that get highest engagement. The trend we've noticed so far is that usually people related posts are more appealing, but this is not the case.

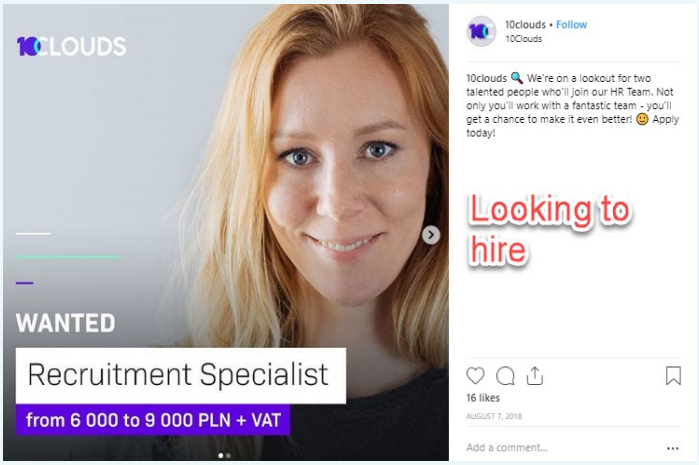
INSTAGRAM

Unlike the case of other players in the industry, the Instagram account is the channel where 10Clouds is trying to showcase the apps and other products they've built.



Also, whenever it's time to celebrate something, the Instagram followers are immediately updated: getting to 125 employees, reaching 30k Dribbble followers etc.

Job opportunities are also promoted.



Older posts were more employer branding - oriented.

TWITTER

The Twitter profile promotes mostly events they attend or organize.

The focus here is mostly about getting noticed by potential clients and proving that they are an important member of the community.

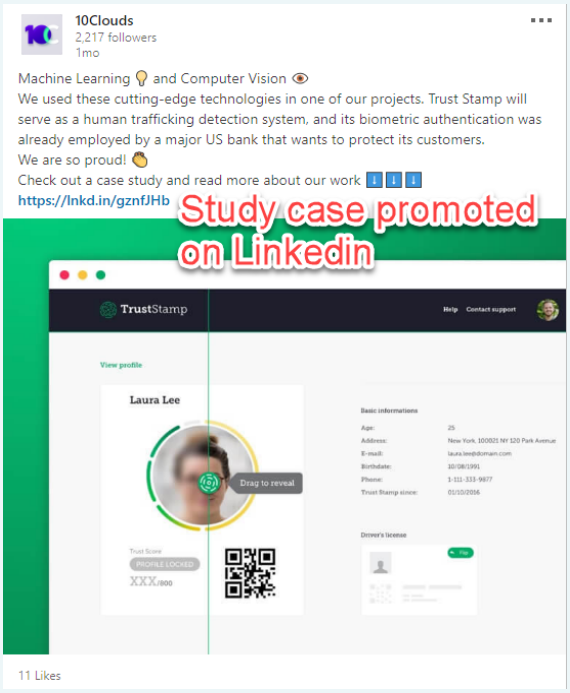
Blog posts and Medium content are also promoted.

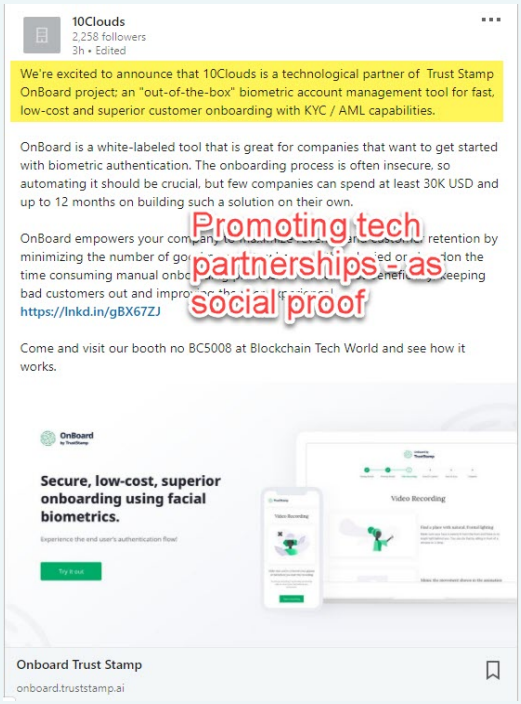
Next, why not celebrate with your Twitter followers important moments of your business? See this tweet, where 10Clouds is proud of winning a bronze medal in an AI contest.

LINKEDIN

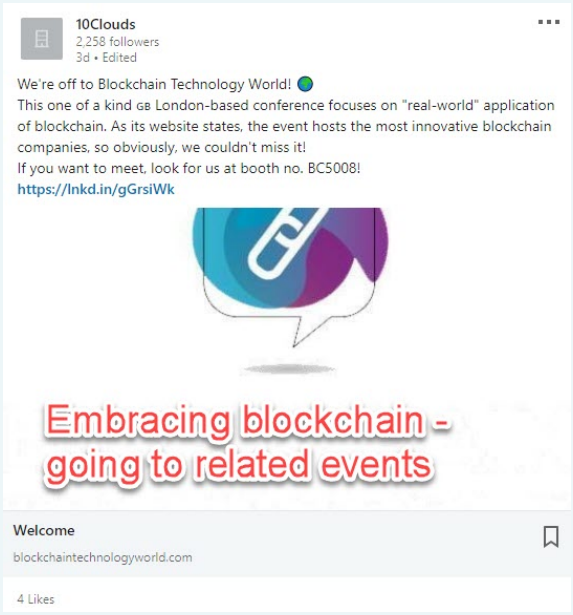
The LinkedIn account is all about building brand awareness among future clients, through:

- showcasing the latest apps they've built and partnerships they've forged

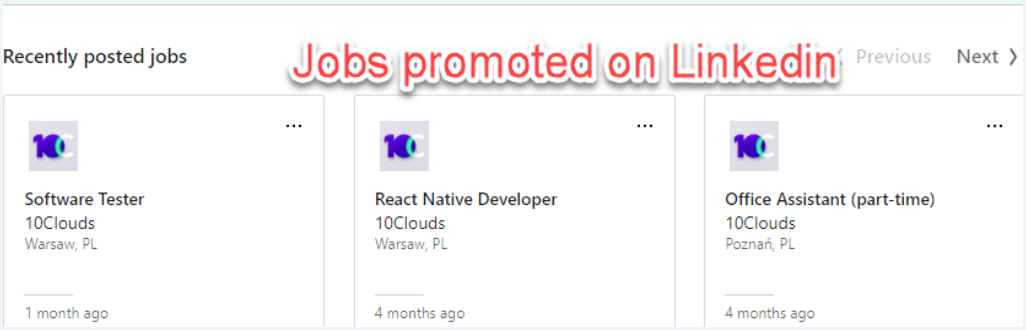




- Promoting events they attend

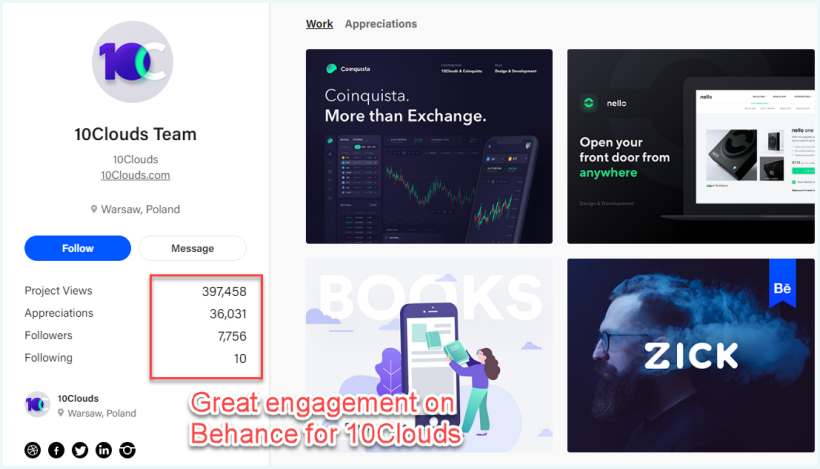


- Career opportunities are also listed.



BEHANCE

10Clouds is using Behance to showcase its portfolio. And the feedback it gets is looking really good. Lots of followers and appreciations, way above we've analyzed so far.



They have tens of comments, views can go up to 50k. Impressive!

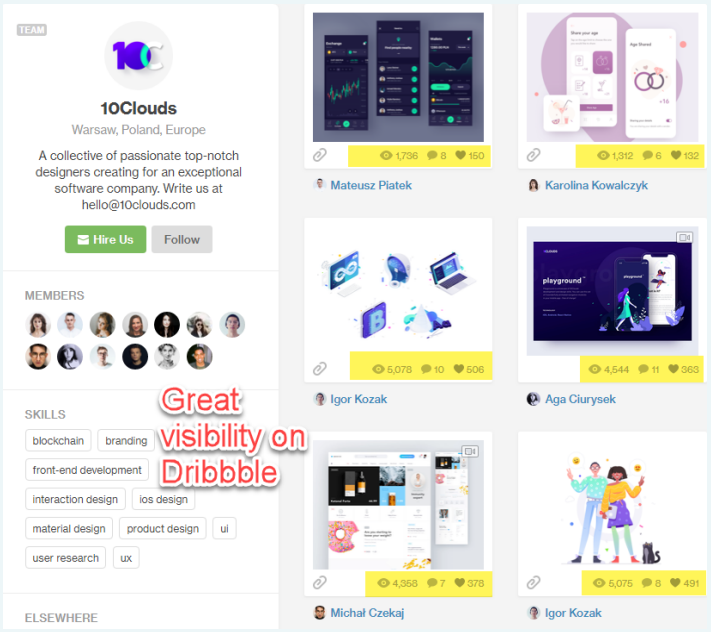
DRIBBBLE

Good design is a make it or break it decision-making factor if you are in the product design niche.

So, gathering feedback from the community, showcasing your portfolio is essential.

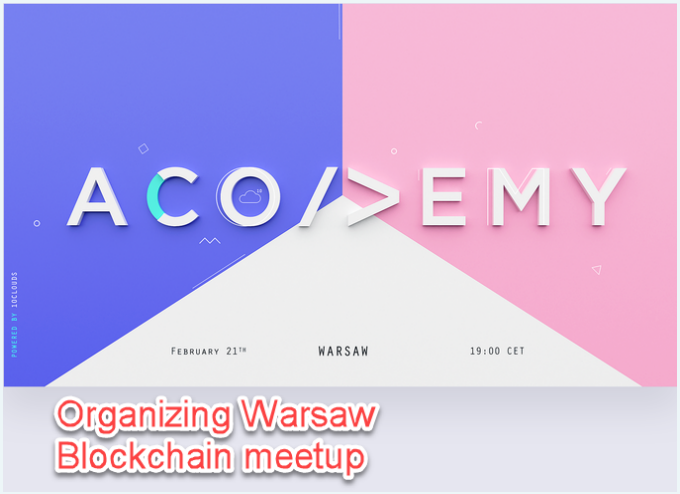
Dribbble is the channel allowing you to do just that.

And 10Clouds seems to understand this and built a great Dribbble profile, where engagement looks amazing.



COMMUNITY BUILDING AT 10CLOUDS

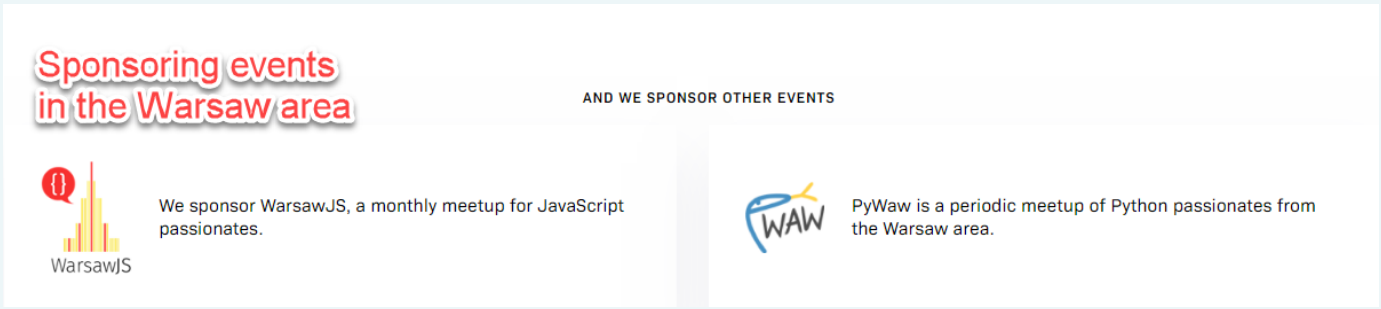
10Clouds organizes a popular meetup for developers under the Acodemy brand.



For design lovers they organize Louds meetup.

Let’s not forget also conferences, like the Blockchain Fiesta in Krakow, where the 10Clouds Blockchain Lead had a presentation.

10Clouds also sponsors meetups, Warsaw.JS and Python meetups around Warsaw.



Pretty busy guys, I'd say.

10CLOUDS GROWTH STORY: WRAPING UP

Now that we've come so far, let 's do the shortlist of takeaways. So, 10Clouds is really good at:

- **Mastering technical knowledge and project management**
- **Building a brand** - using the power of video testimonials, community, awards
- **Building a community around the company,** be it offline (through meetups and other events they organize or sponsor), be it online (Dribbble, Behance)

CHAPTER 14

HOW DID POLIDEA MANAGE TO IMPRESS PHILLIPS AND DOLBY?

INTRO

In the thriving Warsaw IT ecosystem, Polidea, 10Clouds, and SoftwareMill are crafting software solutions for top-notch Western Companies.

Turning 10 this year, Polidea has a lot to be proud of.

> *Our ways of building strong business relationships have been created in the course of over 100 international projects*
>
> Polidea

Top-level clients, 60+ employees, Clutch awards - Polidea seems to have it all.

But what forces pushed them here? How can you make strides in a very competitive software development market? How can you push a product/service forward? Smart-arse marketing I'd say.

To check my assumption I began to deconstruct their marketing and employer branding strategies.

SHORT OVERVIEW

With 100+ international clients and a 10-year history, clients such as Phillips or Dolby, Polidea looks bulletproof.

Speaking of clients, let's take a look at some of Polidea's Clutch reviews.

- Strong communication and flexibility
- Technical expertise and thorough testing
- Creative and collaborative
- Delivered quality results at reasonable costs
- Rapid pace, meeting deadlines

Polidea is a #PositiveTech evangelist. It wants to have a positive impact on people's lives through technological progress.

They even organized a conference in the name of #PositiveTech - MCE.

Also building open-source solutions complies with their mission. Take RxAndroidBLE for example, a powerful tool for Bluetooth Low Energy coding, that has received 2000+ stars on GitHub.

But which are some of Polidea's catalysts of growth? Some hints, below:

- Building a community around you is a must
- Going inbound can improve traffic, leads, and customers for your business
- Employer branding is at the core of all branding

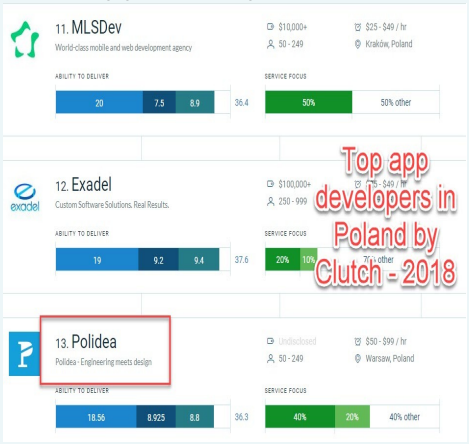
BRAND AWARENESS AT POLIDEA

> *If Coca-Cola were to lose all of its production-related assets in a disaster, the company would survive. By contrast, if all consumers were to have a sudden lapse of memory and forget everything related to Coca-Cola, the company would go out of business*
>
> A Coca-Cola executive

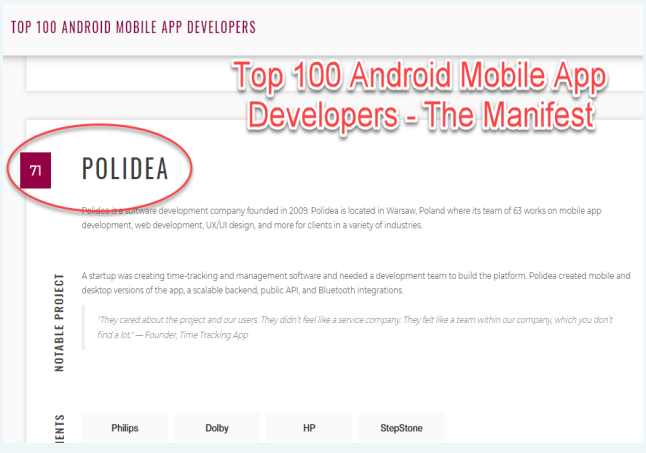
This kinda says it all does, it? This is the power of branding.

POLIDEA'S AWARDS

In Top Polish App Developers Polidea ranks 13.



Going worldwide, in the same category, in The Manifest's top 100 android mobile app development companies, Polidea ranks 72.

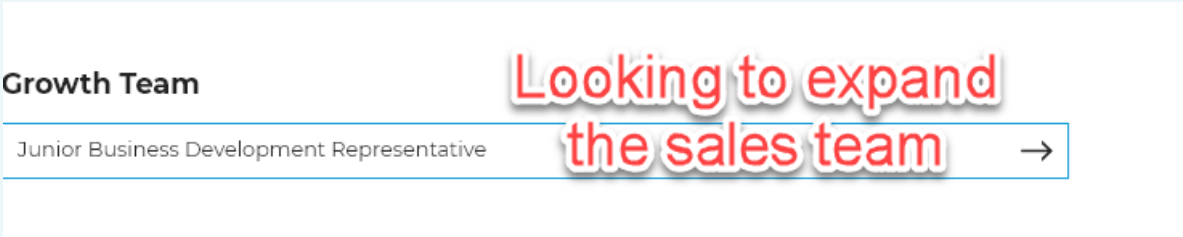


EMPLOYER BRANDING AND HIRING

A good brand means that not only clients speak of you, but also employees and employee wannabees. When employee branding is done properly your employees become your ambassadors. Employees who work in companies with a strong brand are generally more enthusiastic, motivated and productive.

For Polidea, as the Instagram or other social media channels suggest, people seem to have a very good time. As per their job offering, "Engineers wanted!" screams the website careers section.

But they also want to increase the biz development team.



The perks and salaries are transparent, this is a trend I noticed for other software development companies in Poland too.

POLIDEA'S WEBSITE

Polidea claims to be a “design & development studio”, so they should be top-notch in designing their website, isn’t it so?

Let’s find out.

We are not UX designers, but, we are the end users of a product, and we can provide some feedback, right?

First, let’s see if the buyer persona can easily find answers to its questions on the Polidea website.

- *What does Polidea do?*

“Polidea is a design & development studio, delivering digital products and services”

- *How does your portfolio look like?*

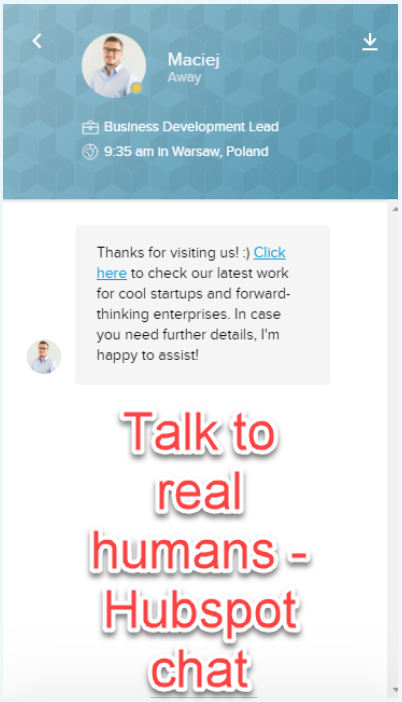
These are some of our clients.

Dolby, Philips, HP or Allegro: that says a lot about Polidea, right? And take a look at these case studies (testimonials included):

- *How can I reach out to you?*

See “contact” in the website menu.

Or, chat with a business development representative.



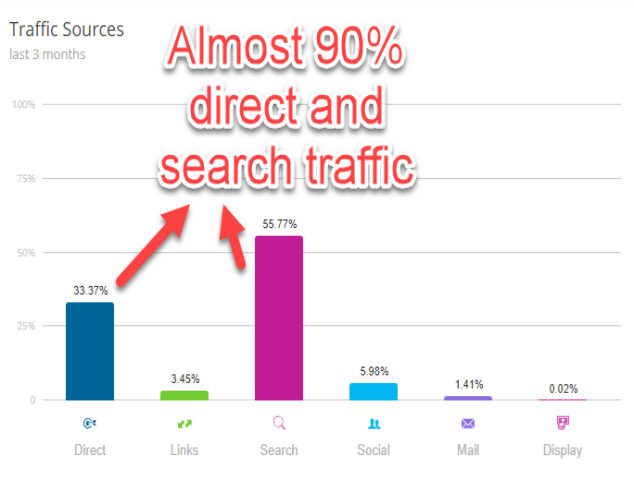
With a clear menu, easy navigation, a chatbot implemented, Polidea does a good job in proving useful to the user.

POLIDEA'S TRAFFIC ACQUISITION

Direct and search traffic are responsible for almost 90% of Polidea's website traffic.

In terms of direct traffic, I'm assuming it's accounted for:

- Community events - Meaning that they do all sort of events and promote their website there
- Untagged links - no UTM tracking added to their links
- Business development reps activities (at least 2 team members according to Linkedin and their website) - cold sales emails, events networking



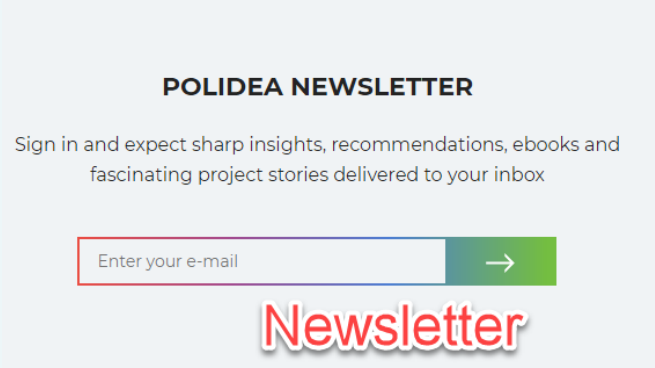
Looking at the next graph we see a boost in traffic of 5 times or higher, beginning with 2018:

Further on, I'll dive deeper into their marketing strategies, so follow me.

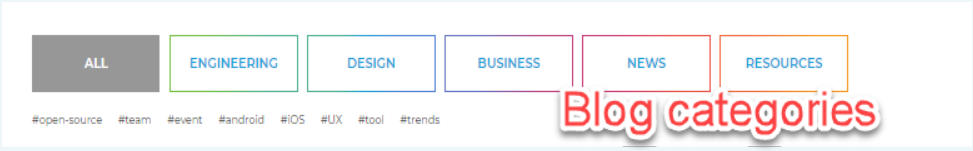
CONTENT MARKETING

In an inbound strategy, content can be built with the purpose of serving the buyer across the whole journey.

So, for the awareness part, Polidea is focusing on newsletter, blog posts, and interviews.



The main categories on the Polidea blog are engineering, design, business, news, and resources.



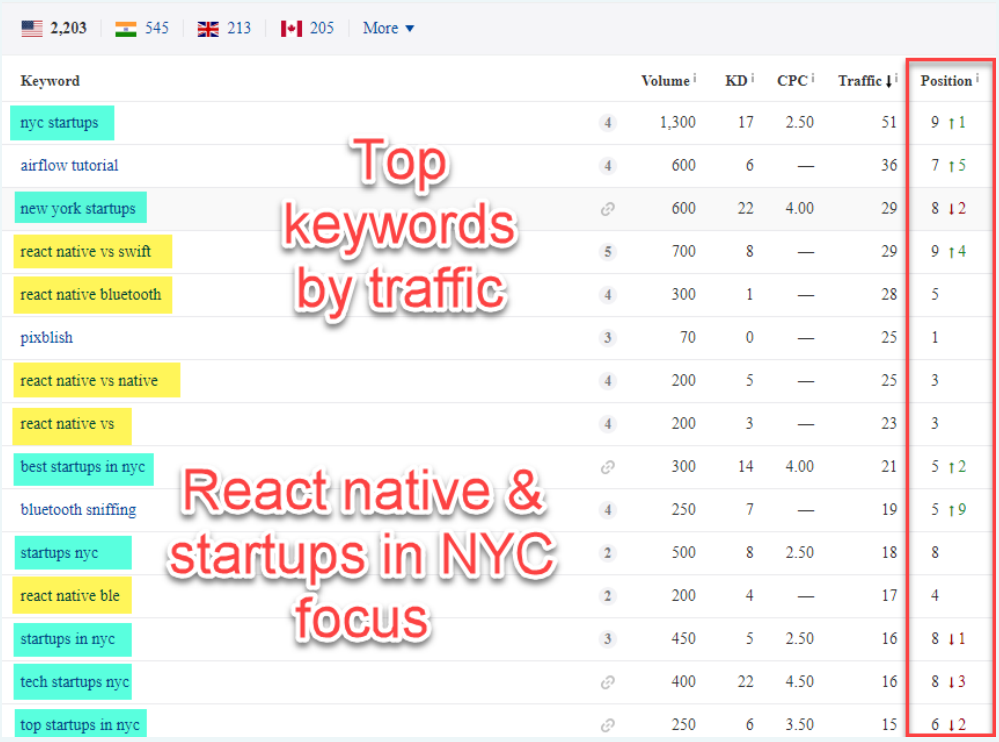
Among the blog posts, Polidea also lists interviews tackling design, UX, blockchain, machine learning. This is quite a smart strategy and can get them backlinks and a brand new audience.

For the consideration part of the buyer's journey, Polidea uses case studies, testimonials, guides, reports.

Some of the case studies are being repurposed for Youtube, because Polidea understands the power of video content, see this Folx example.

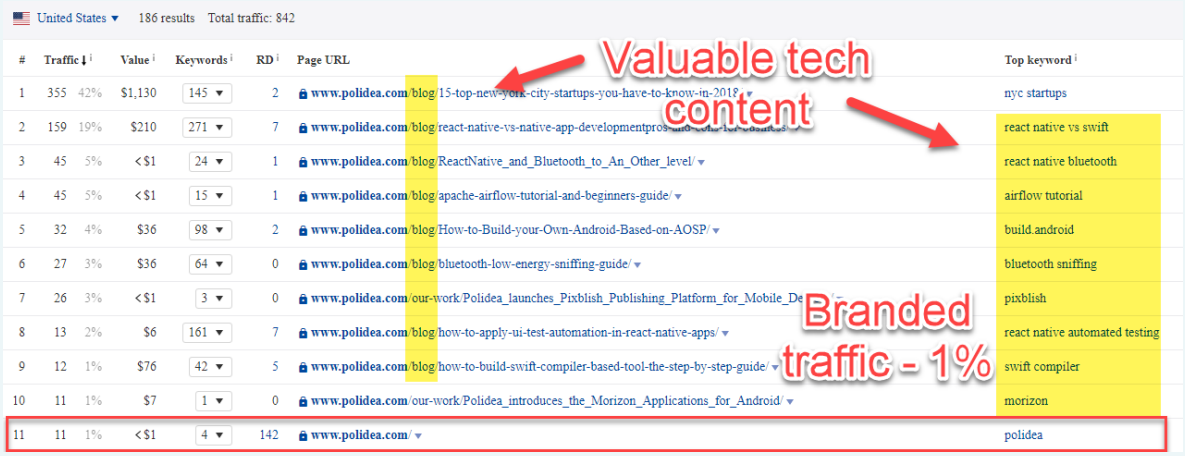
Next, on Baywatch, let's take a look at the keyword strategy.

Below you can find the keywords that bring in the most traffic for Polidea's website. Branded traffic accounts only for 1% of the website traffic.



Keyword		Volume	KD	CPC	Traffic	Position
nyc startups	4	1,300	17	2.50	51	9 ↑1
airflow tutorial	4	600	6	—	36	7 ↑5
new york startups		600	22	4.00	29	8 ↓2
react native vs swift	5	700	8	—	29	9 ↑4
react native bluetooth	4	300	1	—	28	5
pixblish	3	70	0	—	25	1
react native vs native	4	200	5	—	25	3
react native vs	4	200	3	—	23	3
best startups in nyc		300	14	4.00	21	5 ↑2
bluetooth sniffing	4	250	7	—	19	5 ↑9
startups nyc	2	500	8	2.50	18	8
react native ble	2	200	4	—	17	4
startups in nyc	3	450	5	2.50	16	8 ↓1
tech startups nyc		400	22	4.50	16	8 ↓3
top startups in nyc		250	6	3.50	15	6 ↓2

And here are the top pages:



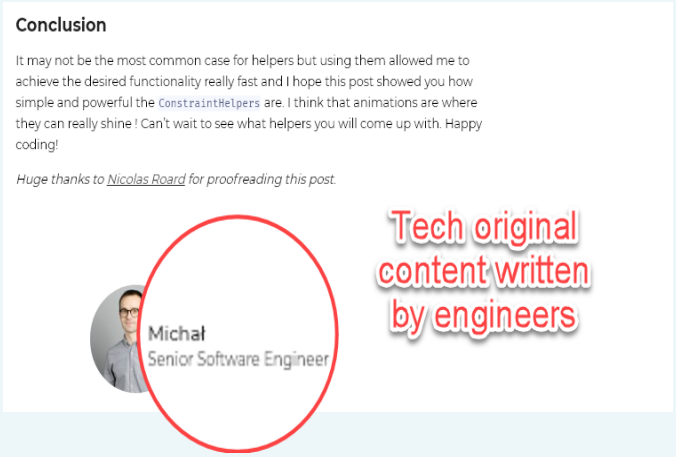
#	Traffic	Value	Keywords	RD	Page URL	Top keyword
1	355 42%	$1,130	145	2	www.polidea.com/blog/15-top-new-york-city-startups-you-have-to-know-in-2018/	nyc startups
2	159 19%	$210	271	7	www.polidea.com/blog/react-native-vs-native-app-developmentpros-and-other-[illegible]	react native vs swift
3	45 5%	<$1	24	1	www.polidea.com/blog/ReactNative_and_Bluetooth_to_An_Other_level/	react native bluetooth
4	45 5%	<$1	15	1	www.polidea.com/blog/apache-airflow-tutorial-and-beginners-guide/	airflow tutorial
5	32 4%	$36	98	2	www.polidea.com/blog/How-to-Build-your-Own-Android-Based-on-AOSP/	build android
6	27 3%	$36	64	0	www.polidea.com/blog/bluetooth-low-energy-sniffing-guide/	bluetooth sniffing
7	26 3%	<$1	3	0	www.polidea.com/our-work/Polidea_launches_Pixblish_Publishing_Platform_for_Mobile_De	pixblish
8	13 2%	$6	161	7	www.polidea.com/blog/how-to-apply-ui-test-automation-in-react-native-apps/	react native automated testing
9	12 1%	$76	42	5	www.polidea.com/blog/how-to-build-swift-compiler-based-tool-the-step-by-step-guide/	swift compiler
10	11 1%	$7	1	0	www.polidea.com/our-work/Polidea_introduces_the_Morizon_Applications_for_Android/	morizon
11	11 1%	<$1	4	142	www.polidea.com/	polidea

I can notice two patterns here:

- Getting noticed for the NYC topic cluster
- Building technical content around “react native”

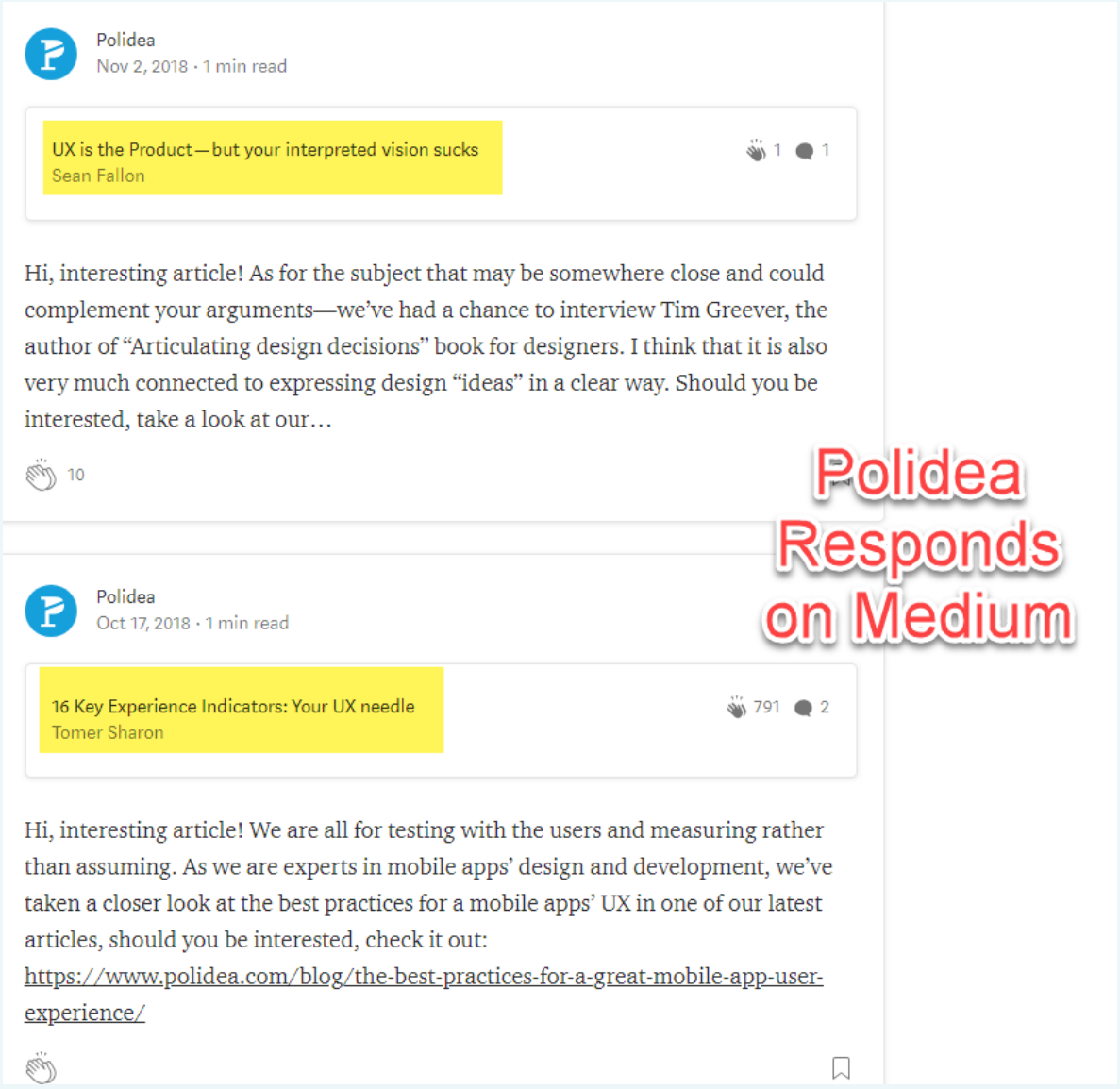
These topics go hand in hand with the PPC strategy as you’ll notice further.

The technical blog posts are created by the Polidea engineers. This is no longer a surprise, this is a smart habit we saw for most of the software development companies we’ve analyzed.



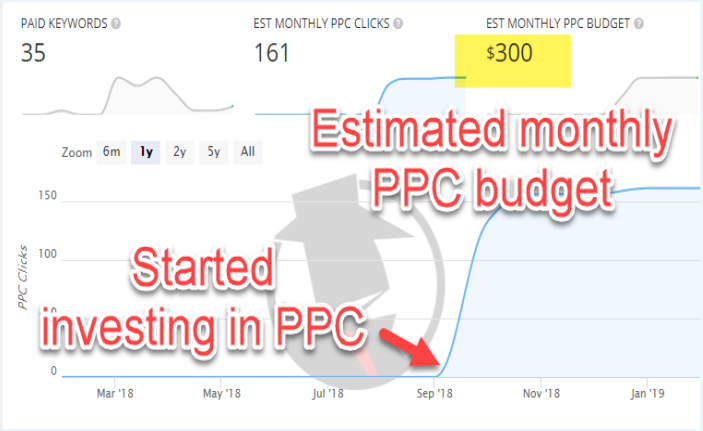
Polidea is sharing blog post content with a monthly frequency on Medium. The idea reposting blog content on Medium means opening up to a new audience. This is the power of Medium: getting a chance to get new traction.

Also, Polidea is quite involved in Medium communication around subjects such as product design, UX, React Native.


Polidea
Nov 2, 2018 · 1 min read
UX is the Product—but your interpreted vision sucks
Sean Fallon
1 1
Hi, interesting article! As for the subject that may be somewhere close and could complement your arguments—we've had a chance to interview Tim Greever, the author of "Articulating design decisions" book for designers. I think that it is also very much connected to expressing design "ideas" in a clear way. Should you be interested, take a look at our…
10
Polidea
Responds
on Medium
Polidea
Oct 17, 2018 · 1 min read
16 Key Experience Indicators: Your UX needle
Tomer Sharon
791 2
Hi, interesting article! We are all for testing with the users and measuring rather than assuming. As we are experts in mobile apps' design and development, we've taken a closer look at the best practices for a mobile apps' UX in one of our latest articles, should you be interested, check it out:
https://www.polidea.com/blog/the-best-practices-for-a-great-mobile-app-user-experience/

POLIDEA'S PAID TRAFFIC ACQUISITION

With an estimated budget of around 300$ a month, Polidea is using search ads as well as Google display ads.



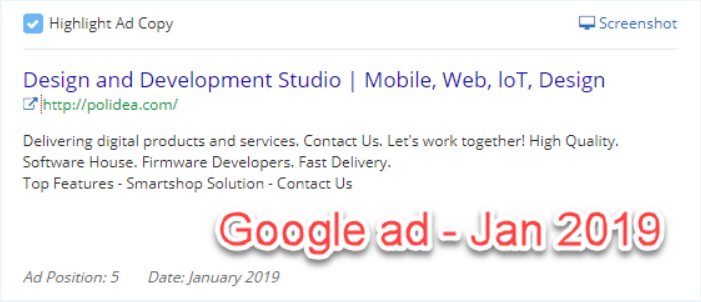
Like I mentioned earlier, the inbound strategy is connected to the paid advertising efforts.

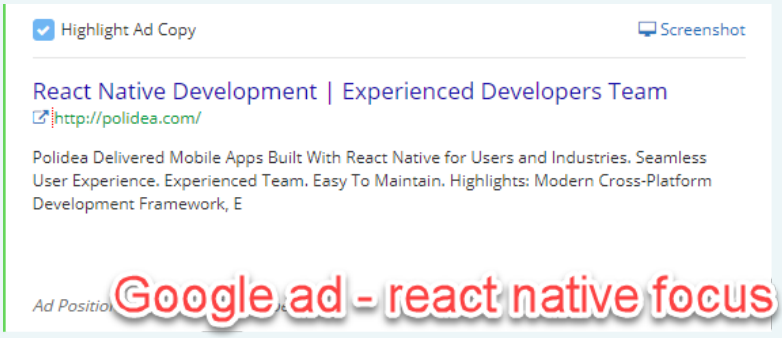
Keyword	Ad Timeline	Cost Per Click	Monthly Cost	Monthly Searches	Ad Position
react native development polidea.com		$22.95	$1.86k	390	5
mobile app design templates polidea.com		$0.79	$6.00	1.3k	5
prototype polidea.com		$3.68	$1.19k	368k	2
jamie burke polidea.com		$0.36	$1.50	1.3k	4
web development in new york polidea.com		$11.14	$54.90	320	3
web development new york city polidea.com		$10.93	$79.20	210	6
Website development in New York polidea.com		$14.07	$0.00	210	7
software house in west london polidea.com		$0.00	$0.00	0	2
computer software expert to do house calls ... polidea.com		$0.00	$0.00	0	3
smart coommute app polidea.com		$0.00	$0.00	0	3

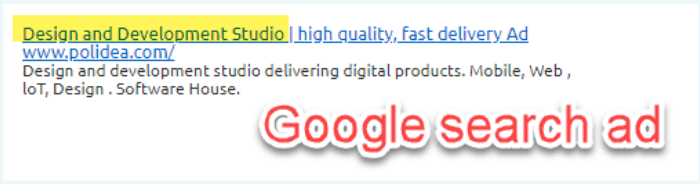
PPC keywords

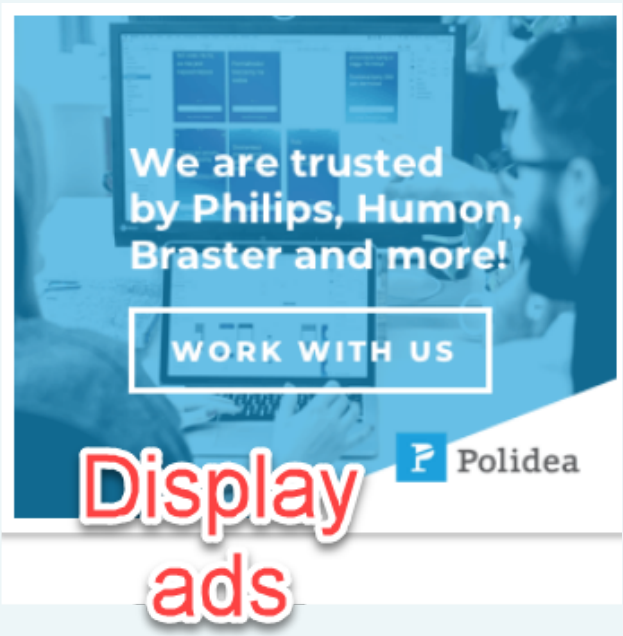
Geos: London & New York

The keywords focus on “react native and web development. The main geos seem to be New York and London.









Remarketing is also a go-to, these ads are following me:

POLIDEA'S SOCIAL MEDIA PRESENCE

Social media is here to stay. Your future current and future employees, current and future are there. So, you should be where your stakeholders are and engage in meaningful conversations with them.

Social media allows you to show a different side of your brand.

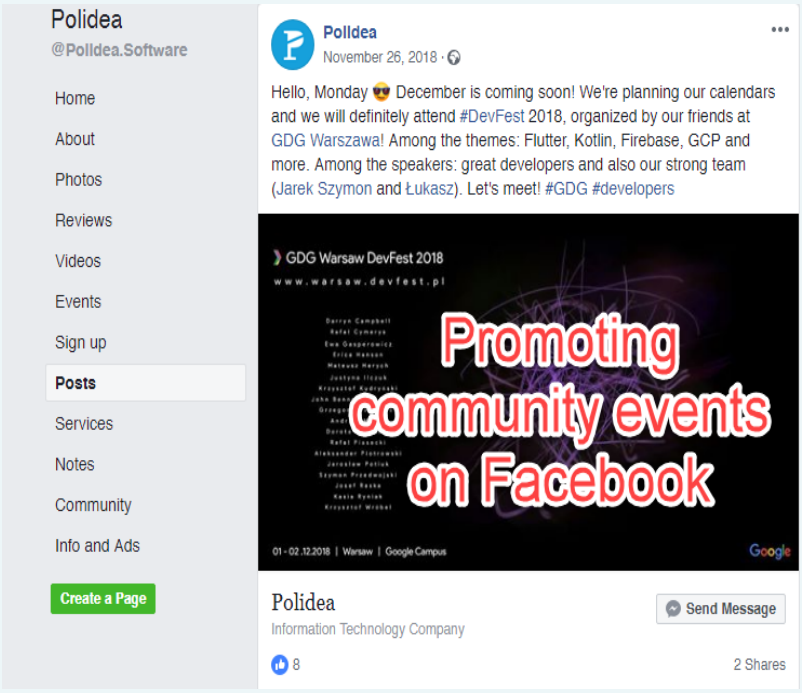
So, what's the image Polidea is building for itself on social media?

Let's find out.

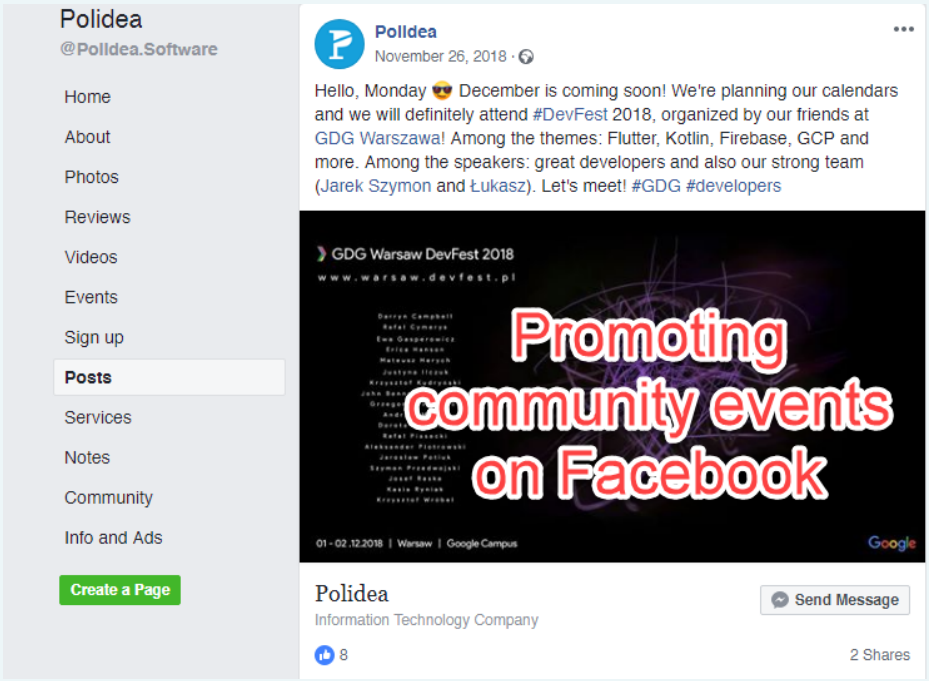
FACEBOOK

3000+ Facebook followers are updated about the latest articles on the Polidea blog, about the events they are hosting or attending to.

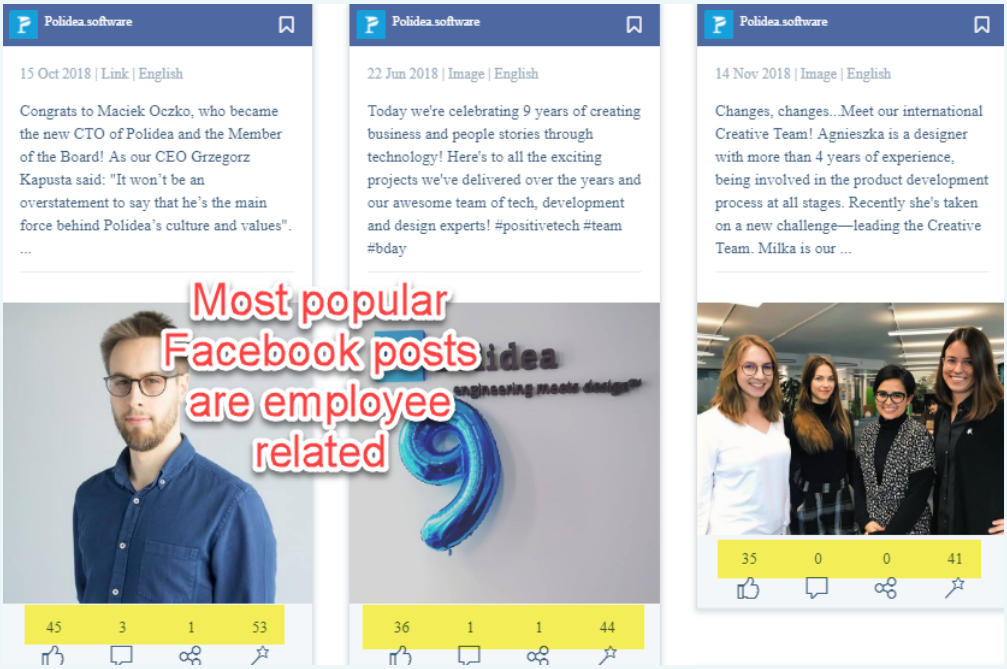
The picture painted on Facebook is about a company that gets involved in the community and is really knowledgeable about software development.



Celebrating 9
years


Polidea
@Polidea.Software
Home
About
Photos
Reviews
Videos
Events
Sign up
Posts
Services
Notes
Community
Info and Ads
Create a Page
Polidea
November 26, 2018 ·
Hello, Monday 😎 December is coming soon! We're planning our calendars and we will definitely attend #DevFest 2018, organized by our friends at GDG Warszawa! Among the themes: Flutter, Kotlin, Firebase, GCP and more. Among the speakers: great developers and also our strong team (Jarek Szymon and Łukasz). Let's meet! #GDG #developers
GDG Warsaw DevFest 2018
www.warsaw.devfest.pl
Promoting
community events
on Facebook
01 - 02.12.2018 | Warsaw | Google Campus
Google
Polidea
Information Technology Company
Send Message
8
2 Shares

According to Buzzsumo most popular posts are people-related.



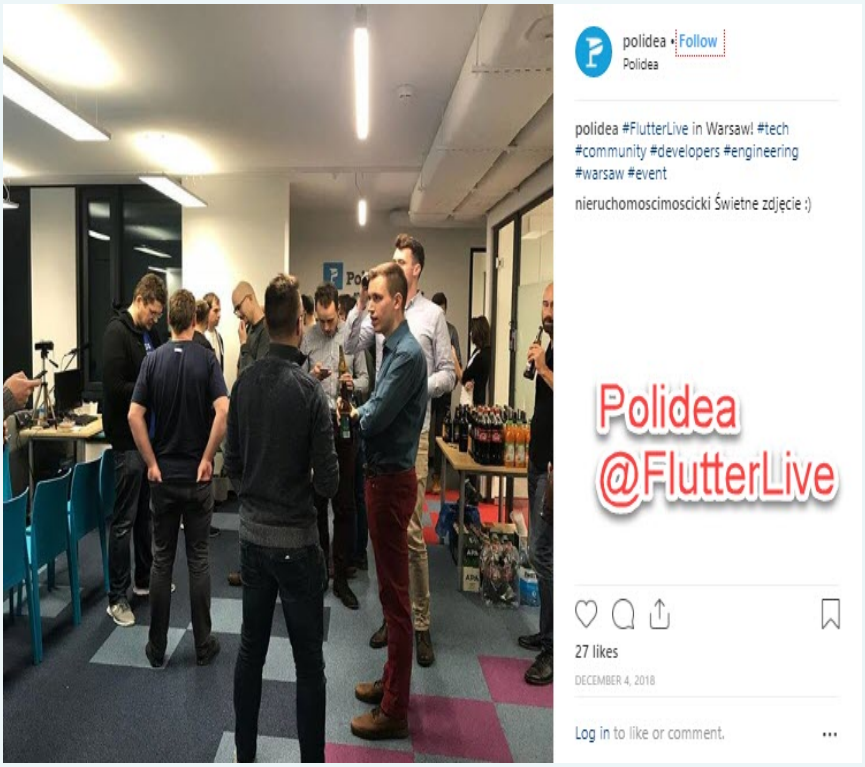
The average engagement rises to 13/post, quite close to the industry average, from what I've seen so far.

INSTAGRAM

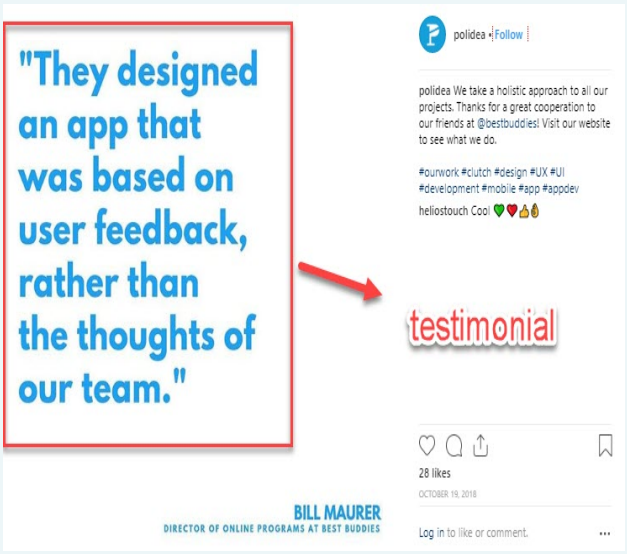
From the very Polidea description on the Instagram profile, we are being sent out to read an interview with Grzegorz, their CEO.

Just like most of the players in the industry, the Instagram account is the channel where Polidea is trying to build employer branding:

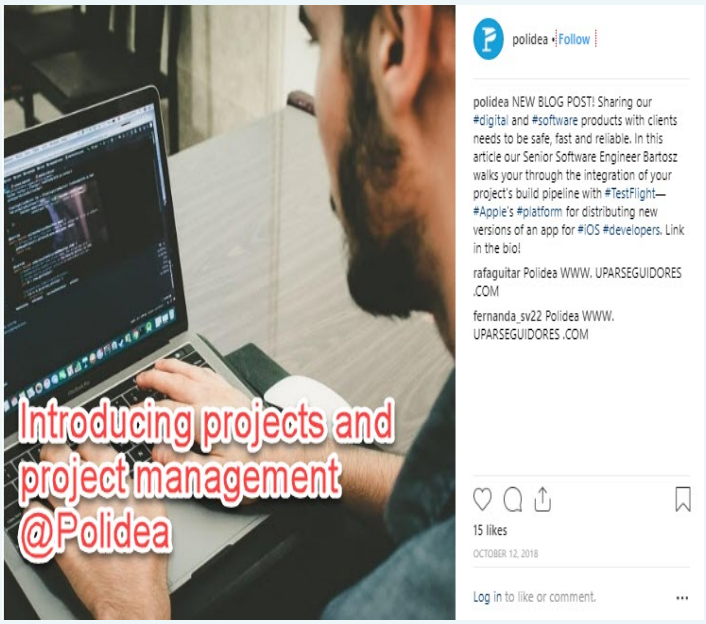
From promoting the team spirit, events they go to, team events, everything is trying to point out that Polidea is the place where you will find more than just a job.



Potential clients are not completely left out from the Instagram messaging. Take this post for example, they are using testimonials as social proof, to underline the way Polidea deals with projects.



And another example speaks of product development at Polidea.

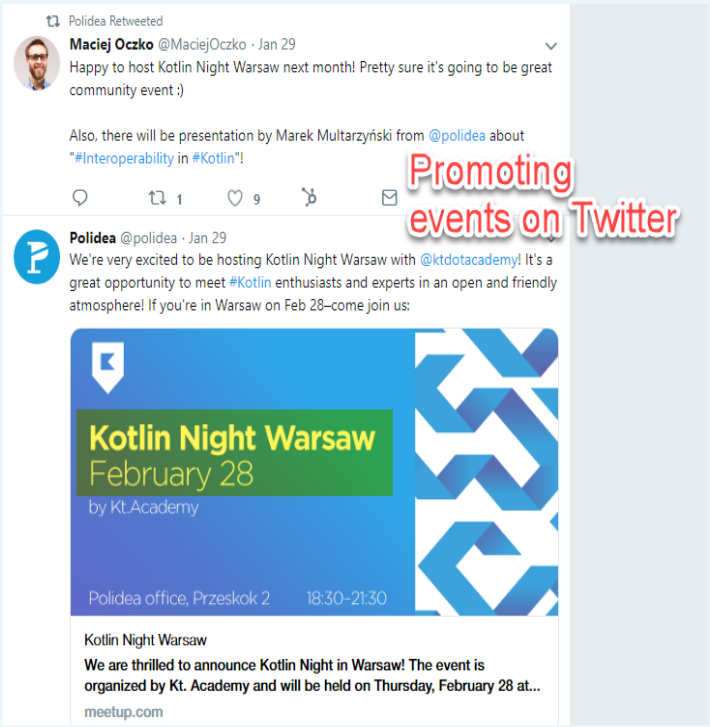


TWITTER

The Twitter profile mostly replicates the content promoted on Facebook but also curates content from the industry.

Through the content Polidea shares, it wants to prove their technical knowledge is thorough and that they are building great design and apps. Also, they want to send a message that they value communities, by hosting and going to events.

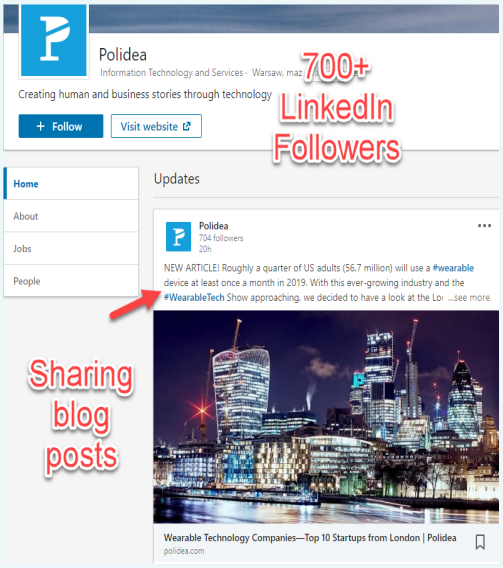
The focus here is mostly about getting noticed by potential clients.



LINKEDIN

The LinkedIn account features communications that relate both with potential clients and potential employees. Which is understandable, considering these two stakeholders in most of the cases own a LinkedIn account.

Blog posts are being shared to prove the coding skills of Polidea developers.



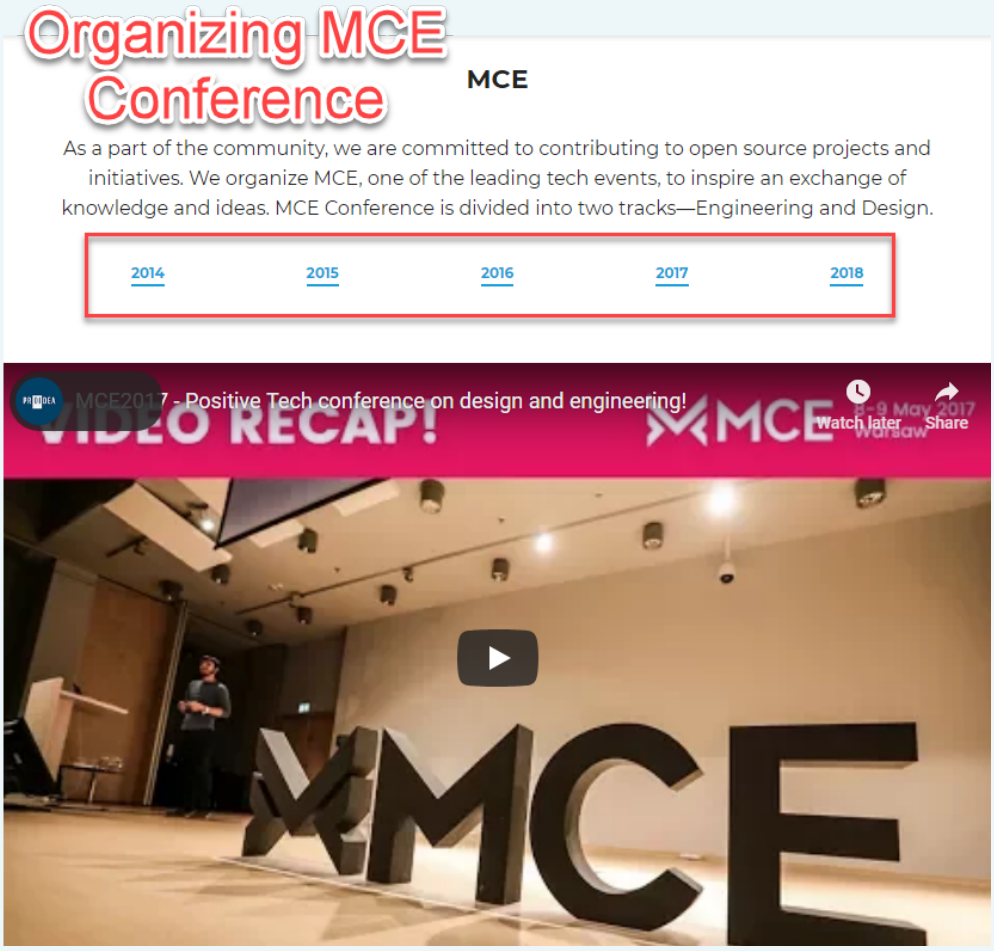
Conferences they attend to, meetups they organize, it's all promoted on LinkedIn. The idea is to support the fact that Polidea is an important member of the community. Also, they promote their actions that can verify their mission of #positivetech.

LinkedIn is also leveraged for their hiring process. They promote articles speaking about how to be prepared for recruitment. And they post hiring announcements.

COMMUNITY BUILDING AT POLIDEA

For 5 years Polidea organized the MCE conference, an event designed to inspire the tech enthusiasts.

Under the umbrella of #PositiveTech, the topics were following two tracks: design and engineering. 400+ creators met at this conference in 2018.

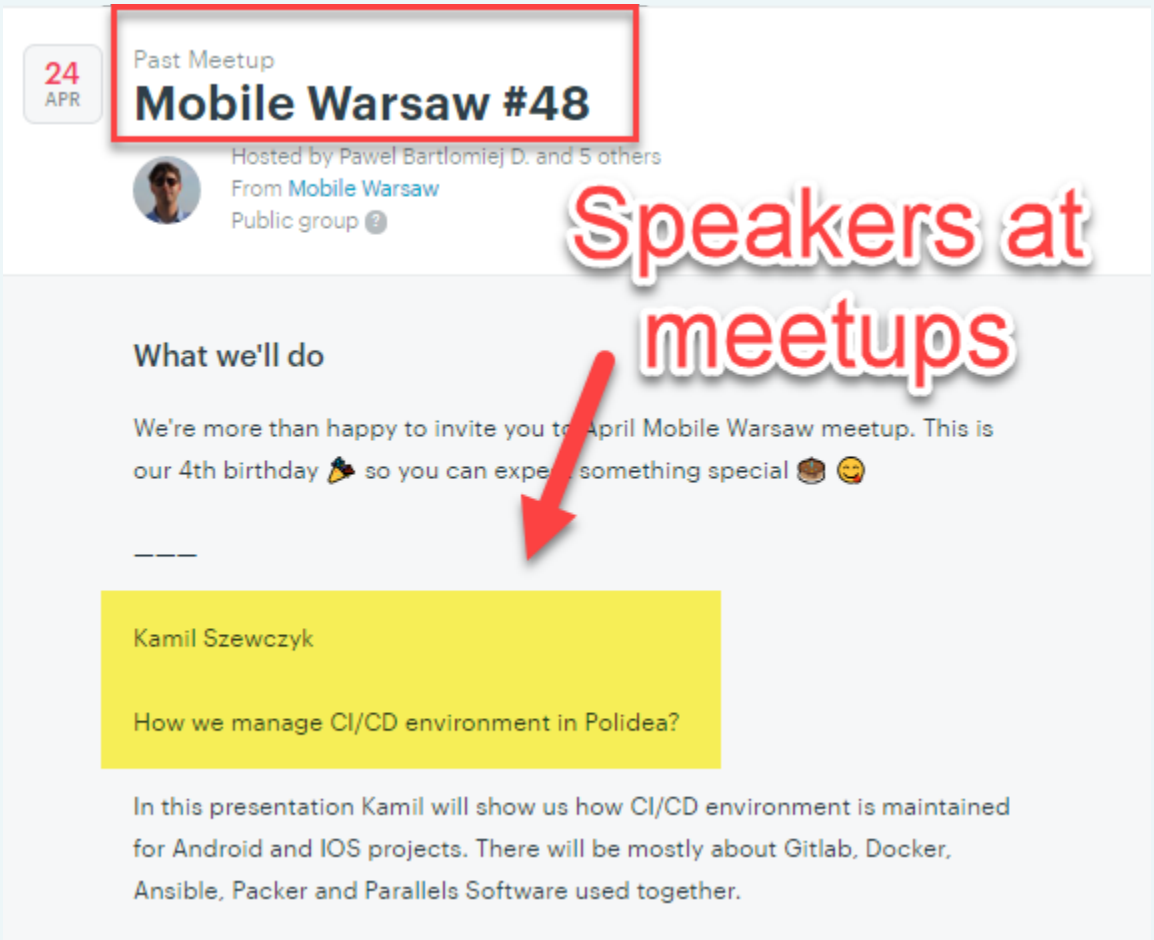


2019 means a well-deserved break for these guys because organizing such an event is not easy-peasy.

But they are still getting involved in the community through lots of meetups.

PRESENTATION ON KOTLIN NIGHT WARSAW
FEBRUARY 28
Kotlin Night
Marek Multarzyński / Polidea
Interoperability with Kotlin
During this presentation, you will be introduced to the Kotlin Native compilation We will determine its reasonable use. You will see the results of the Kotlin Native compilation on many platforms. We will make a comparison between the Kotlin Native approach and native solutions.

Polidea
Like This Page · February 18 ·
Kotlin Night Warsaw is coming! Join us on the 28th of February in Polidea's offices, network, get inspired and meet other Kotlin enthusiasts. We have a great agenda for you; our Senior Software Engineer Marek will talk about Interoperability with #Kotlin. Sign up today:
https://www.meetup.com/Kotlin-Warsaw-by-Kt-Academy/events/258459508/
9
1 Share
Like
Comment
Share
Write a comment...
Kotlin meetup


24
APR
Past Meetup
Mobile Warsaw #48
Hosted by Pawel Bartlomiej D. and 5 others
From Mobile Warsaw
Public group
Speakers at meetups
What we'll do
We're more than happy to invite you to April Mobile Warsaw meetup. This is our 4th birthday so you can expect something special
Kamil Szewczyk
How we manage CI/CD environment in Polidea?
In this presentation Kamil will show us how CI/CD environment is maintained for Android and IOS projects. There will be mostly about Gitlab, Docker, Ansible, Packer and Parallels Software used together.

POLIDEA'S GROWTH STORY: WRAPING UP

So, what is Polidea really good at?

- **Exceeding clients' expectations** through great technical knowledge and project management skills
- Having a **focused content strategy,** going beyond blogging and developing long-form content, also repurposing content
- **Mastering events** and community engagement

CHAPTER 15

HOW DOES SOFTWAREMILL, THE 100% REMOTE COMPANY, WIN IN TECH B2B?

INTRO

Working 100% remotely and having Slack as a virtual office, SoftwareMill is also turning 10 in 2019 (just like Polidea or 10Clouds). So, was 2009 an incredible year for starting up a software development business?

Listed in Top 10 Polish Custom Software Development Firms by Clutch, SoftwareMill is now moving towards building its own products and embracing blockchain. While they are developing one of the biggest cryptocurrency exchanges in Europe, one of their pillar blockchain products is blockchain agnostic transaction monitoring tool - CryptoHarvester

In 2018, for the second time in a row, SoftwareMill was among the winners of the biggest stationary hackathon in the world, HackYeah! The challenge was...a blockchain project. I wonder why? :))

Besides Blockchain and Crypto, they are Scala evangelists, being very much involved in the Scala community.

They even organize a conference around it!

So we've got the community, we've got passion...what else for SoftwareMill?

You'll just have to find out next in our analysis where we let all secrets aside and investigate the strategies that brought SoftwareMill on the verge of success.

SHORT OVERVIEW

From Big Data, web and mobile apps, UX/UI design to consulting, SoftwareMill seems to know it all.

Is it really so? Let's dive our noses into what former clients have to say about working with SoftwareMill. It seems they are:

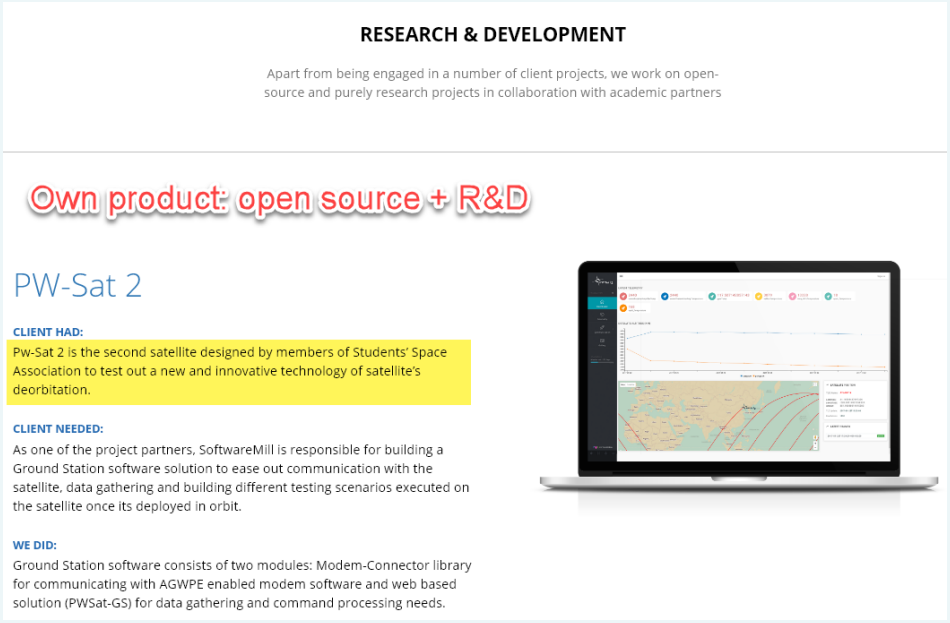
- Proactive and passionate
- Communicating really well
- Highly skilled in project management
- Delivering quality results at affordable rates
- Committed and proving to be great at customer care

From startups to enterprises, SoftwareMill projects are various: FinTech, telecom, e-commerce, energy, and logistics.

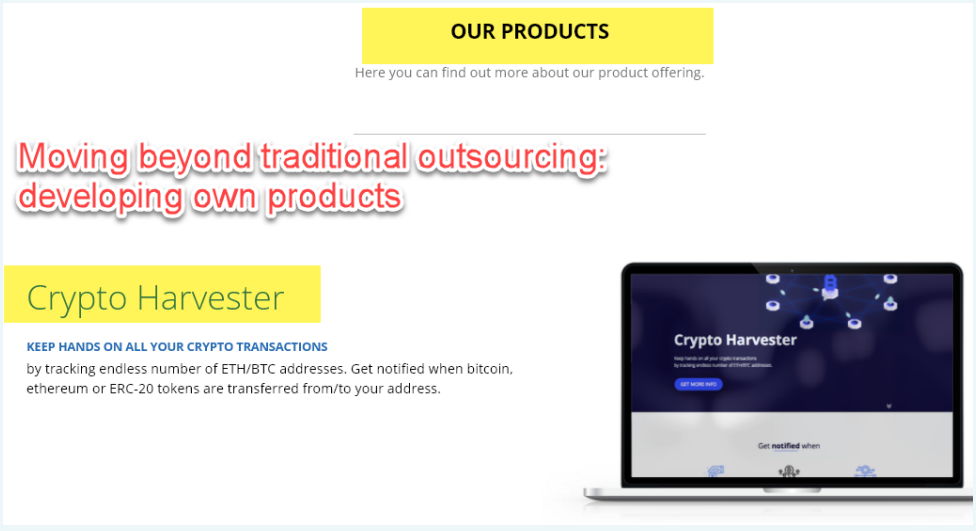
Now, SoftwareMill fell in love with blockchain and building its own products.

Check these out:

- A ground station software for PW Sat 2 satellite built by Students' Space Association

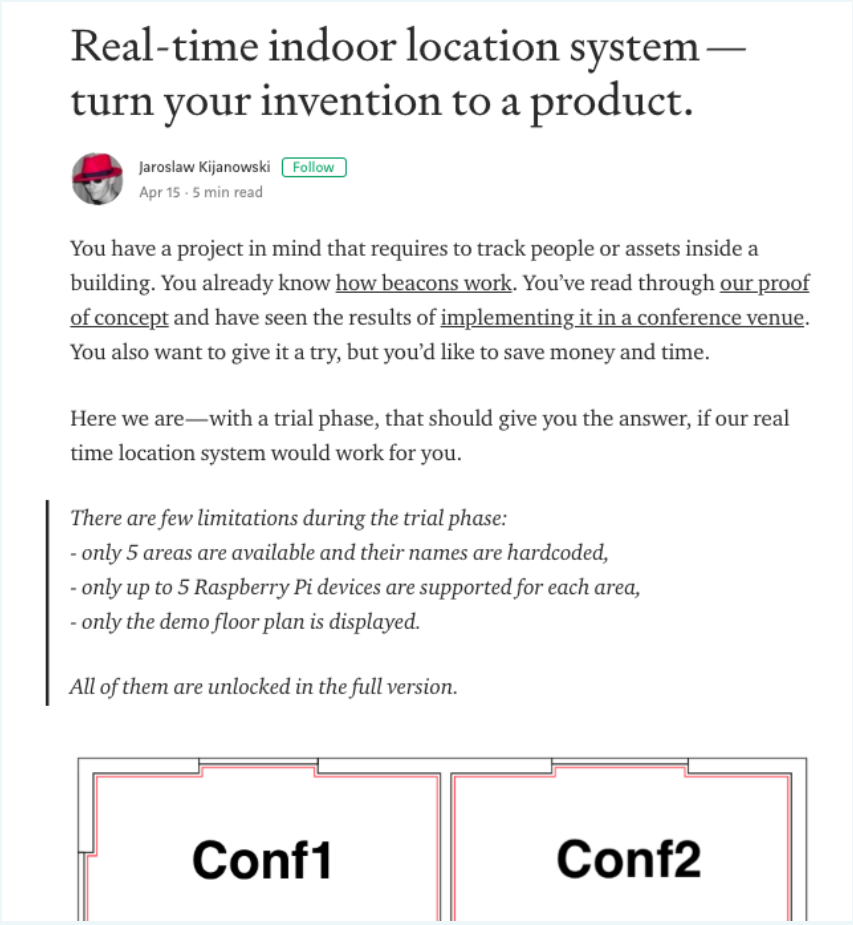


- A blockchain agnostic transaction monitoring tool - CryptoHarvester



- Lawyer firms marketplace platform

- PoC of their own real-time indoor location tracking system - http://indoor.softwaremill.com/



Real-time indoor location system — turn your invention to a product.

Jaroslaw Kijanowski Follow
Apr 15 · 5 min read

You have a project in mind that requires to track people or assets inside a building. You already know how beacons work. You've read through our proof of concept and have seen the results of implementing it in a conference venue. You also want to give it a try, but you'd like to save money and time.

Here we are—with a trial phase, that should give you the answer, if our real time location system would work for you.

> *There are few limitations during the trial phase:*
> *- only 5 areas are available and their names are hardcoded,*
> *- only up to 5 Raspberry Pi devices are supported for each area,*
> *- only the demo floor plan is displayed.*
>
> *All of them are unlocked in the full version.*

It takes some courage to move beyond the outsourcing stereotype. But this is a eat or be eaten game. Time will tell who will last until the end.

Now, the floating question is: how do you market services, products and most of all - a brand? How can you make your voice heard in a fiercely competitive market?

Well, we're just gonna have to find out, won't we?

We'll drill into SoftwareMill's digital marketing strategies, analyze the social media presence and branding building.

Before jumping into the analysis I wanna give you some hints about what's coming up next.

We'll find out which are the main SoftwareMill assets in the new era of IT outsourcing:

- **Conferences, meetups, workshops, hackathons, open source contributions:** SoftwareMill is everywhere, no wonder 50% of their website traffic is direct
- Building the proper **employer brand**
- Using **Medium** as a blogging platform can open up doors for your business

BRAND AWARENESS AT SOFTWAREMILL

Today, digitalization is forcing companies to take a closer look at their brands so they can consistently cover the digital touchpoints. In a digital age, brands can be stronger than ever or more vulnerable than ever.

Now, news travel with the speed of light and if you don't do well conflict management, customer care, you're kinda screwed. Because it's all being broadcasted live in the social media channels.

But enough with the chit-chat and let's analyze the SoftwareMill branding efforts.

SOFTWAREMILL'S AWARDS

SoftwareMill ranks:

- 10th in Top Custom Software development companies in Poland, by Clutch. It's closely followed by Infopulse, also Warsaw-based.

- 24th in Top 50 Blockchain Companies by The Manifest

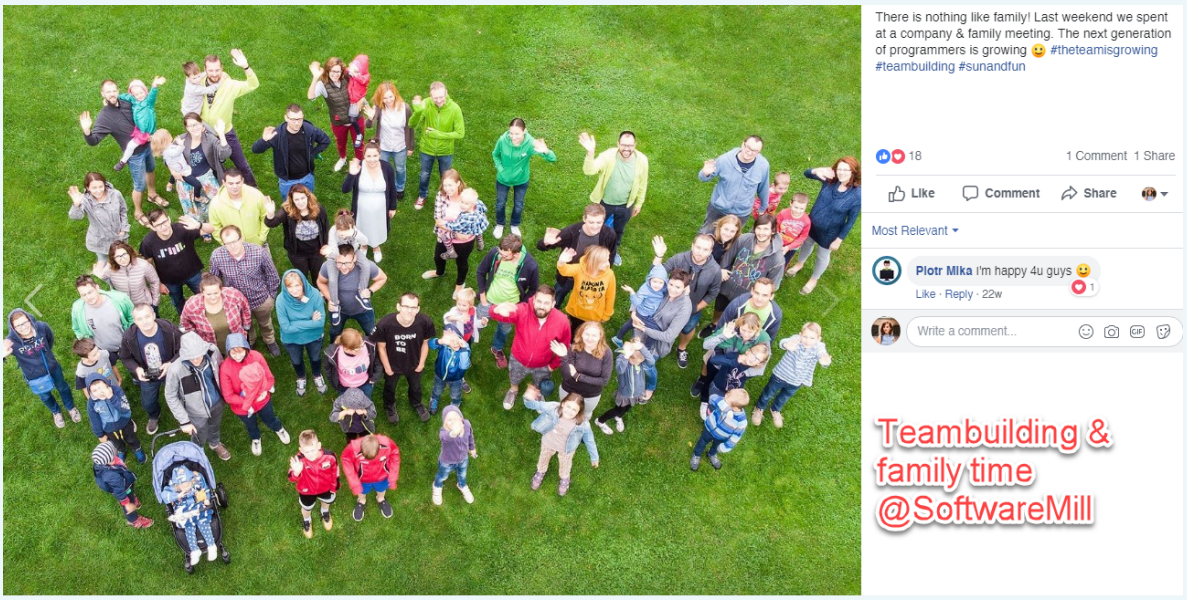
- among the top 5% of all teams screened by Digital Knights experts, a tech due diligence company that assesses the quality and performance of tech teams worldwide.

EMPLOYER BRANDING AND HIRING

Today, people are increasingly mobile, able to easily switch from one job to another. There's a hunt for talent, especially in the tech landscape.

Finding the magic formula of attracting and retaining employees is daunting. So, employer branding is critical these days, but how does SoftwareMill cope with the challenge?

Using social media, SoftwareMill is portraying a picture where employees have fun, have lots of learning opportunities, and feel like a big happy family.



They're experimenting also with the transparency and management structure, check this out:

> *In fact a well-organised team, mutual trust and a sense of responsibility, as well as confidence in success, have made SoftwareMill operate as a teal organization from 2013. It introduced flat management structure, full transparency—both decision making and financial. Oh, and everybody became a CEO overnight!*

They encourage learning a lot, be it technical knowledge or not.

This is why they're holding reading club meetings and internal keynotes about the newest things someone has just discovered. They take their never-stop-learning-approach outside the company.

You can spot them attending numerous meetups and sharing the things their recently learned in a form of a blog post series: “TMWL - This Month at SoftwareMill We’ve Learned., where team members answer questions about what programming discoveries they made during the past month: see here Jan, Feb, Mar.

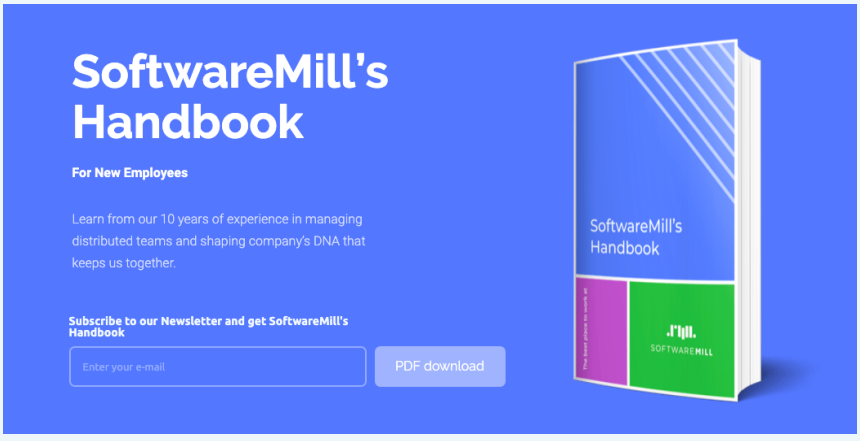
More about their culture on their blog.

Moving on to career opportunities, SoftwareMill is looking to hire developers and engineers.

The salaries and perks are transparent. They’re the only ones, so far, calculating the salary per day, net.

As SoftwareMill is 100% remote company, they are serious about having a remote-first work environment and helping their newcomers onboard in a distributed workplace smoothly.

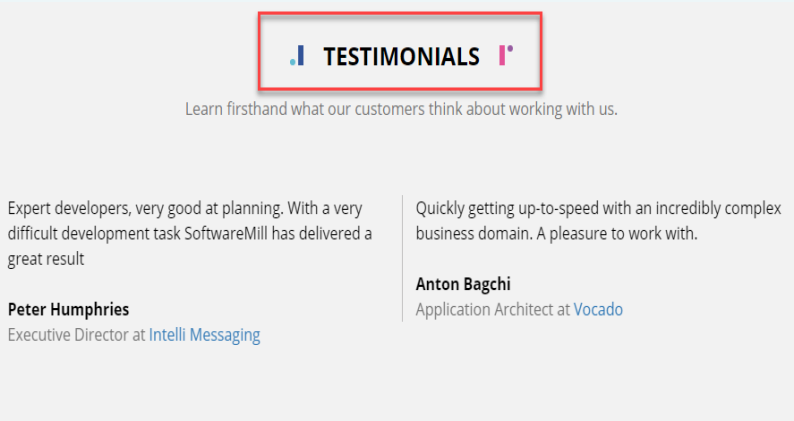
Recently they published the SoftwareMill’s Handbook for New Employees which describes 101 on how the work at SoftwareMill looks like and what to expect on your first days. Plus some tips on organising an effective remote work for yourself.



SOFTWAREMILL'S'S WEBSITE

The layout of the website is simple and easy to navigate. The menu is self-explanatory.

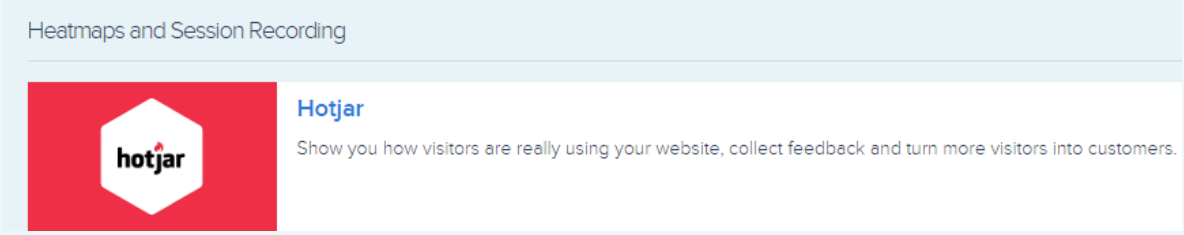
How is trust built on the website? Through testimonials.



And the portfolio page.

How can a prospect get in touch with them? A contact form, email, Skype.

In terms of conversion rate tools, according to Similartech, SoftwareMill is using Hotjar for heatmaps and session recordings.

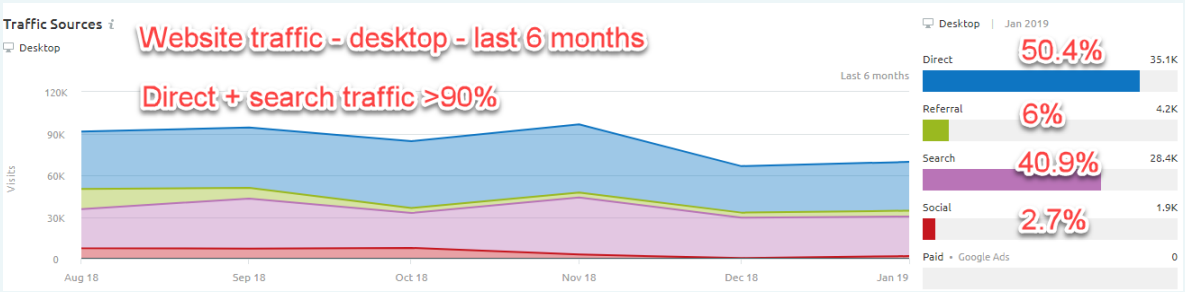


SOFTWAREMILL'S TRAFFIC ACQUISITION

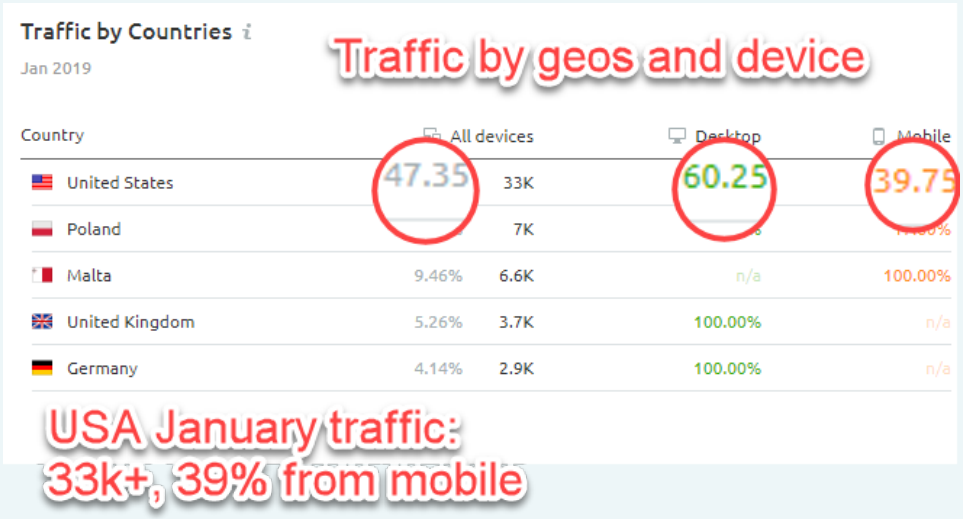
90%+ of the desktop website traffic comes from direct and search sources (according to Semrush).

In terms of direct traffic, I'm assuming the 50%+ (one of the highest seen so far for software development companies) is due to:

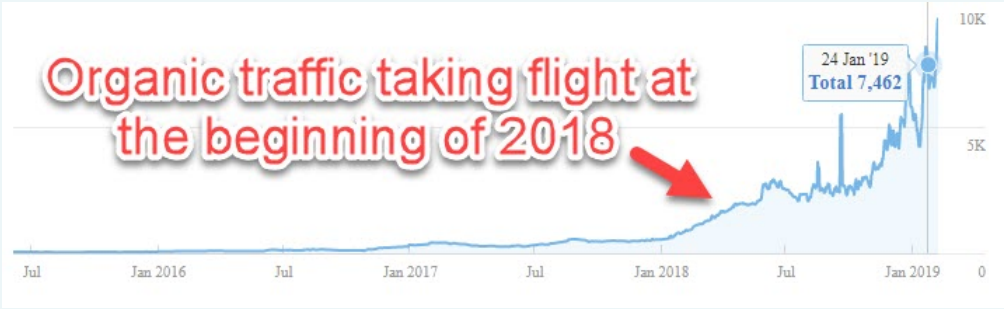
- Community events (meetups, conferences) where they promote their website
- No UTM tracking added to their links
- Sales activities: cold sales emails, events networking (they have 3 team members in charge with business development)



The main market is the US, where mobile traffic is also the most significant.



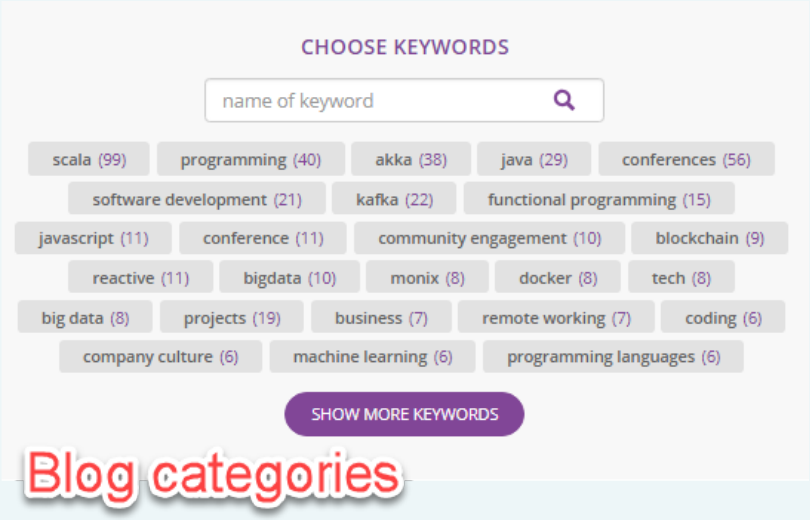
The organic traffic has reached its tipping point at the beginning of 2018 and went all the way to 7000+ visitors/day in January 2019.



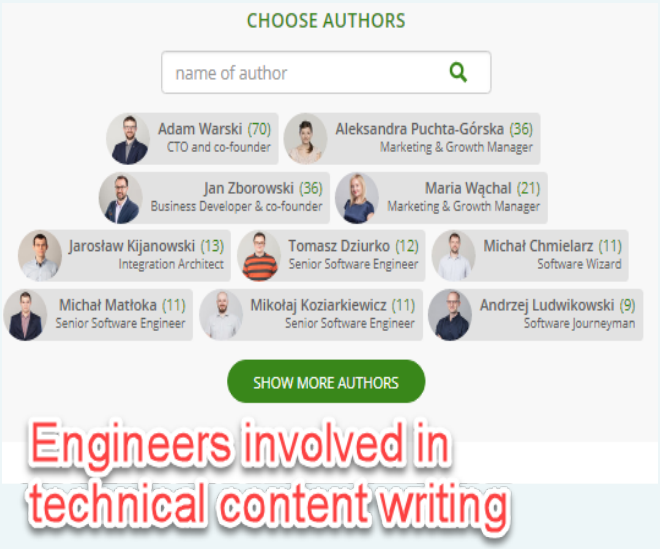
CONTENT MARKETING

The blog is updated about 2 or 3 times a week. They praise in having 80 blog articles written in 2018.

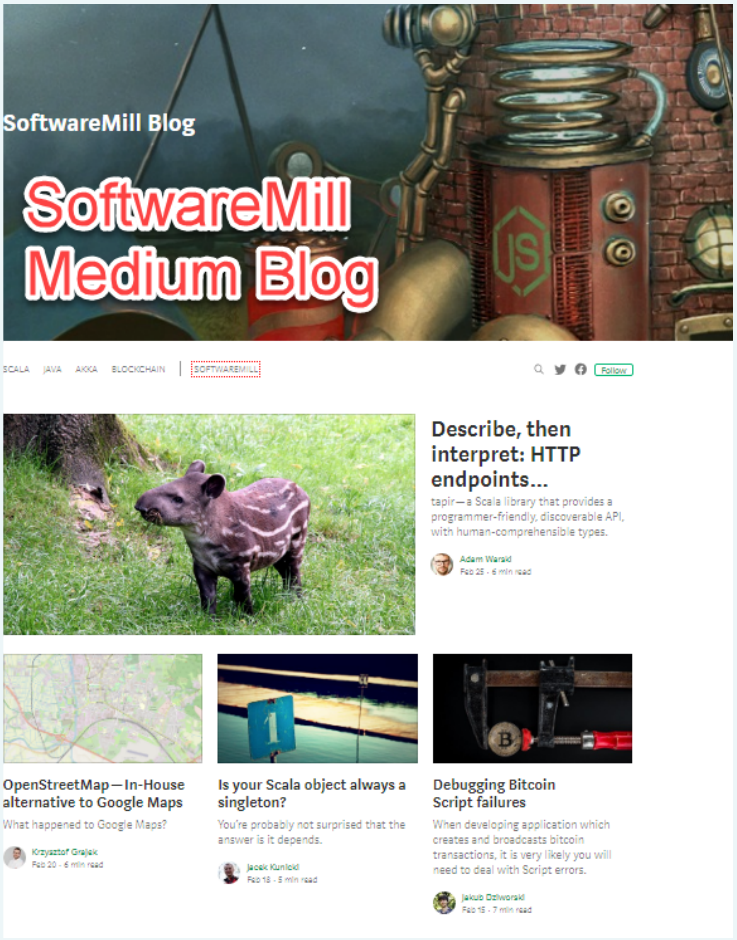
The topics covered are mostly technical, and some of them deal also with business related subjects.



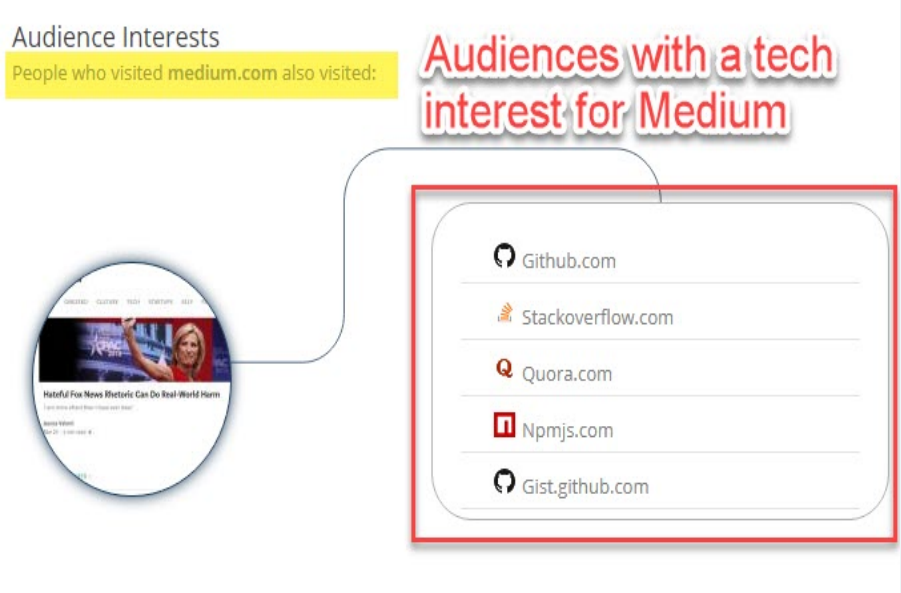
80% of the team members get involved in content writing (engineers included)! SoftwareMill's Tech Blog is updated 2-3 times per week, mostly with blog posts written by developers, for developers.



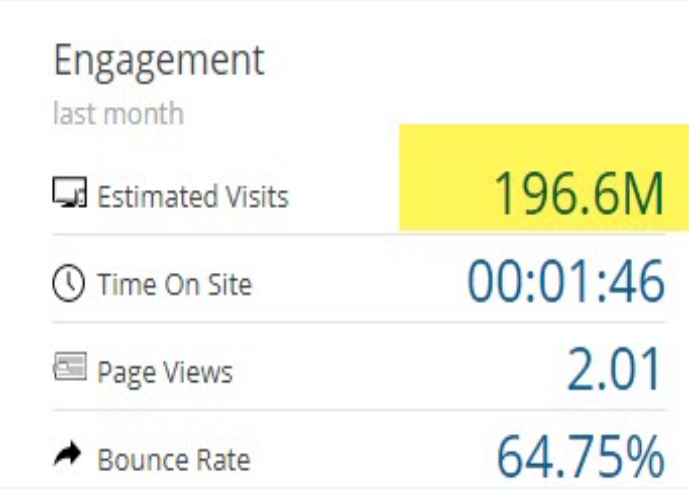
The blog is also hosted on Medium, where the engagement looks really good. SoftwareMill and 10Clouds really understand the power of Medium.



Medium's readers skew a lot towards topic categories such as tech, design, marketing, startups, business.



So, it's an audience these software houses need. And let's not forget that Medium gets an estimate of 196M+ monthly visits (as per Similarweb). Also, through having a 94 domain authority, Medium content can show up in SERP, on really competitive keywords.The same post on a lower-authority domain would probably get buried.



So, take a look at these interactions:

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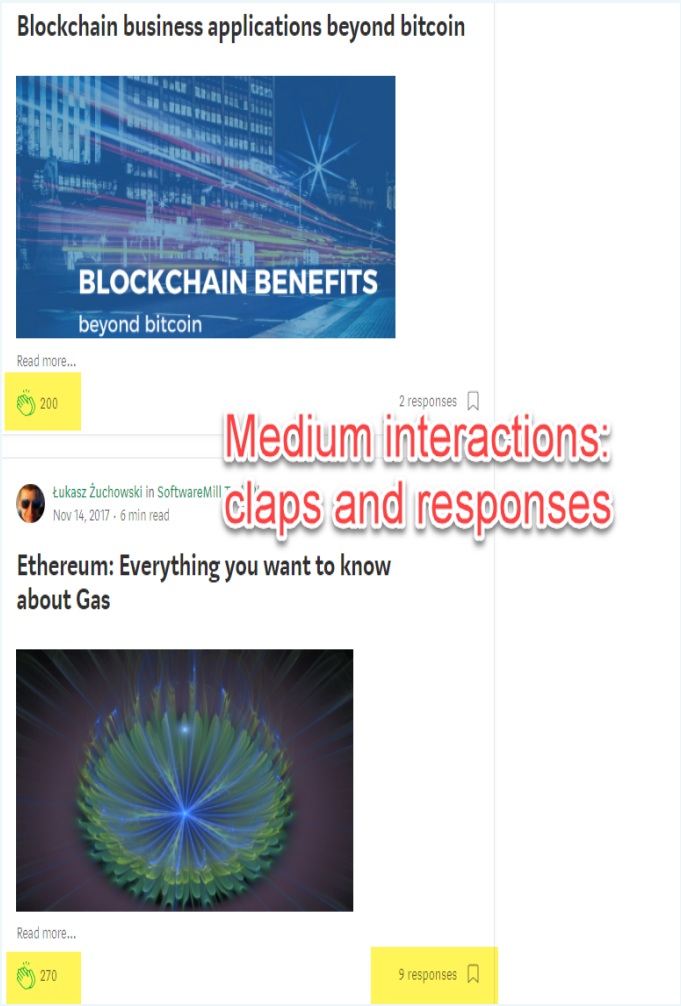
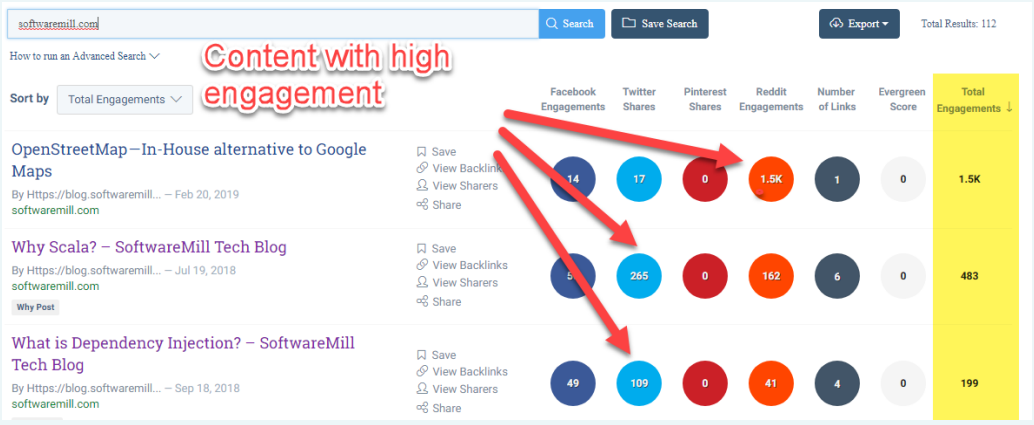
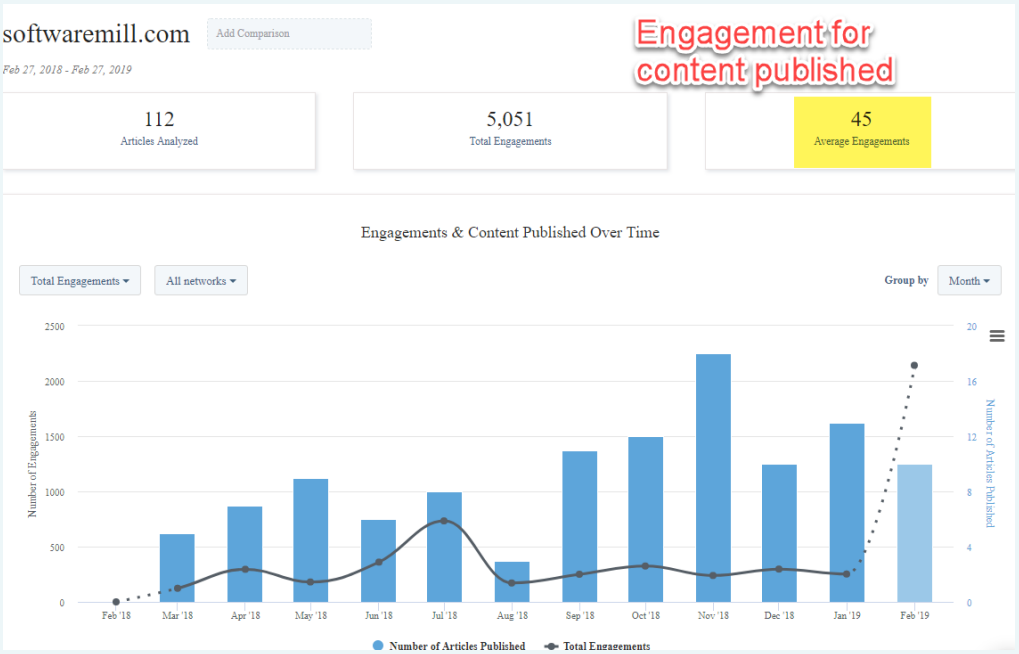


I say you should be on Medium also. Your blog is limited in terms of audiences, but on Medium, the possibilities seem endless. Check this out: social media traction for the Medium blog articles: Reddit, Facebook or Twitter, the average engagement being 45/article. It's all because the new audiences you get access to.

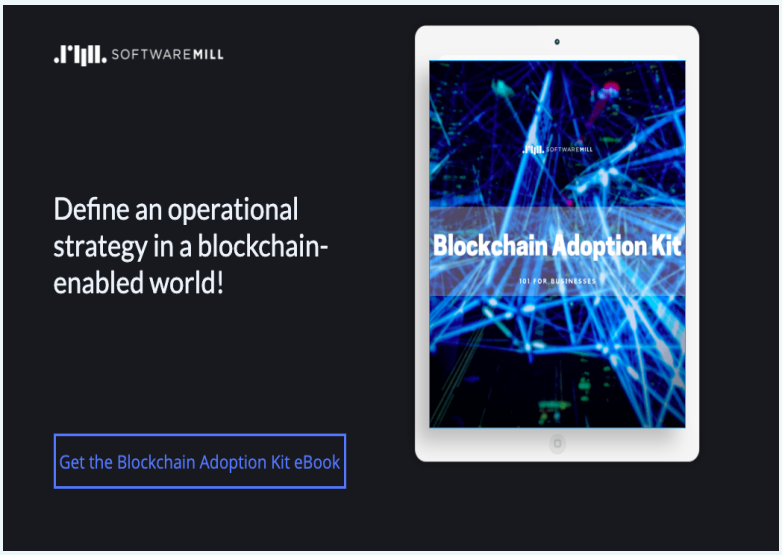




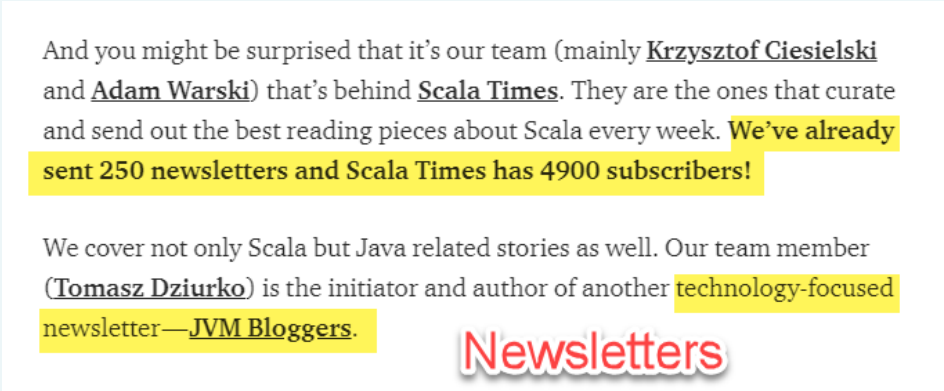
Blog posts suit very well for the awareness stage of the buyer's journey.

They also think about educating their audience and do not stop their content efforts on blogging only.

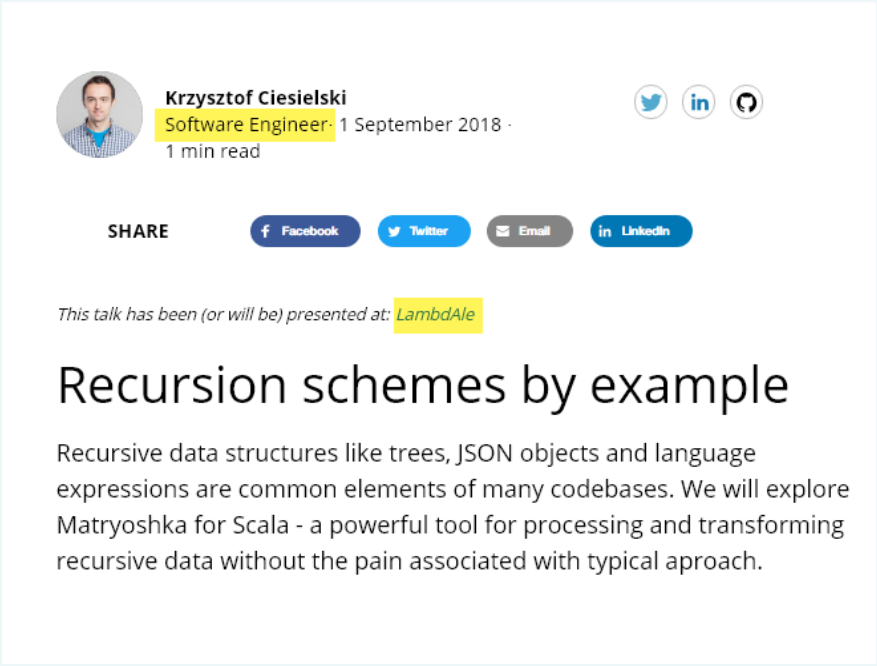
As blockchain is one of their core services and area of expertise and especially in this field there is a need of raising awareness, so the right problem is addressed with the right technology, they published the "Blockchain Adoption Kit eBook" addressed to businesses looking for answers on blockchain adoption. The ebook includes perspective on a Blockchain future from 8 Blockchain and Crypto experts.



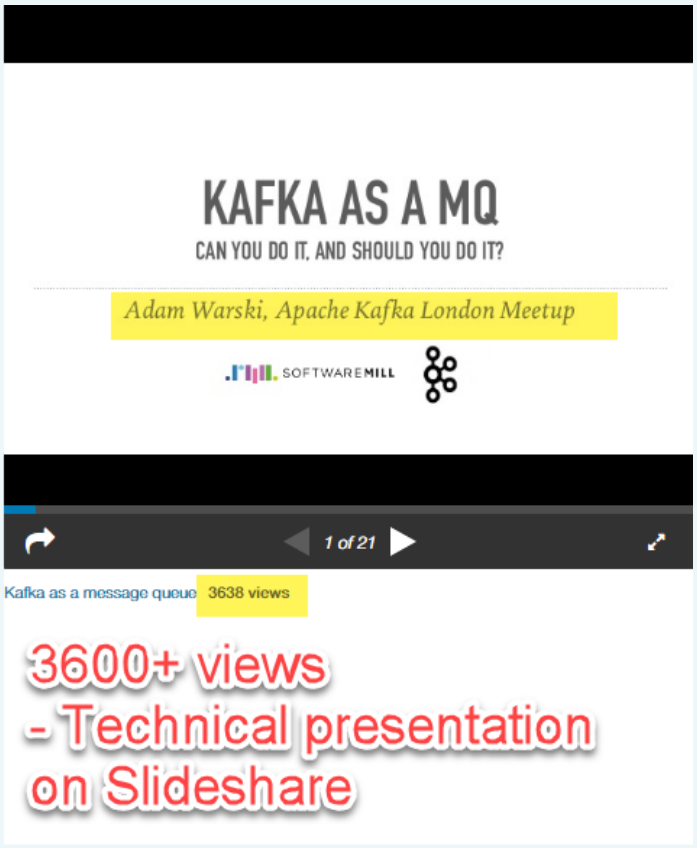
Also they curate content in newsletters:

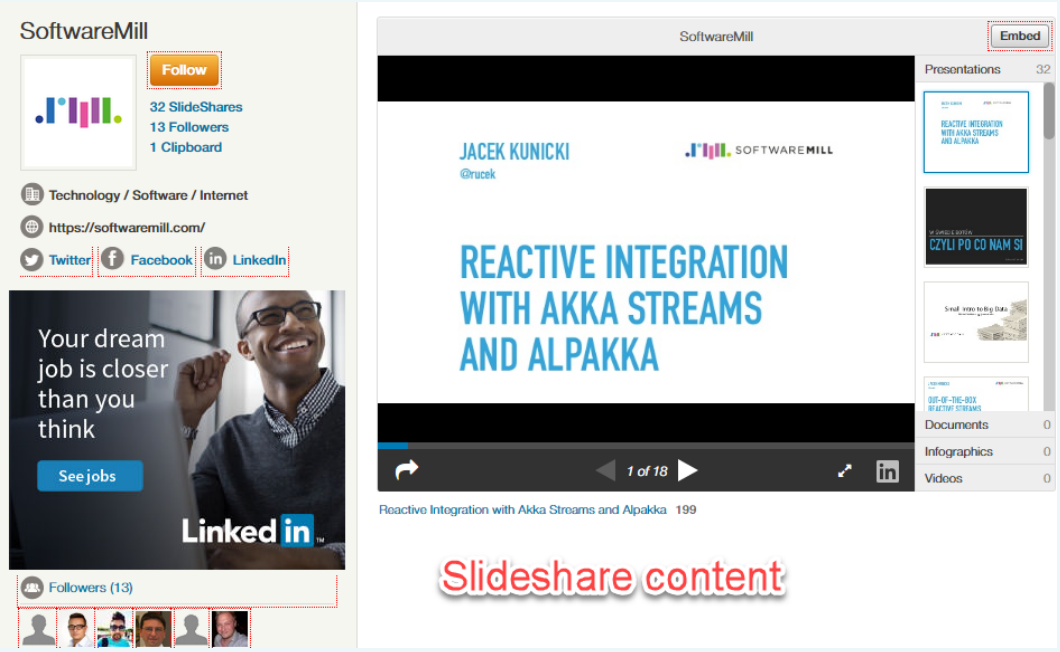


Or presentations:



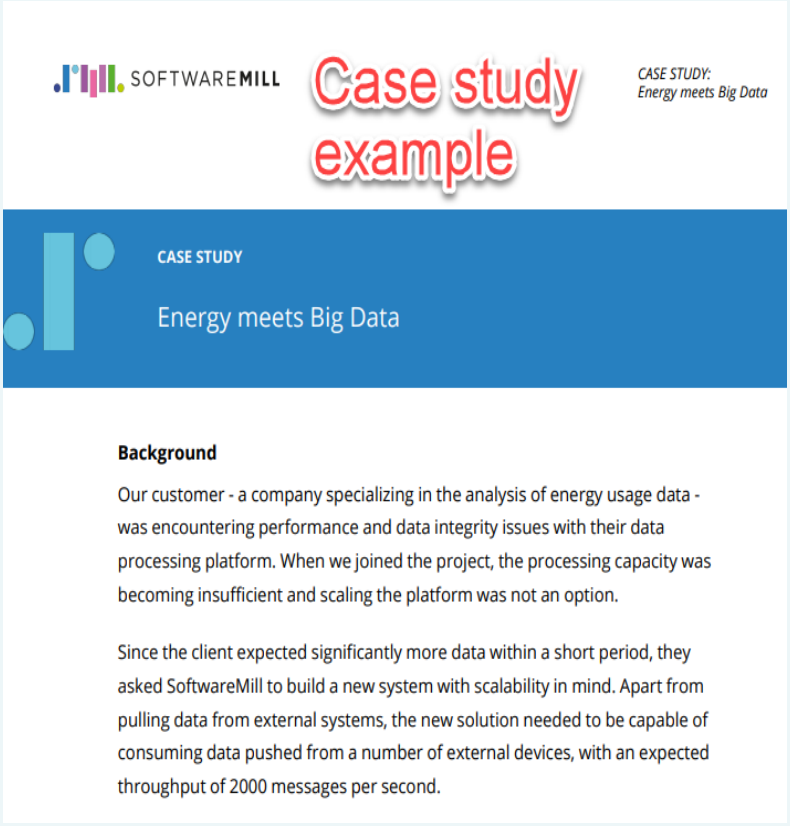
Or repurpose content for Slideshare.



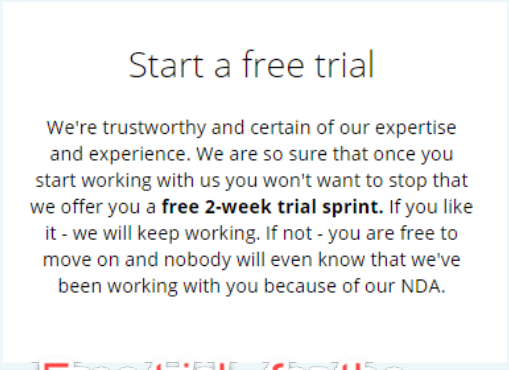


But what about the consideration stage? What does SoftwareMill have to offer?

For the moment, case studies.



Ok, now I'm considering SoftwareMill as a potential partner, what now? I am not ready yet for a full purchase. There you go: a free trial. Just take us for a 2 weeks ride!



Regarding the top pages, it seems that the blog hosted on Medium gets most of the traffic. Interestingly, one of the co-founders has a strong brand, and the personal brand keyword gets 4% of the website traffic.

#	Traffic	Page URL	Top keyword	Its volume
1	542 26%	blog.softwaremill.com/what-is-a-blockchain-wallet-bbb30fbf97f8	blockchain wallet	28,000
2	363 18%	blog.softwaremill.com/what-is-dependency-injection-8c9e7805502f	what is dependency injection	2,800
3	136 7%	blog.softwaremill.com/why-scala-a6ac8c98c541	why scala	150
4	80 4%	blog.softwaremill.com/@adamwarski	adam warski	5,000
5	72 4%	softwaremill.com/comparing-scala-relational-database-access-libraries/	scala slick	300
6	70 3%	blog.softwaremill.com/it-depends-the-art-of-dependency-management-in-ja...ript	javascript dependencies	40
7	65 3%	softwaremill.com/akka-monitoring-with-kamo...	...	2,300
8	60 3%	blog.softwaremill.com/algebraic-data-types-in-...	...	400
9	57 3%	blog.softwaremill.com/javascript-data-validation-with-joi-99cdm5dd57	joi validation	450
10	49 2%	softwaremill.com/using-kafka-as-a-message-queue/	kafka queue	250

Keyword	Volume	KD	CPC	Traffic	Position
blockchain wallet	28,000	72	1.40	505	9 1
what is dependency injection	2,800	22	—	331	3
adam warski	5,000	0	—	80	6
why scala	150	6	—	61	1
algebraic data types	400	12	—	57	3 2
kamon	2,300	15	0.09	56	6 1
scala slick	300	5	—	36	3 1
kafka queue				19	5 1
javascript dependencies				16	1
is scala dying		9	—	16	2 7
is scala dead	40	7	—	14	1 1
javascript dependency management	40	27	—	14	1
joi validation	450	5	—	12	9 2
scala times	100	5	—	12	3 1
development pipeline	150	20	—	12	5 2
what is a blockchain wallet	100	9	—	12	4
asset tokenization	80	12	—	11	2

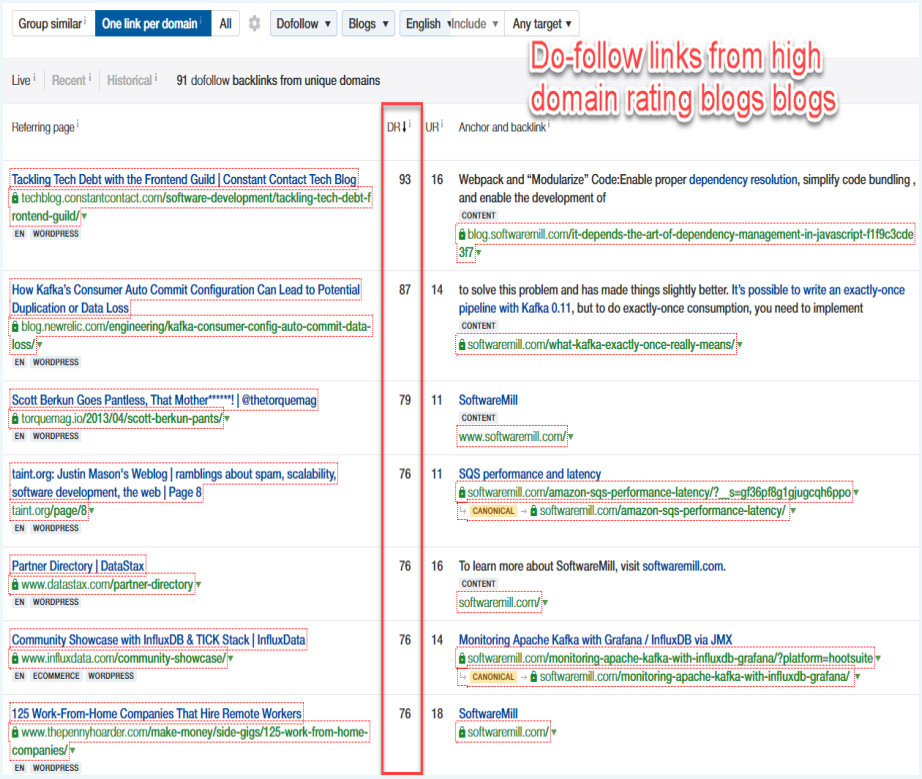
Ranking well for tech keywords in positions 1-9

The tech-related keywords are the most valuable for website traffic.

Some topics clusters can be identified, around Scala, Java, functional programming, software development, javascript or blockchain.

But in order to land on the first page of organic results good original content ain't enough. Good quality links are one of the most important ranking factors. A combination of the two would create authority in the eyes of Google.

SoftwareMill is receiving some strong do-follow backlinks. They link both to the website and the blog.



SOFTWAREMILL'S SOCIAL MEDIA PRESENCE

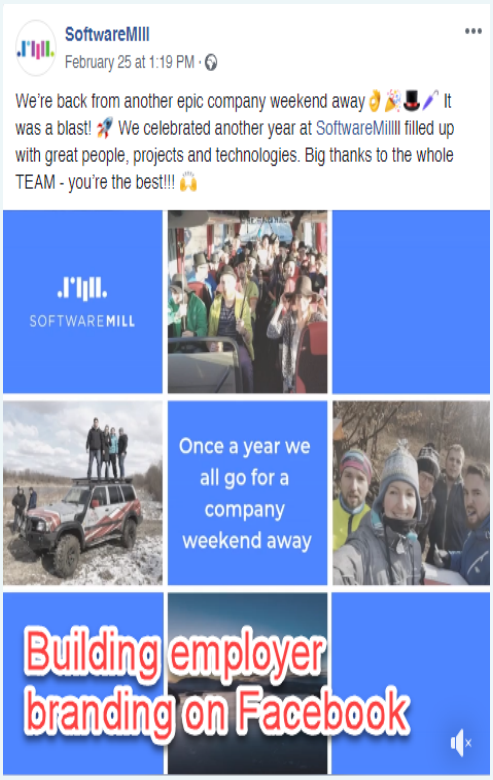
As I've mentioned before, one of the social media's superpowers is that it's really useful in building the business brand or the employer brand.

On the other hand, it can open also Pandora's box, when things are not done ok.

So, what about SoftwareMill, how does it build its social media presence?

FACEBOOK

Facebook is very much used to build employer branding. Posts are related to the company culture, events they organize or attend.



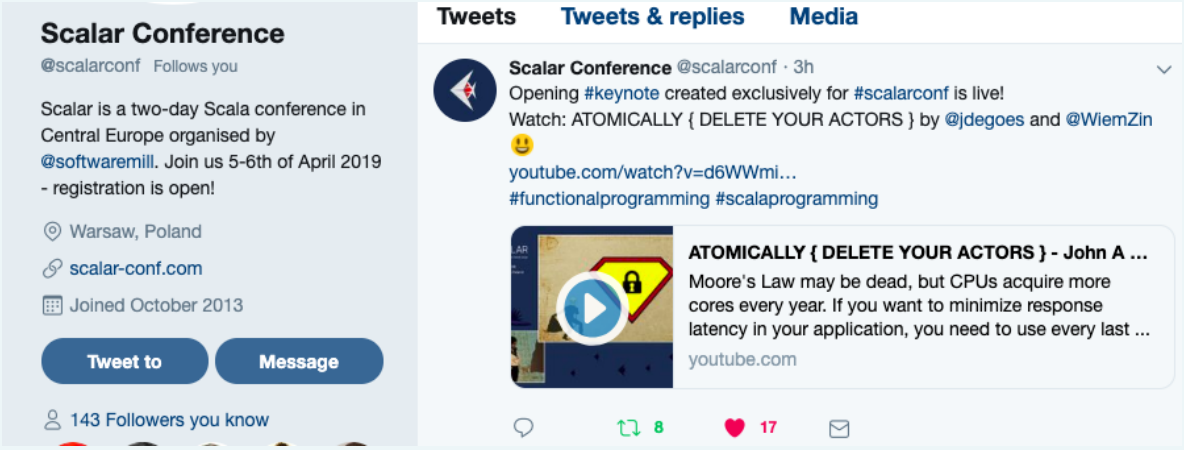
Jobs are being posted on the Facebook page. From what we've seen so far, this is natural for software houses. It would be weird not to see this pattern.

Their Medium content is shared to prove that they are really knowledgeable in the field. They want to establish themselves as Scala and Blockchain experts.

TWITTER

The Twitter profile also goes two ways: employer branding and proving expertise in Scala or Blockchain.

Lots of events are promoted, from workshops, meetups to the Scalar Conference they organize annually.



And the blog articles are not left out either.

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softwaremill @softwaremill · Apr 9

Monad transformers, type classes and tagless final in practice within one micro-library to rule them all. 38 lines of code towards better data validation in Scala written by Jakub Dzikowski on our blog blog.softwaremill.com/38-lines-of-co… #taglessfinal #typeclasses #monadtransformer #Scala

38 lines of code towards better data validation in Scala

The simple solution—38-lines-of-code micro-library with the use of monad transformers, type classes and tagless final in practice.

blog.softwaremill.com

12 34

softwaremill @softwaremill · Feb 19

Are you developing an app using Bitcoin #blockchain? 🤔 We know how annoying the Script failures could be... Read an article by @Jakub_Dziworski and find out how to deal with them 👌

buff.ly/2GrqWXg

#bitcoin #programming

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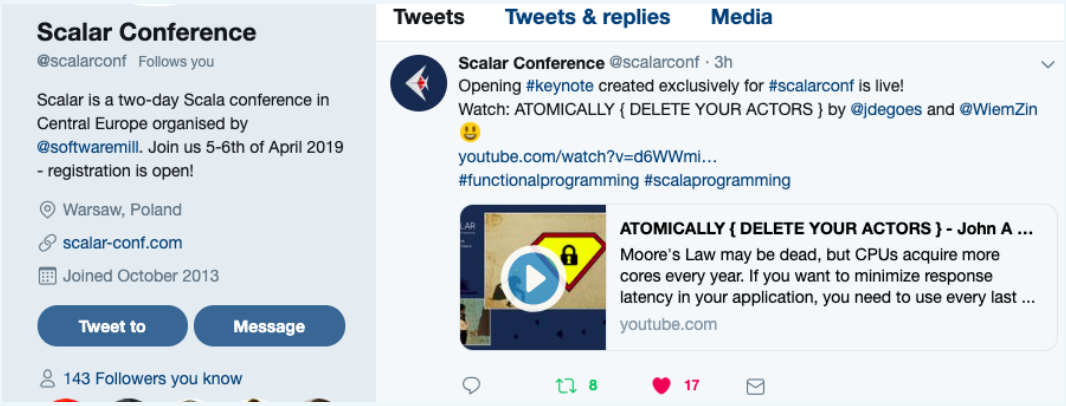
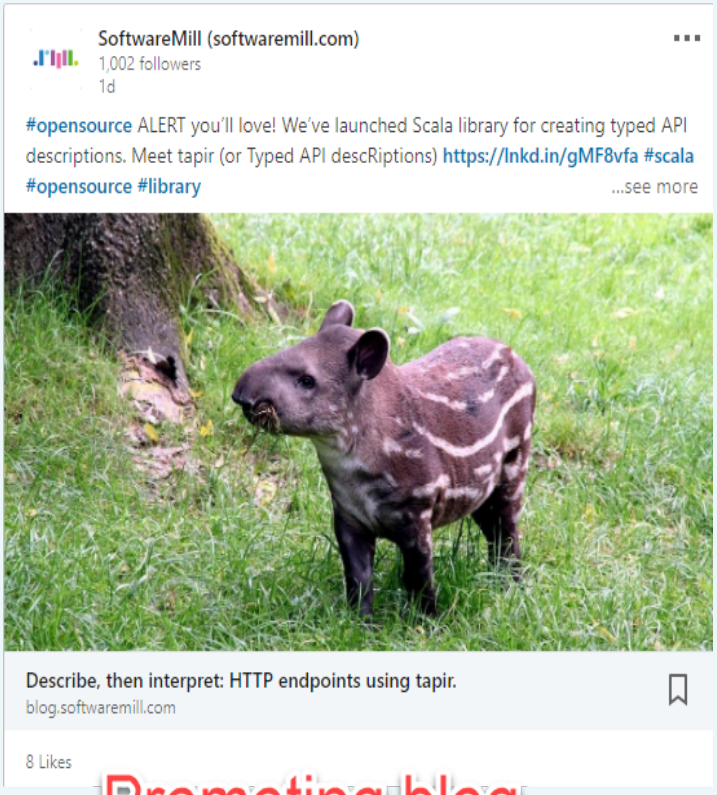


LINKEDIN

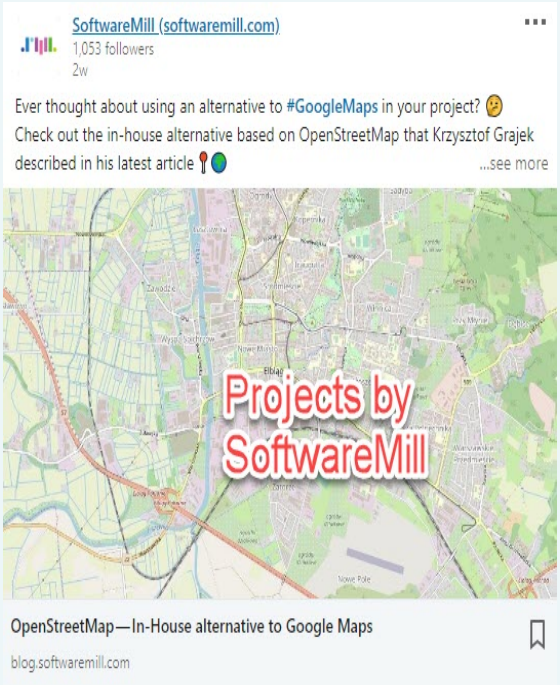
The LinkedIn account is about building brand awareness among future clients and potential employees.

Blog articles are featured here, in an attempt to prove expertise in the field. Projects are featured in order to prove they are really skilled.

SoftwareMill is also highly involved in open source. They contribute and host plenty of projects, such as: sttp, MacWire, Quicklens and recently released Tapir. And believe they are a step forward better Scala ecosystem that could use simpler or better thought-through APIs.



Promoting blog articles on LinkedIn



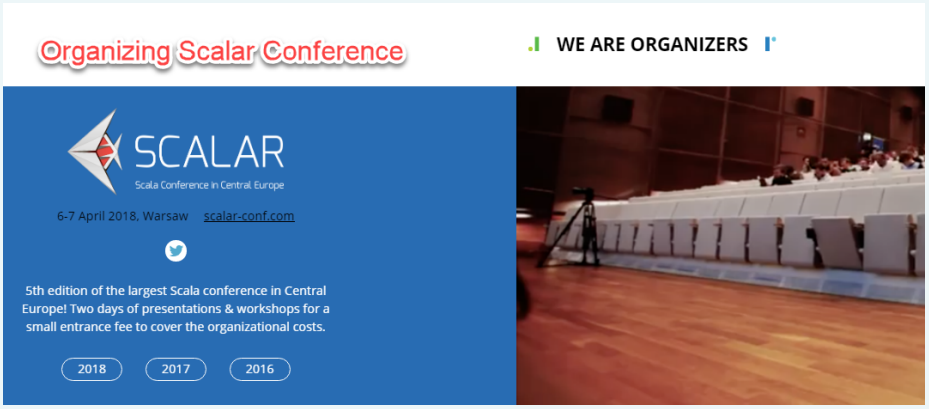
SoftwareMill is portraying a company culture where they learn together, share knowledge, celebrate success, get involved in the community.

COMMUNITY BUILDING AT SOFTWAREMILL

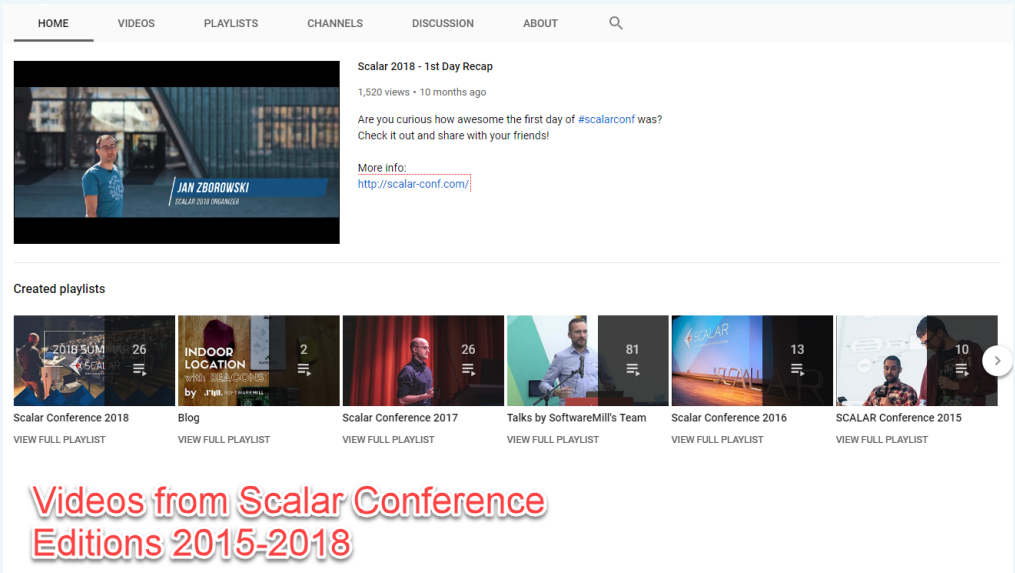
Engaging stakeholders customers in an honest and candid dialogue is becoming the cornerstone of marketing.

SoftwareMill truly understands this and lives by this mission.

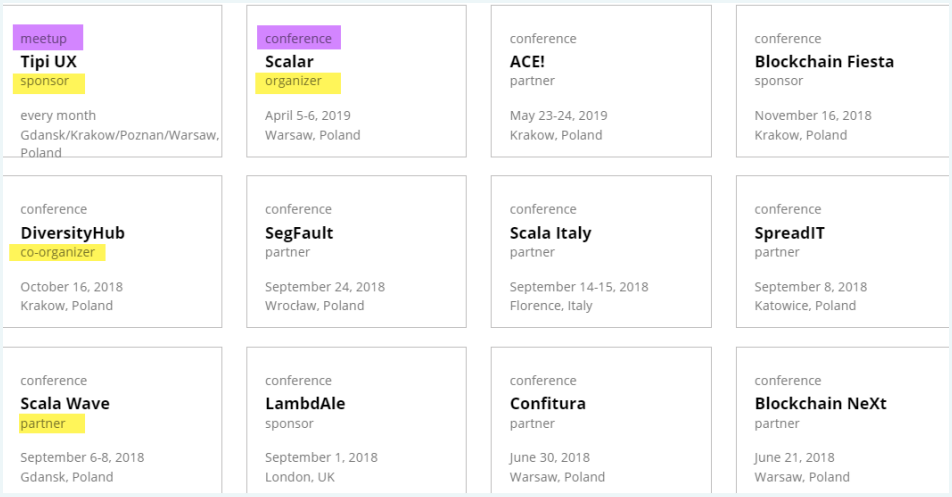
And because they are really passionate about community involvement and Scala (the language embraced by Netflix, Amazon, LinkedIn, Walmart or Coursera) they began organizing the Scalar Conference in Warsaw.



Some of the videos from the conference can be found on their Youtube account.



Next, we've got meetups they sponsor or organize, hackathons they attend, conferences they partner with....really really busy guys.



Organizing, partnering and sponsoring conferences & meetups

Aaand, I kept the best for last. SoftwareMill partnered with students from Politechnika Warszawska to launch in space the 4th Polish artificial satellite! They contributed to this project by developing the PW-Sat2 Ground Station web app to communicate with the satellite!

SOFTWAREMILL'S GROWTH STORY: WRAPING UP

So, which are today's takeaways?

It seems that for SoftwareMill the ingredients of success are about:

- **Having excellent software development and project management know-how and sharing it openly**
- **Innovating with the organizational structure** - don't be afraid to experiment, from 100% remote to bottom-up organizational structure
- **Building its own products** - this is the new and natural step for IT outsourcing companies. When you build your own product you also achieve a monthly recurring revenue, which can make a company more financially stable
- **Building a community around the company:** events, events, events, make your voice heard! Pick your weapon: participate, sponsor, organize, speak.
- **Be where your audience is**, Medium is an opportunity to take advantage of
- **Creating conten**t that's valuable in the community, that comes up with solutions for the pains of your stakeholders (buyer persona, employees, partners...)

CHAPTER 16

TAKEAWAYS: STRATEGIES OF WARSAW'S SOFTWARE HOUSES

Don’t be afraid to **experiment with your organization’s structure**: remote teams, flat organizational structures could work for you, as it does for SoftwareMill. This might help your employer brand too.

Get your **team members involved in content writing**, who else would fit better to promote your company culture, products you’ve designed, or speak of your expertise with a certain framework? This is the case for all analyzed software development companies: SoftwareMill, Polidea, and 10Clouds.

Try hosting your **blog on Medium**, this way you can open up to a whole new audience - see SoftwareMill and 10Clouds. In their case, the strategy had another advantage: the social media traction went through the roof.

Slideshare - put here some amazing decks, it’s all about r**eaching out to new audiences**. This is what’s getting SoftwareMill thousands of views.

Go offline. In a digital world, **human interactions** are deeply valued. Organize meetups (10Clouds), conferences (Scalar Conference by SoftwareMill, MCE by Polidea), make people speak about you (potential clients or employees).

Video content is the future! Use it for your client testimonials, for promoting your company's culture. 10Clouds are really nailing this. Also, you can repurpose some of your content for Youtube, as Polidea does with some of its case studies.

Case studies are essential to prove your expertise. Combine them with testimonials and numbers that speak of the success of the product you've built (like in the case of 10Clouds).

Build open-source solutions: this is a new way of getting traction from a whole new audience. Take RxAndroidBLE from Polidea for example, a powerful tool for Bluetooth Low Energy coding, that has received 2000+ stars on GitHub.

CHAPTER 17

BEYOND THE OUTSOURCING STEREOTYPE. KRAKOW'S SOFTWARE HOUSE

INTRO

Today Krakow is being perceived as the technological center of Poland.

From the fertile ground of tech innovation and development, rose Codete, Miquido and Railsware, 3 software houses for whom the IT outsourcing business seems like a cakewalk.

Krakow seems like a genuine promise for a better Polish future.

A future built around growth and technology.

That's why in this 4 blog posts series we'll analyze Krakow's resilient software houses, with their digital marketing strategies, and branding efforts.

You'll find inspiration and realize that your ship hasn't yet sailed.

Just watch, learn and apply the knowledge to your own business.

With the rise of new technologies: robotics, artificial intelligence, big data, blockchain, the outsourcing industry has been shaken at the core.

Big industry leaders are lining up to face the speed and scale of digital transformation. In Krakow, the digital revolution is at its peak.

Our quest now is to analyze some of the finest game changers of this revolution.

KRAKOW'S IT ENVIRONMENT

First things first.

Let's see which are Krakow's assets in the IT outsourcing market:

- **Income tax exemptions:** the amount of tax exemption varies according to the value of the investment, its location and the size of the company
- **Largest Polish market for BPO, R&D and IT**, considering players employing at least 1000 persons

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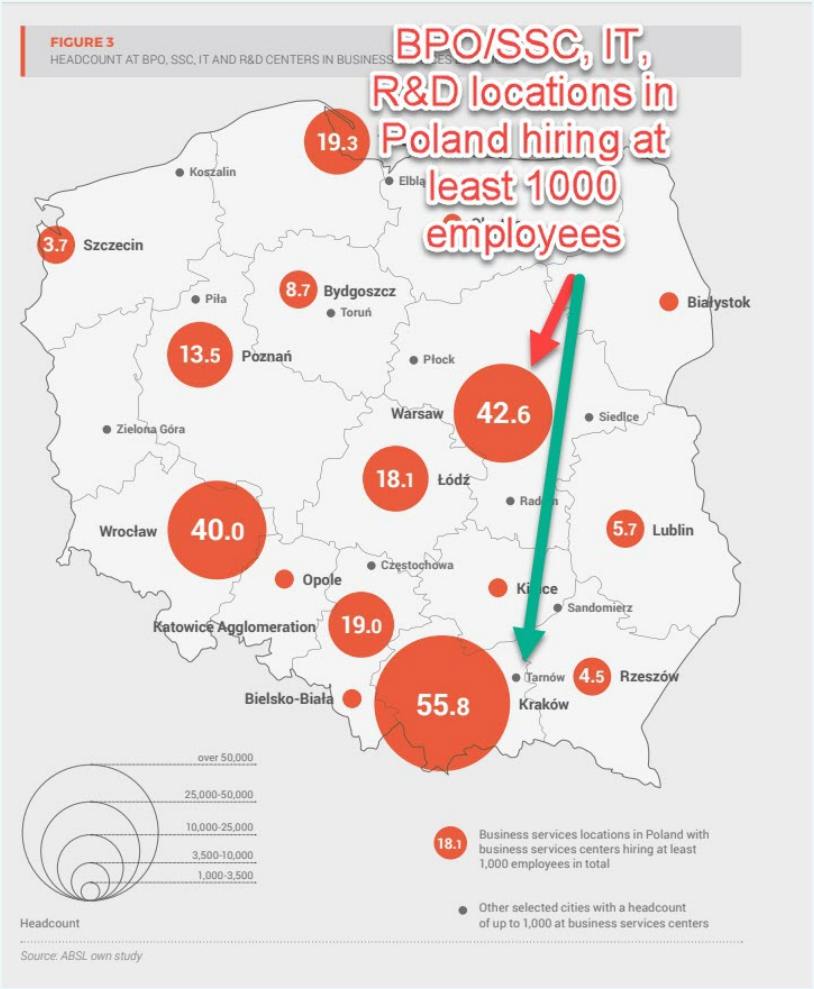


- **Top cities of the future:** Krakow ranks 9 in FDI's report European Cities and Regions of the Future 2018/19. FDI is a service developed by the Financial Times, providing industry-leading insight and analysis, mostly investment related.

TOP 10 EASTERN EUROPEAN CITIES OF THE FUTURE 2018/19

RANK	CITY	COUNTRY
1	Moscow	Russia
2	Warsaw	Poland
3	Bucharest	Romania
4	Prague	Czech Republic
5	Bratislava	Slovakia
6	Budapest	Hungary
7	Wrocław	Poland
8	Poznań	Poland
9	Kraków	Poland
10	Plzeň	Czech Republic

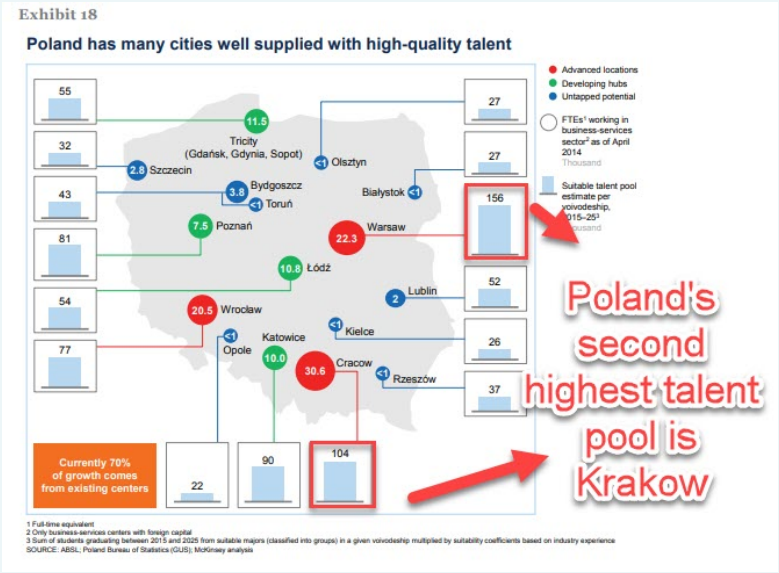
- **Business-friendliness** - Krakow ranks second in FDI's report European Cities and Regions of the Future 2018/19

- **Krakow ranks 6th in Tholon's Services Globalization Index,** an index that analyses the performance of a city based on talent skills, business catalyst, cost, quality of life, digital and innovation

Krakow ranks 6th in Tholons' Services Globalization CITY INDEX 2018

RANK 2018	RANK 2017	DITIGAL NATIONS
1	1	Bangalore
2	4	Manila
3	2	Mumbai
4	3	Delhi (NCR)
5	5	Hyderabad
6	8	Kraków
7	7	Dublin
8	6	Sao Paulo
9	21	Montevideo
10	10	Buenos Aires
11	12	Cebu City
12	16	Singapore
13	20	Kuala Lumpur
14	14	San José
15	18	Toronto
16	17	Prague
17	9	Chennai
18	11	Pune
19	19	Dubai
20	13	Santiago
21	34	Birmingham, Alabama
22	23	Warsaw
23	25	Budapest
24	15	Johannesburg
25	28	Kolkata

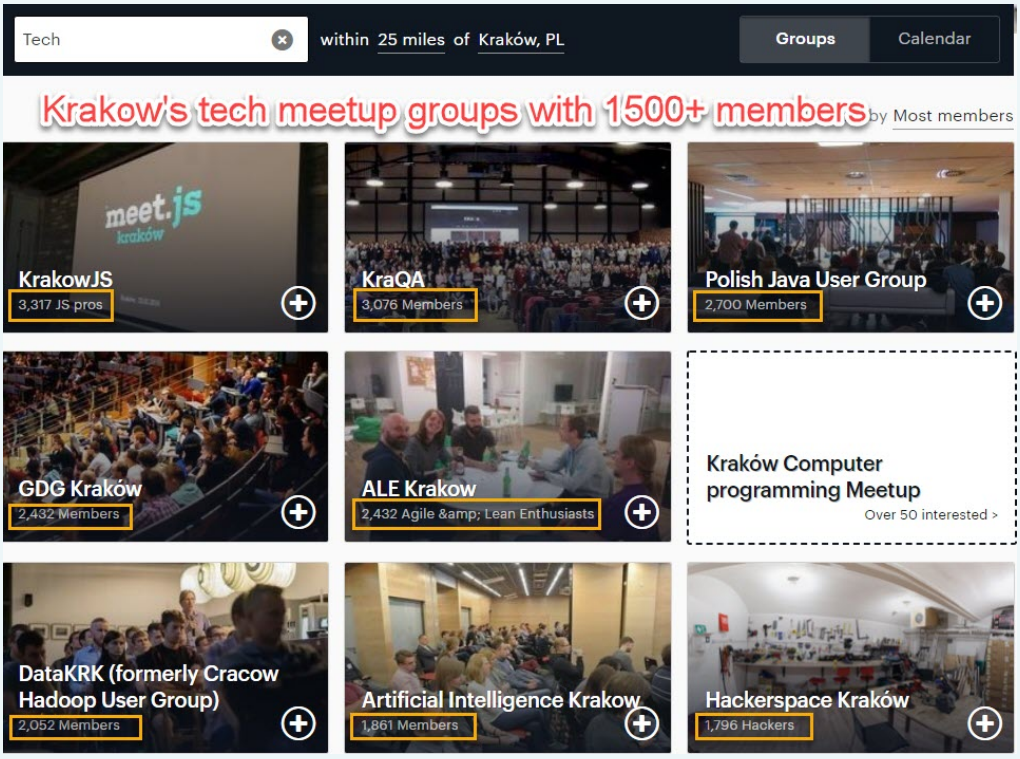
- **Local talent pool:** the second highest talent pool in Poland according to McKinsey's report "Poland 2025: Europe's new growth engine"



- **High-quality university education**: in the QS EECA University Rankings 2018, the Jagiellonian University came in 14th among 200 of the best universities in Emerging Europe and Central Asia region

- **Krakow Technology Park**: one of the most innovative R&D centers of its kind. It provides an industrial base for Krakow's 15 higher education institutions and over 140 research centers. By 2017 the Krakow Technology Park managed to sign up 250 ventures which created 14,700 jobs.
- **Incubators and accelerators** that bring together startups, mentors and investors: Hub:raum by Deutsche Telekom, KPT Scale Up

- **Important tech conferences are held in Krakow**:
    - ACE! largest regional conference in Central Europe for building software
    - Digital Dragons, the leading game industry event in Europe
    - Cloud Developer Days
    - Devoxx, a developer community event
- **100+ tech meetup groups,** with more than 100 members



KRAKOW'S SOFTWARE HOUSES

Lots of software houses thrive in Krakow, from multinationals to local companies.

But, because we are a digital marketing company, and Inbound evangelists, we've picked for our research successful companies that leverage content strategy in their marketing stack.

Come out come, out wherever you are: the content marketing, the social media strategies, the branding efforts!

CODETE - CONTINUOUSLY DELIVERING TECHNOLOGY

Website: https://codete.com/

No. employees: 100+

Technologies: Java, Scala,

Services: DevOps, cloud computing, blockchain, big data, quality assurance, data security

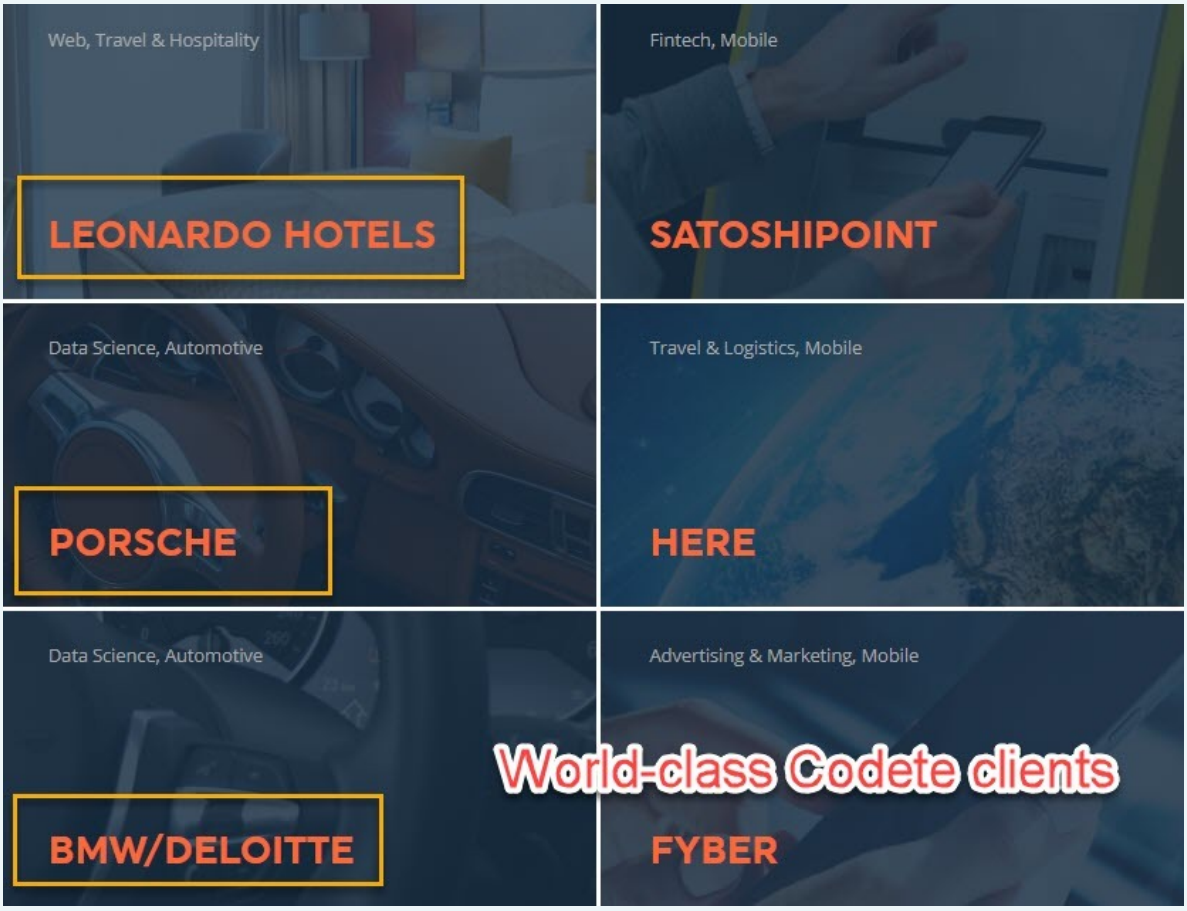
Verticals: e-commerce and retail, travel, health, advertising, automotive, logistics, media, entertainment, fintech, crypto

Key clients: Leonardo Hotels, BMW, Home24.de, Wells Fargo, Total Fyber, KIA Motors, Probooking, Prosieben, Deloitte, Cisco

Offices: Krakow, Lublin, Berlin (HQ)

Managing Director: Artur Olechowski

Based in Berlin, but with Polish roots, it's no wonder that Codete has among its clients, lots of German companies.



While many software houses in Poland go for North-American, Canadian, Scandinavian contracts, Codete doesn't shy away from other markets.

With a portfolio with world-renowned clients, a continuously growing website traffic and being the host of a plethora of tech events, Codete can be an inspiration for every Polish software house.

Sharing IT knowledge is at the core of Codete's existence: from CodeteCON, the tech conference, to meetups and workshop hosting, Codete understands how leadership is born.

It's all about establishing trust, building a thriving community around you, educating the stakeholders.

MIQUIDO- WHERE MOBILE APPS MEET DATA SCIENCE

Website: https://www.miquido.com/

No. employees: 150+

Technologies: Java, Angular, Flutter, Swift, Kotlin, React Native, Angular, Golang, AWS, Kubernetes, Azure, Machine Learning

Services: software development, quality assurance, UX/UI wireframing, product design

Verticals: business, fintech, consumer goods, tourism, healthcare, social media

Key clients: Skyscanner, TUI, Aviva, Nestle, Herbalife, Santander

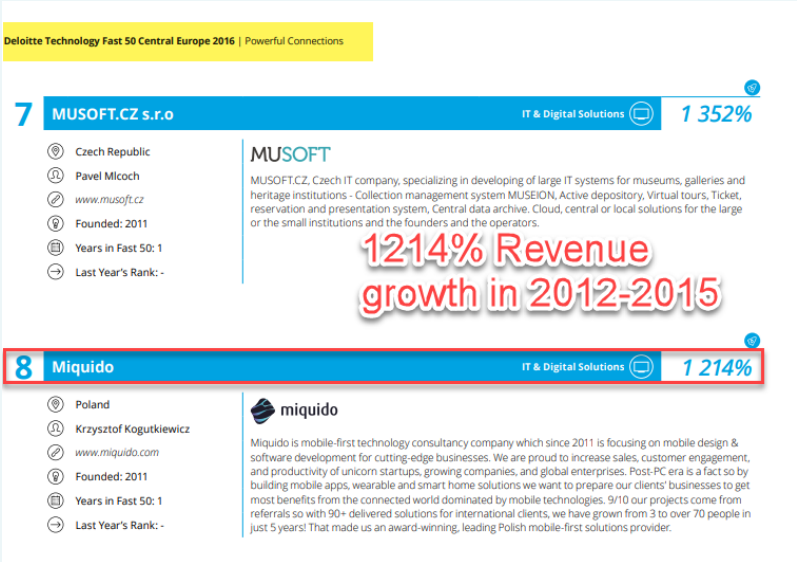
Offices: Krakow (HQ), London, Berlin

Reviews: 4.7 - Clutch (14 reviews)

CEO: Krzysztof Kogutkiewicz

One of the youngest companies we've analyzed so far, Miquido has been on the market since 2011 and has delivered 90+ apps. And to name just a few of their clients: Skyscanner, TUI, Nestle...

Awarded by Deloitte in 2016 in its Top 50 Fast Technology in CEE (2016 edition), Miquido has an inspirational growth story. To know their story you'll have to follow us in our next minutes, where we'll tackle how Miquido does its inbound marketing, how it builds brand awareness and its social media presence.



RAILSWARE - GREAT PRODUCTS, GREAT CODE

Website: https://railsware.com/

No. employees: 50+

Technologies: Ruby on Rails, Node.js, Angular

Services: mobile development, web development, AI and machine learning services

Verticals: business, fintech, entertainment, finance

Key clients: Sendgrid, Calendly, Brightbytes, Quorso, Google

Offices: Krakow (HQ), Kiew, New York, Dubai

Reviews: 4.9 - Clutch (10 reviews), 4.9 - Glassdoor (11 reviews)

CEO: Yaroslav Lazor

12 years, projects for 60+ organizations, in 12 countries, collaborations with big names such as SendGrid, Google and Calendly - meet Railsware.

Awarded by Clutch as a top player in Ruby on Rails development, and nominated as a top Polish B2B Service Provider, Railsware has an inspirational growth story.

To know their story you'll have to follow us in our next chapter, where we'll tackle how Railsware does its inbound marketing, how it builds brand awareness and its social media presence.

> *This was just a glimpse of a thriving Krakow IT outsourcing market.*
>
> *This is part of a bigger playground, a playground where the rivalry between software houses in Poznan, Warsaw, Wroclaw, and Krakow gives birth to innovation and a strong tech community. It's a rivalry that is shaping cities and mentalities.*

CHAPTER 18

MIQUIDO: THE COMPANY WHOSE 9 OUT OF 10 CLIENTS COME BY REFERRALS

INTRO

Meet Miquido: the chosen one!

Chosen to develop amazing apps for Skyscanner, Abbey Road Studios, HelloFresh, TUI, Herbalife or Nestle.

Based in Krakow, but with offices in London and Berlin, Miquido has delivered 100+ digital products for music & video streaming, healthcare, travel, FinTech, and other industries.

The host of Mobiconf, the conference the brings at the same table 400+ designers and developers and 30+ speakers, Miquido is one of the most important players in the Krakow tech scene.

Intrigued by the Miquido uplifting growth story, I decided to go on a journey to find out the secrets behind it.

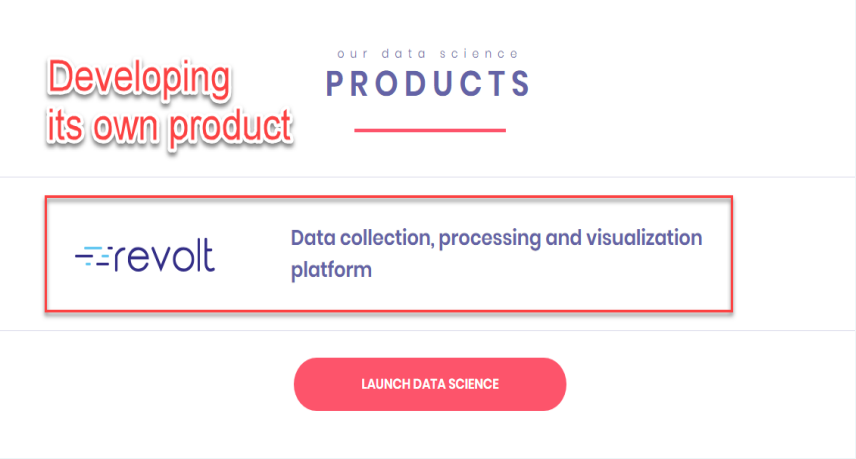
Follow me to unfold the marketing, employer branding, and social media strategies behind the 1214% revenue growth that made Deloitte nominate Miquido in its Tech Fast 50 CEE 2016.

SHORT OVERVIEW

Founded in 2011, it took 7 years to get to 120 employees and be awarded by Deloitte in its Fast Tech 50 in the CEE.

In 2018, Clutch featured Miquido in its Top Polish App Developers.

Now, Miquido seems to want to step away from the traditional software development company. It's developing its own product.



Which is great news.

But what are the assets that made Miquido so fortunate? Let's hear it from former clients. It seems they are praised for:

- Goal-orientation
- Being really well-organized
- Delivering high-quality apps
- Fluid development process
- Responsiveness, good communication

Before dwelling into the research I'm gonna be a little party pooper and reveal to you some of my findings.

In the following section we'll dive more into Miquido's marketing approach.

We will understand how crucial employer branding is in a very busy Krakow tech scene. You'll also comprehend that building a community around you is beneficial for all your stakeholders.

BRAND AWARENESS AT MIQUIDO

Today, the internet is giving everyone a voice. For a brand, this voice can be like music to the ears or a nightmare.

That's why it's very important to have a proper communication strategy because, with the rise of social media, everything can backfire.

Now, let's see how Miquido is dealing with this branding issue.

EMPLOYER BRANDING AND HIRING

Employer branding is mirroring a company's culture. Building a positive culture is the root of a strong employer brand.

Let's which is Miquido's approach.

- Company culture

It's a culture that supports continuous learning, through organizing events, meetups and a training budget of 3000 PLN/year.

- Colleagues

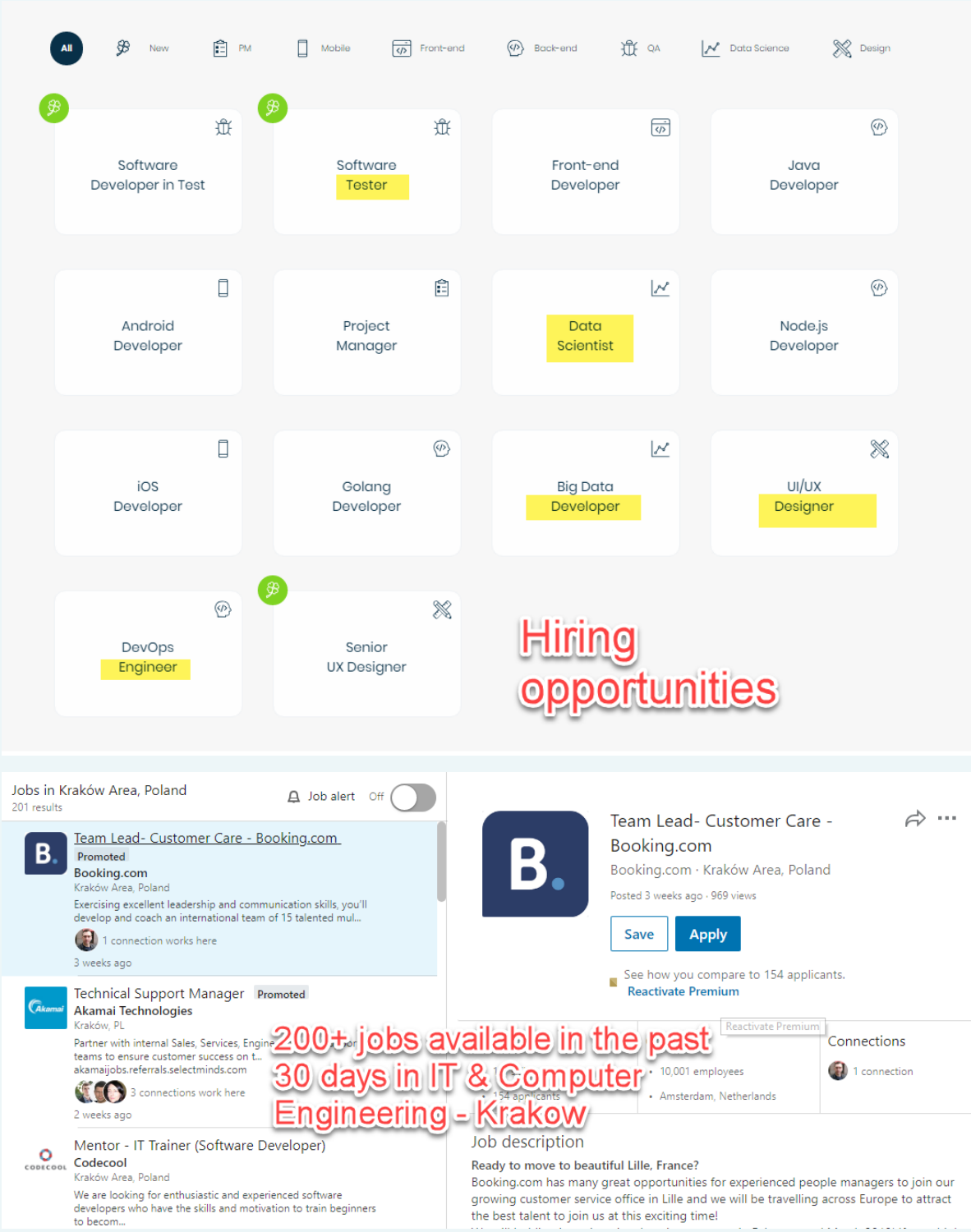
Storytelling & video = powerful tools to send the right message to a potential employee. Check out these videos about people at Miquido.

- Benefits

Remote work, flexible hours, health and sports plan + many more.

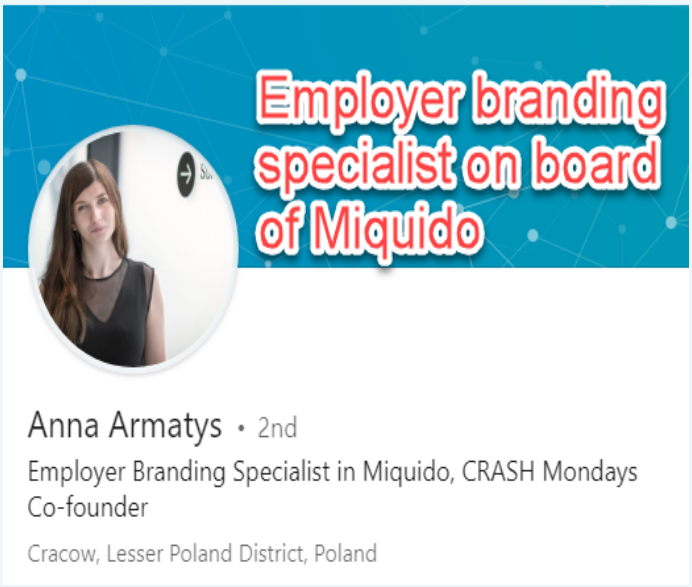
- Salaries: transparent

The Miquido team is planning to expand, there are a lot of hiring opportunities. Even with all the perks listed above, Miquido is facing fierce competition in the Krakow tech market.



And because there's such a crowded IT hiring market in Krakow, Miquido is also designing internship programs.

And a novelty in this industry, Miquido has a person in charge of employer branding.



COMMUNITY BUILDING BY MIQUIDO

The community you grow will be the very first audience to advocate for your brand. They'd be your evangelists, they'd make you aware of potential failures, and even make your business better.

Miquido understands this and does not shy away from engaging with new audiences.

From small-scale events to large ones (like Mobiconf), Miquido is taking risks, reaching out, and tapping into new audiences.

So, we've got events/meetups for designers, testers, and developers.

We've got hackathons, like this one in London where they were the Abbey Road's (world-famous recording studio) partner.

They also co-organize conferences, like this one that speaks of Golang.

Aaand, the cherry on top, Mobiconf, one of the best mobile conferences in the CEE.

MIQUIDO'S WEBSITE

The layout of the website is clean and fluid.

Social proof is everywhere.

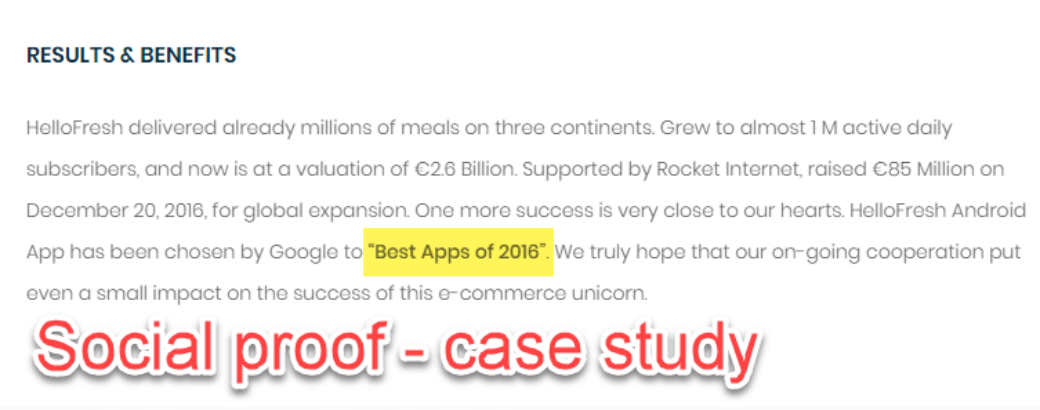
Why do we always insist on social proof?

Our clients are getting more informed by the day. They do a lot of research before any buying decision. How can a business prove it deserves them as clients? How can they promise a meaningful experience?

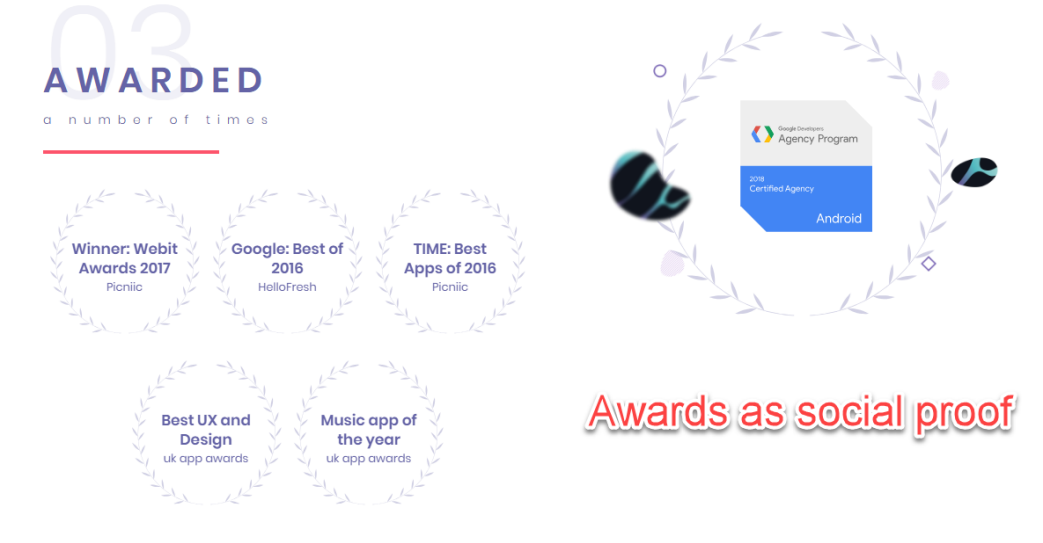
Miquido is showcasing the portfolio, using client logos, case studies, and testimonials.

Testimonials are so powerful because they're seen as being really objective. The more someone outside the brand speaks of you, the higher the credibility.

When reading the case studies you see even more social proof, as in awards received by the apps they've built, the number of downloads.



Awards are also showcased:



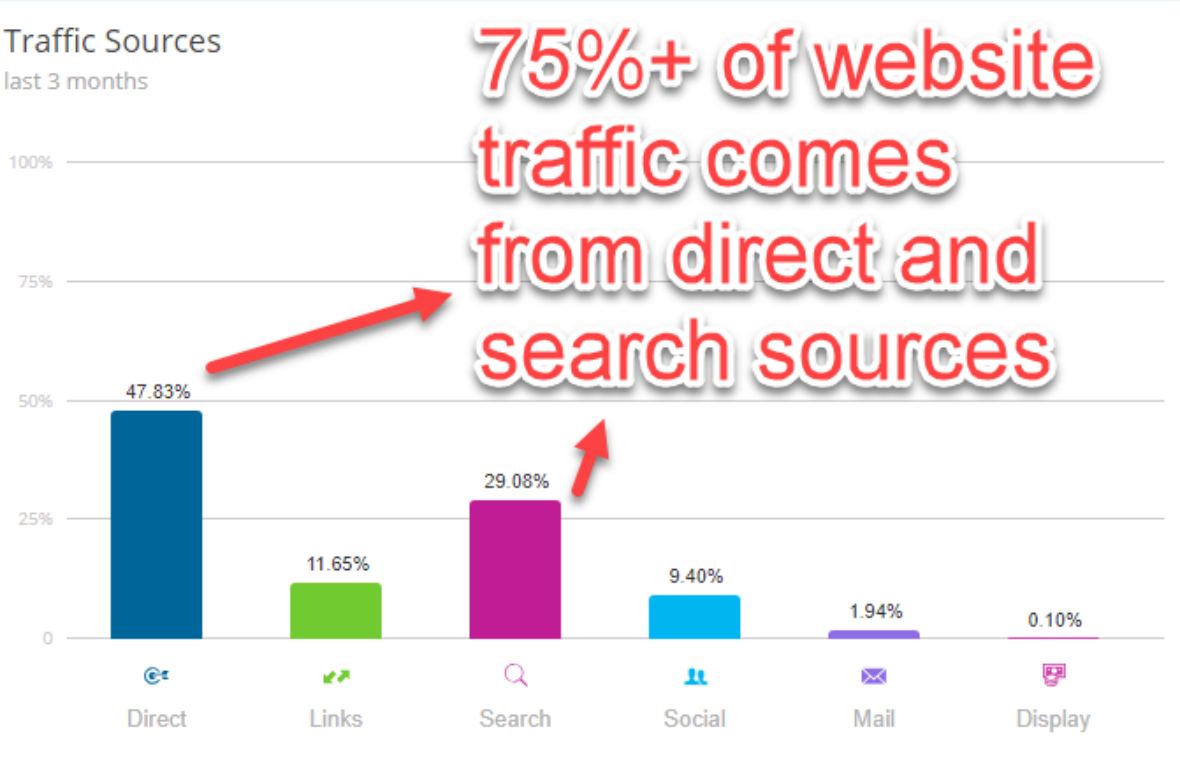
Ok, now I trust you, I've seen some case studies. I think I'm ready to get in touch. How can I do this?

Well, it's easy peasy, complete our contact form.

They are monitoring the actions of website visitors using Hotjar, so I assume that they are interested in conversion rate optimization.

MIQUIDO'S TRAFFIC ACQUISITION

75%+ of the desktop website traffic comes from direct and search sources (according to Similarweb).

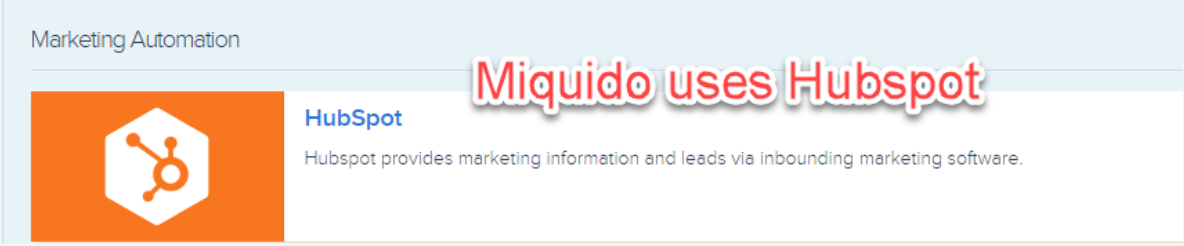


In terms of direct traffic, I'm assuming the 47%+ (the higher this percentage is, the less inbound marketing is done) is due to:

- Community events (meetups, conferences) where they promote their website.
- No UTM tracking added to their links
- People typing in the website or going to their website via a bookmark
- Privacy and security plugins in users' browsers, thus more traffic is stripped from the "referrer" header, showing up as direct A part of mobile traffic often gets marked as direct
- Sales activities: cold sales emails, events networking (they have at least 3 account execs and ahead of sales, as per Linkedin)

When we speak of traffic acquisition we don't stop at counting visitors. Leads, customers, these are metrics that matter most.

And it seems that Miquido is trying to monitor these better because they are using Hubspot.



So, they want to better engage marketing and sales in lead generation.

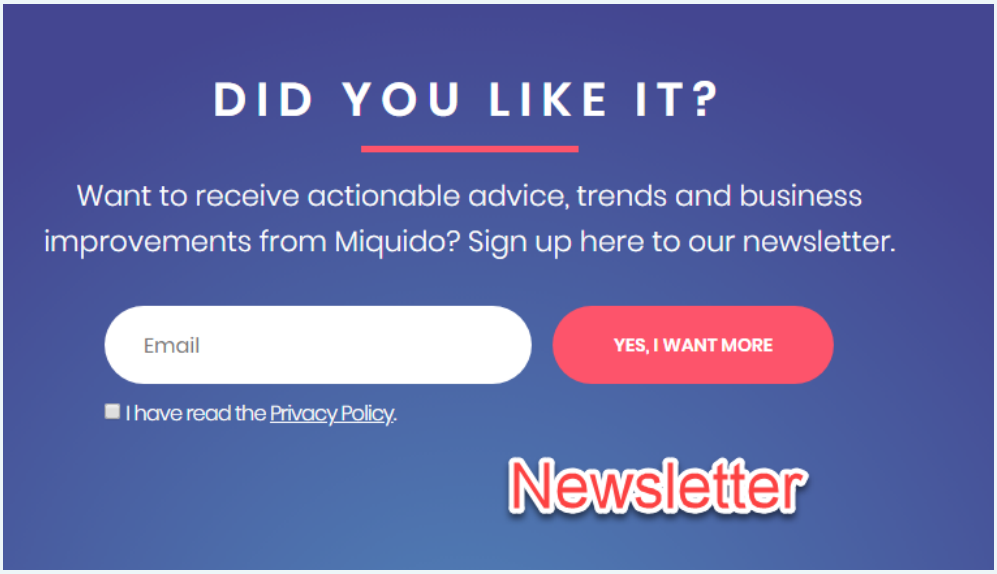
CONTENT MARKETING

Let's see if through its inbound content strategy Miquido is developing a system following the buyer journey.

- Awareness

At this stage, Miquido is keeping its blog up to date.

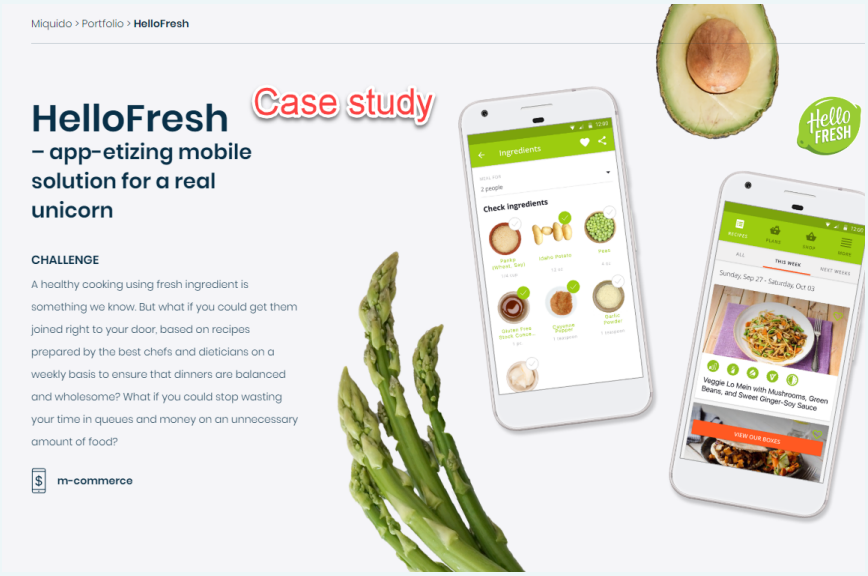
The articles are written by marketers, the head of sales, head of R&D. It all depends on the content of the article and the background needed to write it.



Some of the blog posts get Facebook interactions:

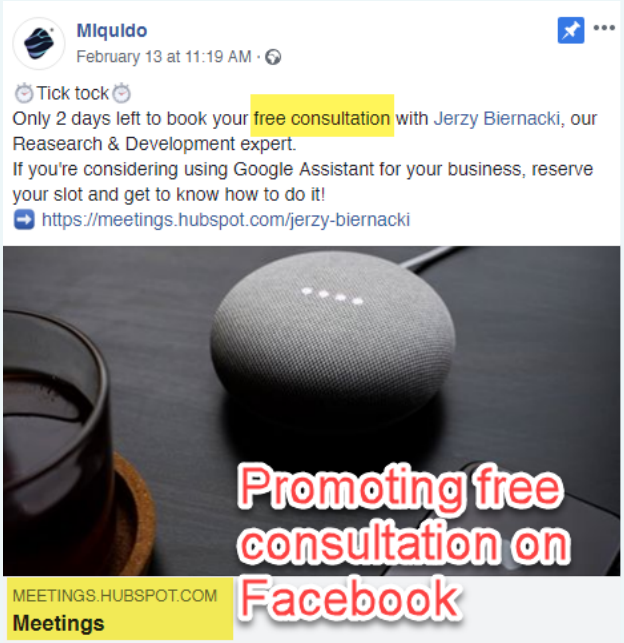
- Consideration

For those moving further than looking for information or doing research, case studies are written to prove expertise.

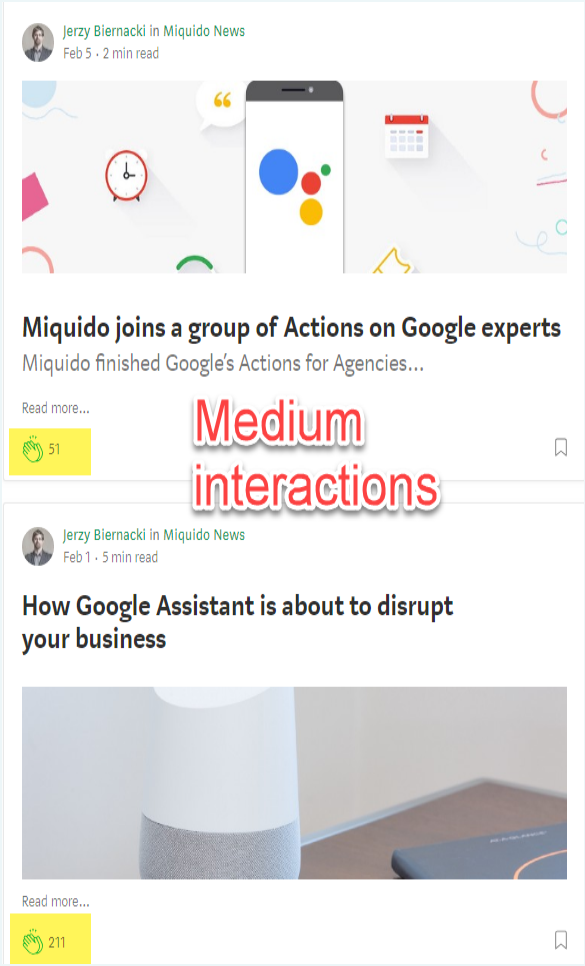


- Decision

For the decision part, the prospect can skip to filling up the contact form, or, from time to time, ask for a free consultation.



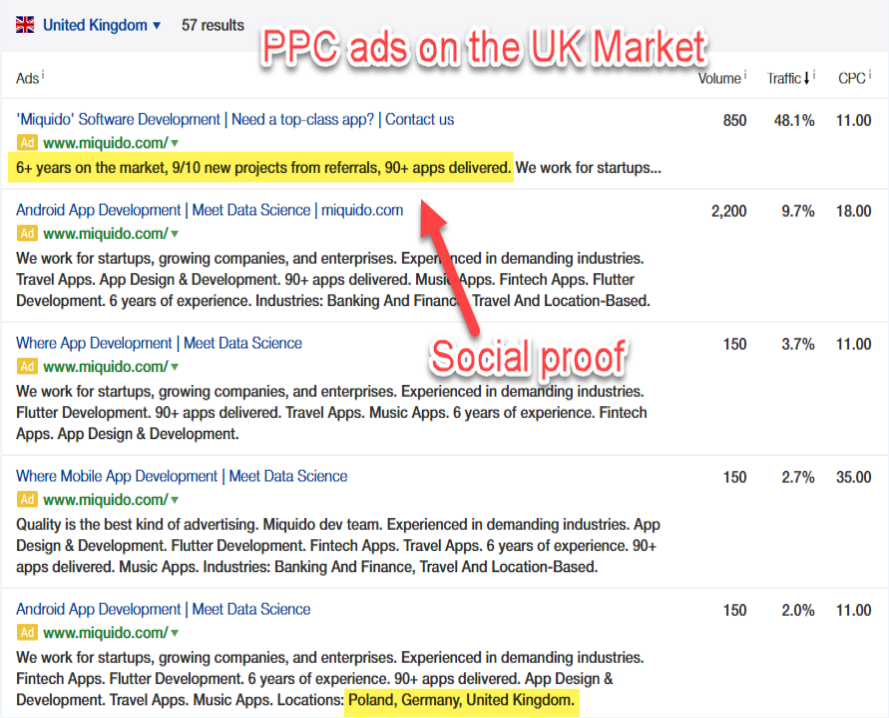
Some of the blogposts are also posted on Medium, where they get nice engagement.



PAID TRAFFIC ACQUISITION

Miquido has just started experimenting with paid ads, as per Spyfu.

The ads are targeting the British market.



The keywords relate to mobile app development (Android and iOS) and custom software development.

PPC keywords

Keyword	Ads	Volume	CPC	Traffic
software development apprenticeships	Ad	600	8.00	41.5%
android app development	Ad	2,200	18.00	9.7%
android app development software	Ad	250	14.00	6.6%
develop an app	Ad	150	11.00	3.7%
mobile app development london	Ad	150	35.00	2.7%
developing android apps	Ad	150	11.00	2.0%
software development environment	Ad	80	45.00	1.6%
custom software development	Ad	100	30.00	1.6%
waterfall software development	Ad	200	20.00	1.6%
stages of software development	Ad	100	–	1.4%
software development plan	Ad	70	8.00	1.4%
ios app development	Ad	500	25.00	1.4%

I haven't seen any display or remarketing ads yet.

MIQUIDO'S SOCIAL MEDIA PRESENCE

Customer expectations are now higher than ever. There's FOMO all-over the place (fear of missing out), everyone is in need of instant gratification.

In order to provide your stakeholders with an answer to their question, you must be wherever they are.

Now, let's see how Miquido is addressing social media interactions.

FACEBOOK

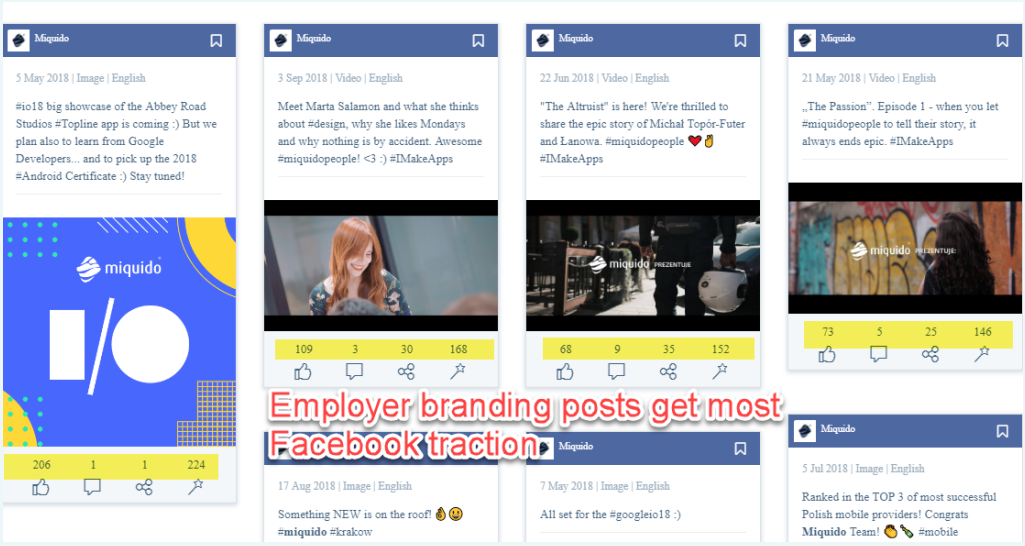
For Miquido, the Facebook profile is very much used for employer branding. No surprise there, because we've seen that they even have an in-house specialist dedicated to employer branding.

Video content (used for employer branding purposes) getting traction on Facebook

On a smaller scale, Miquido is promoting events and blog content on their Facebook page.

The Facebook posts get a lot of interactions, compared to what we've encountered so far.

The most popular post are the ones dealing with...you've guessed it, employer branding.

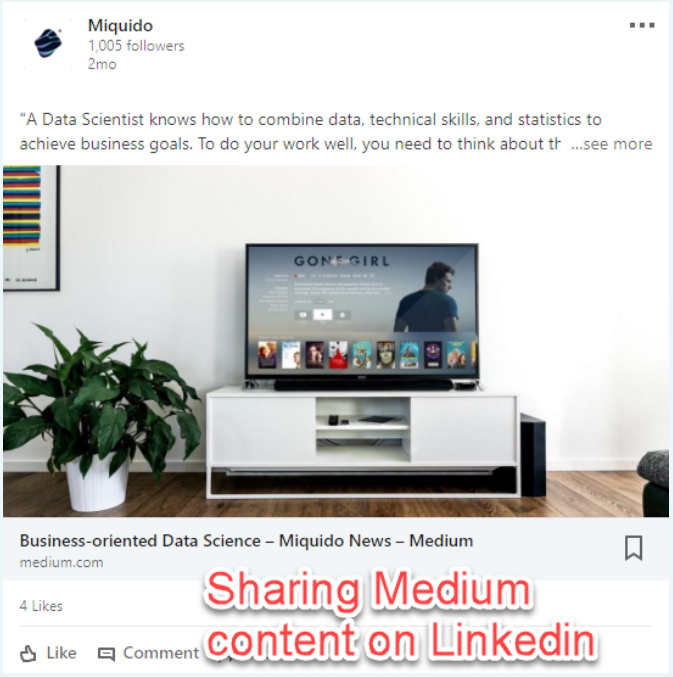


LINKEDIN

The LinkedIn account is not promoting the company's services, but broadcasting lots of news from the events they attend to, awards they receive.

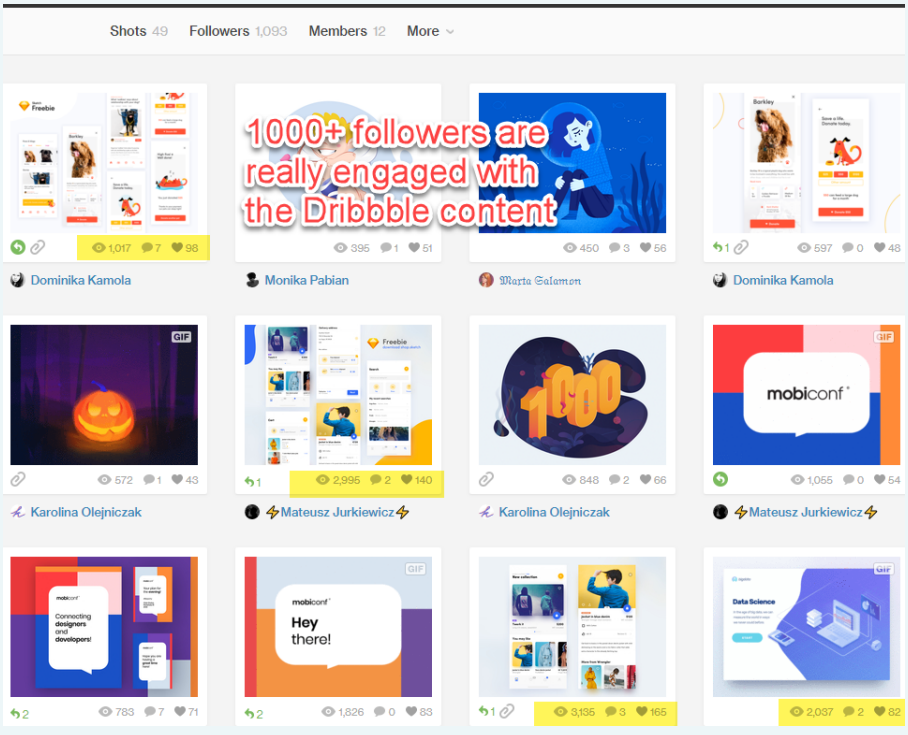
Events promotion can go two ways - building a brand in the eyes of potential clients or building employer branding.

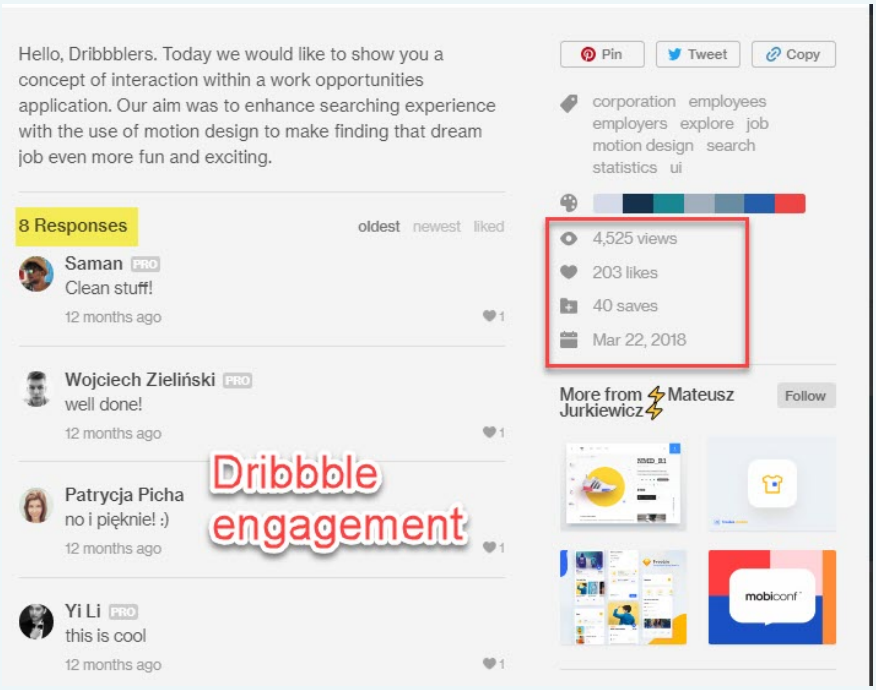
From time to time, the Medium content they create gets shared on LinkedIn.



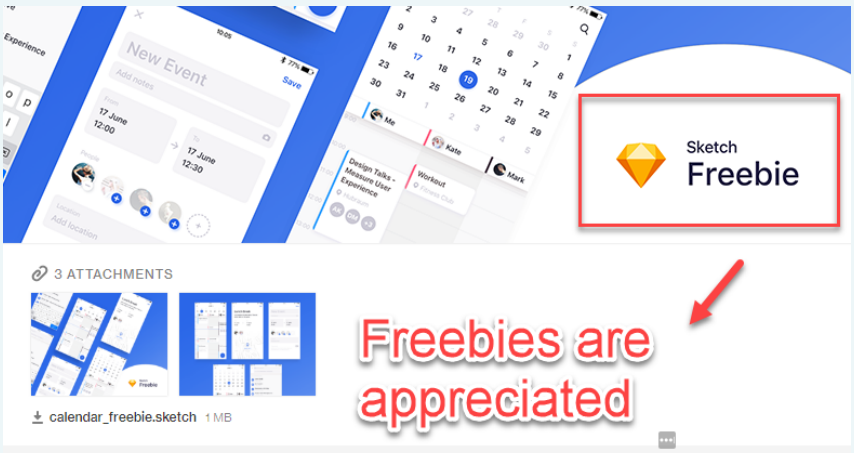
DRIBBBLE

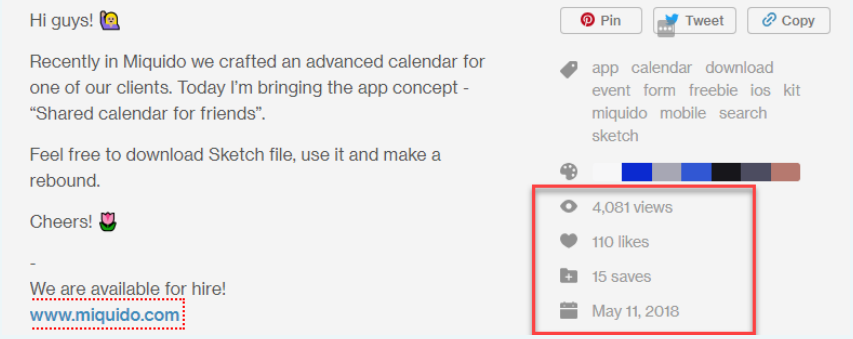
The Dribbble account is getting lots of interactions from 1000+ followers and other Dribbble users.





They are showcasing a lot of apps they've designed and also offering free resources. They are proving their excellent product design and UX skills.





MIQUIDO'S GROWTH STORY: WRAPING UP

So, which are this Miquido's main lessons for us?

- Conferences, workshops, hackathons seem to be the solution for a world that gets more in more digital, where **human interactions** get more and more treasured

- Being **all-in for events** means you open up to new audiences, audiences that can become future clients or future employees
- When you compete with other tens of IT companies for the same talent pool, you must be really smart about it. It's tough out there and you'd better choose your weapons carefully, have onboard even **employer branding** specialists

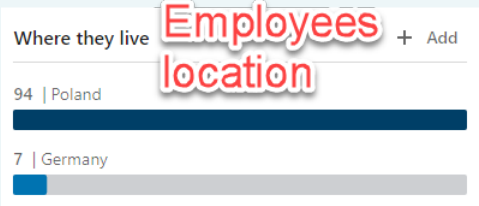
- Be there for your buyer persona across the **whole customer journey**: from awareness to consideration and decison, and make everything frictionless.

CHAPTER 19

CODETE: DIFFERENT BEATS BETTER IN TECH B2B MARKETING

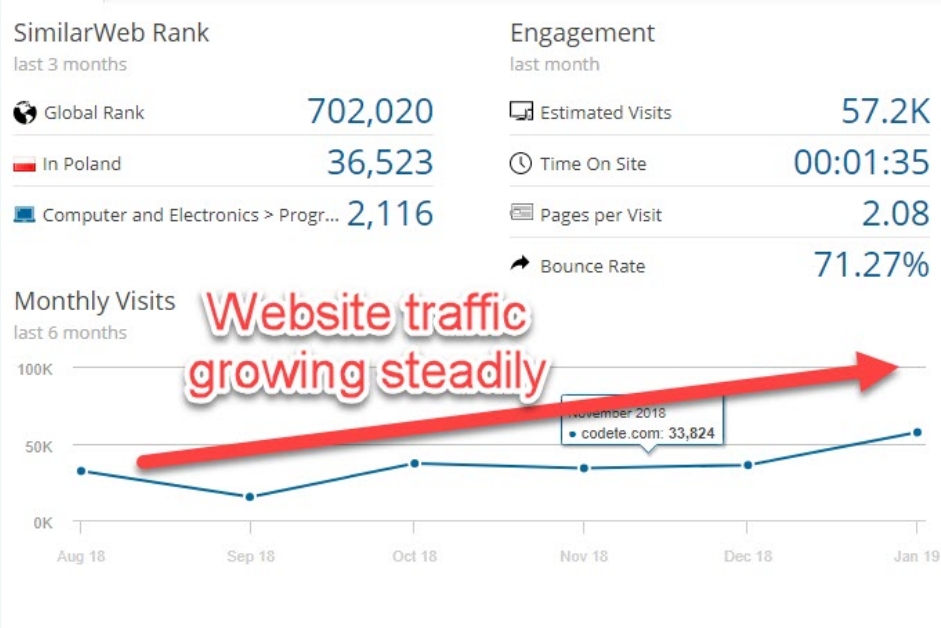
SHORT OVERVIEW

Based in Berlin, but with Polish roots, Codete is in really good company, working with KIA, Cisco, BMW, Porsche...



100+ employees are working in projects related to cloud computing, data science, IoT, machine learning, artificial intelligence, and big data, from various verticals.

With a portfolio of world-renowned clients, a continuously growing website traffic and being the host of a plethora of tech events, Codete is inspiring the Polish tech community.



That's why we had to find out what made Codete grow, how it's dealing with employer branding in a very competitive tech landscape and how it markets itself.

So, follow me while I tell you the Codete growth story.

Before jumping in, let me give you some hints of what's coming up next.

We'll discuss how Codete is coping with the tech talent shortage in Poland, how it is shaping the brand by getting involved in the community and how it is building its social media presence.

BRAND AWARENESS AT CODETE

Due to a dizzying array of media channels available, things seem to be getting out of control in terms of communication. Your stakeholders can speak of you on every channel in every corner of the world, and damage control is freaking hard now. It's like walking on thin ice.

How can you deal with all of it and come out unharmed?

How can you build a strong brand?

This is what we're trying to understand when analyzing Codete.

Curious about our findings?

EMPLOYER BRANDING AND HIRING

A company is only as good as its people.

Today's tech companies are trying to build a workspace that combines amusement and fun with professional and personal fulfillment.

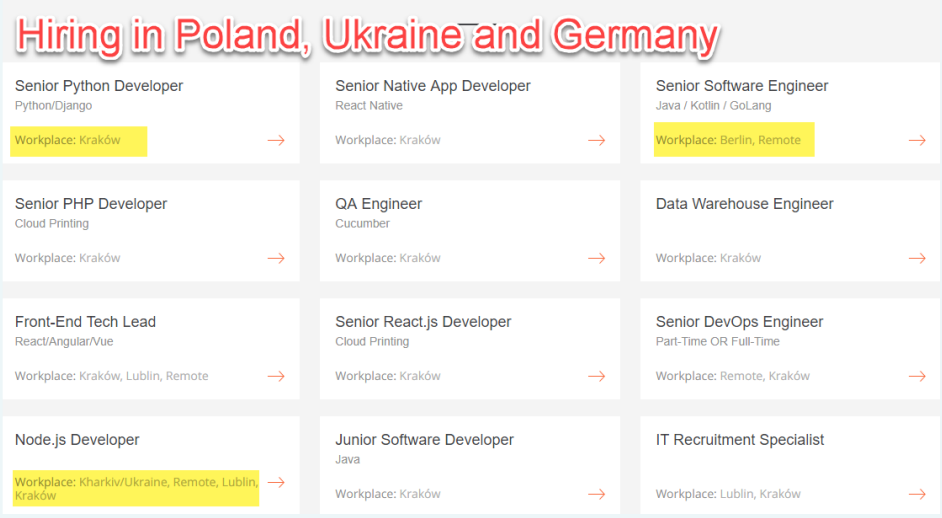
What about Codete?

"Team building is our fundamental value" - they say.

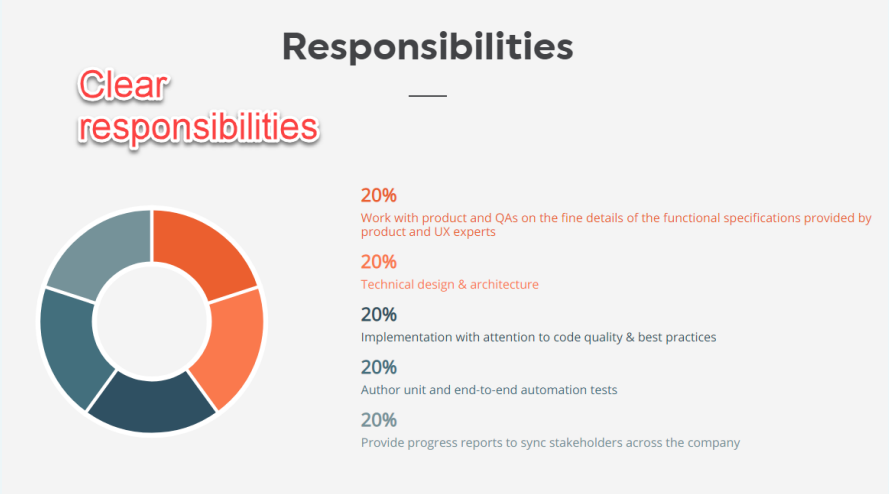
And throughout the social media messaging they're broadcasting this: from videos, photos, testimonials.

The benefits they offer refer to the company's values, personal development, health, and learning.

They've got a lot of engineer vacancies in Krakow, Lublin, Berlin, and Kharkiv.

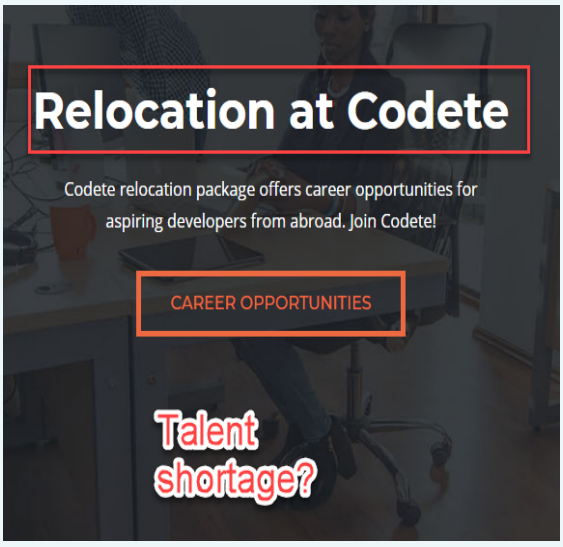


The job responsibilities are clearly stated, but the salary is not transparent, as we've encountered for most of the software development companies we've analyzed.

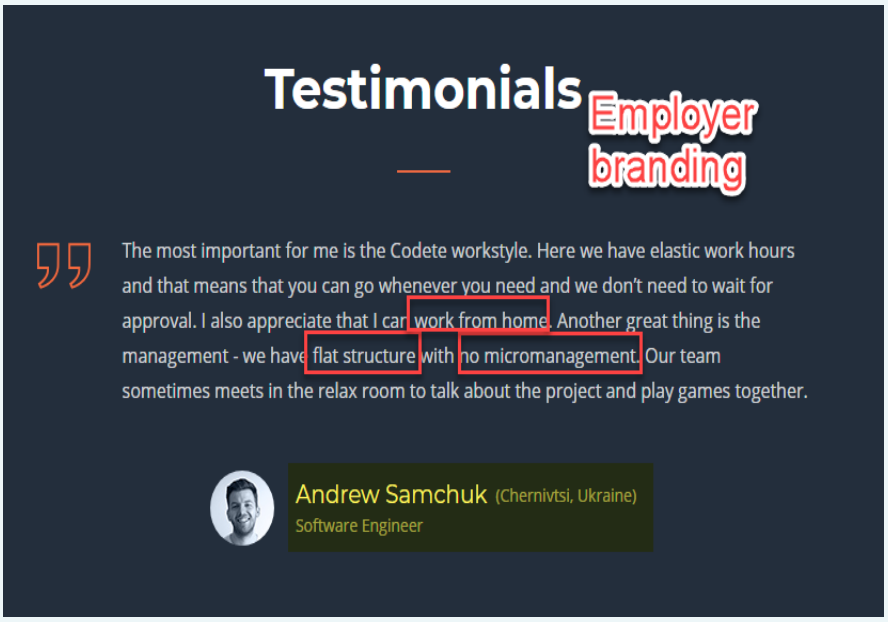


The thing that caught my eye when investigating whether Codete does any paid ads, is this ad:

and this is its landing page:



Codete is trying to attract tech talent from Ukraine and is offering a relocation package for the whole family if need be! (We've covered the tech Ukrainian talent market here, if you need the bigger picture). Some testimonials from non-Polish employees are used for social proof.



COMMUNITY BUILDING BY CODETE

The tech environment has become so cluttered. We've got salespeople, marketers, short content, long-form content, video content, social media messages, chatbots.

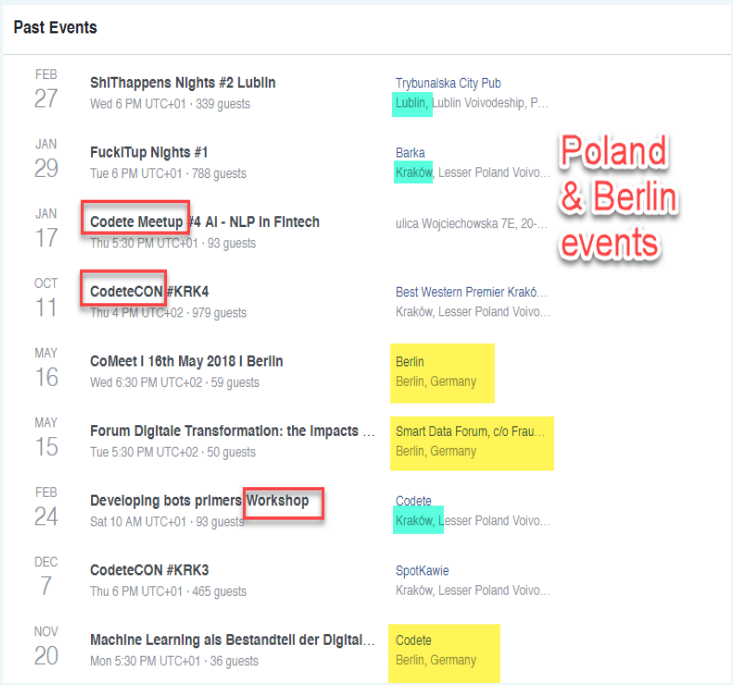
So, for the jaded consumers, events might just be the answer they've been looking for. So, what about Codete? Are they getting involved in the community by organizing events?

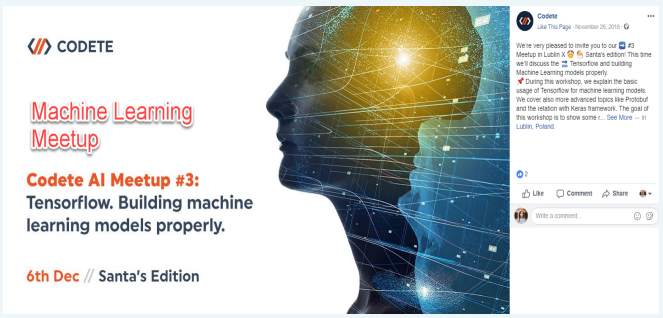
Hell, yeah! Check this out!

“CodeteCON is a 1-day technology conference dedicated to an IT community frequently organized in Krakow and Lublin.”

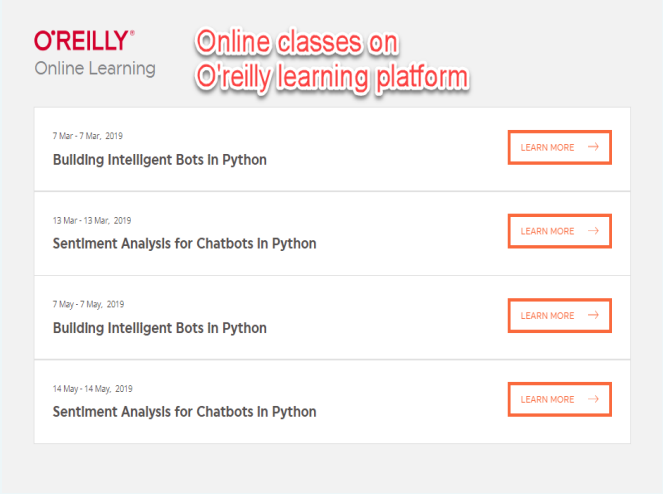
In November 2018 Krakow edition 300+ attendees have listened to speakers from Facebook, Deloitte, Blinkist, Capgemini Invent. How cool is that?

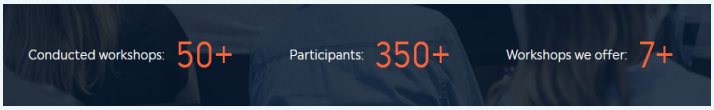
Free workshops, meetups...





Online classes on O'Reilly learning platform and paid workshops.





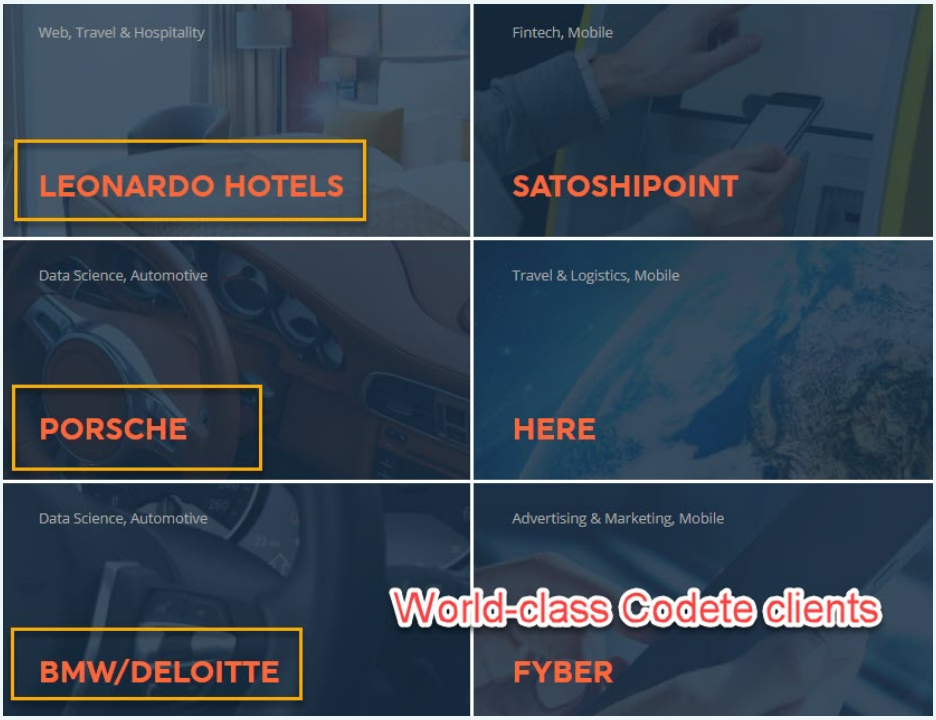
Another interesting thing I noticed is that the Codete front man is their CTO and co-founder, Karol Przystalski. He's everywhere, giving speeches, holding trainings. He's behind the Codete courses on the O'Reilly platform. He's making steps towards a strong personal brand, from what I notice.

CODETE'S WEBSITE

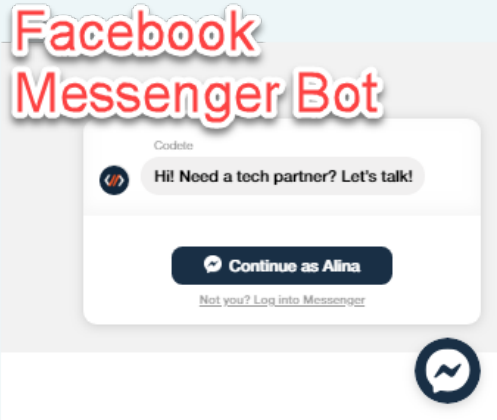
The layout of the website is simple, the navigation is intuitive.

The first thing that you see on the website is the list of clients, which are top-notch by the way.

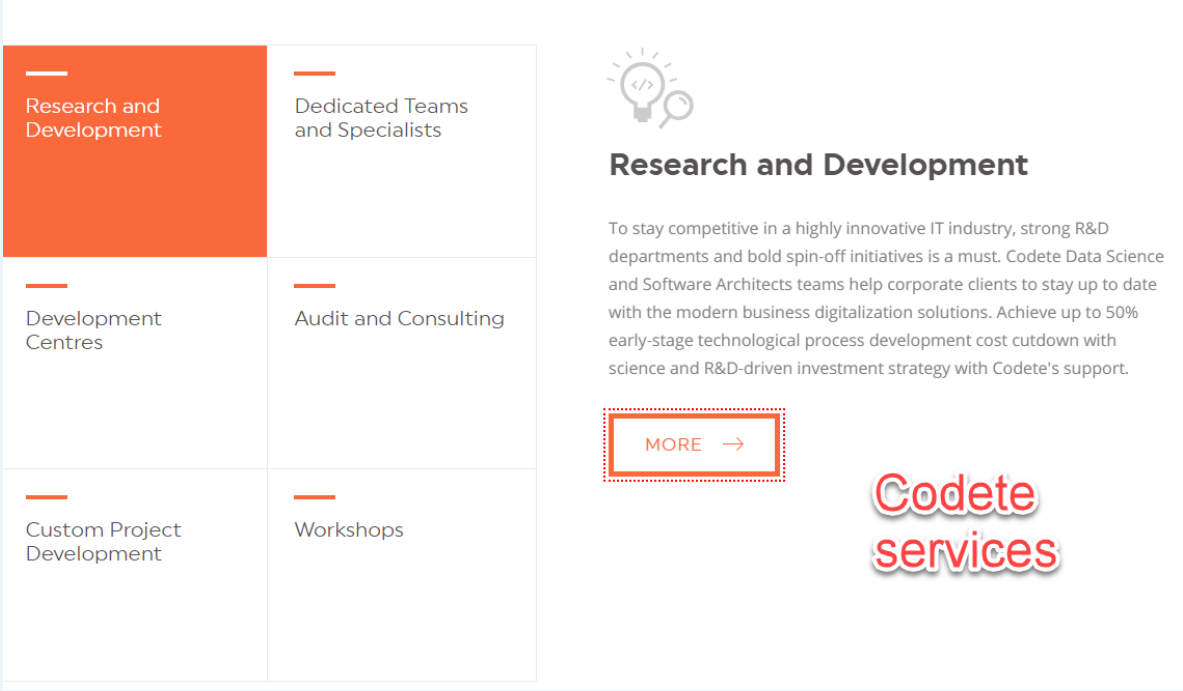
Is this making you trust the Codete expertise? Pretty much. And the short case studies are reinforcing this.



In terms of communicating with prospects they are using a contact form and a messenger bot.



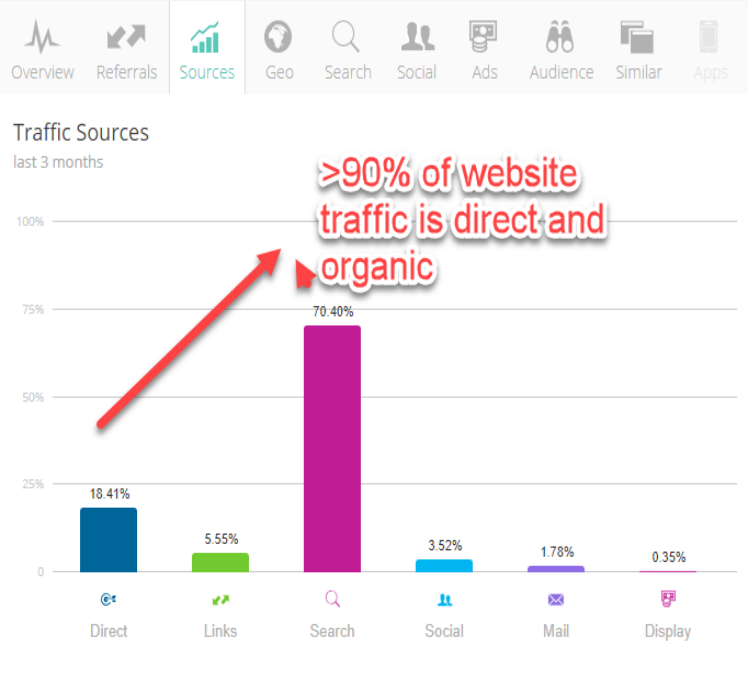
The services are as clear as possible.



So, no questions asked. Everything looks clear for a potential client.

CODETE'S TRAFFIC ACQUISITION

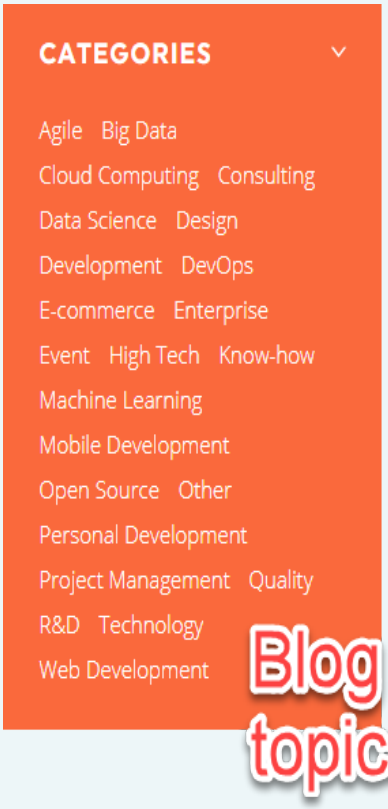
More than 90% of the desktop website traffic comes from direct and organic sources (according to Similarweb), out of which 70.4% of the traffic is organic (february 2019).



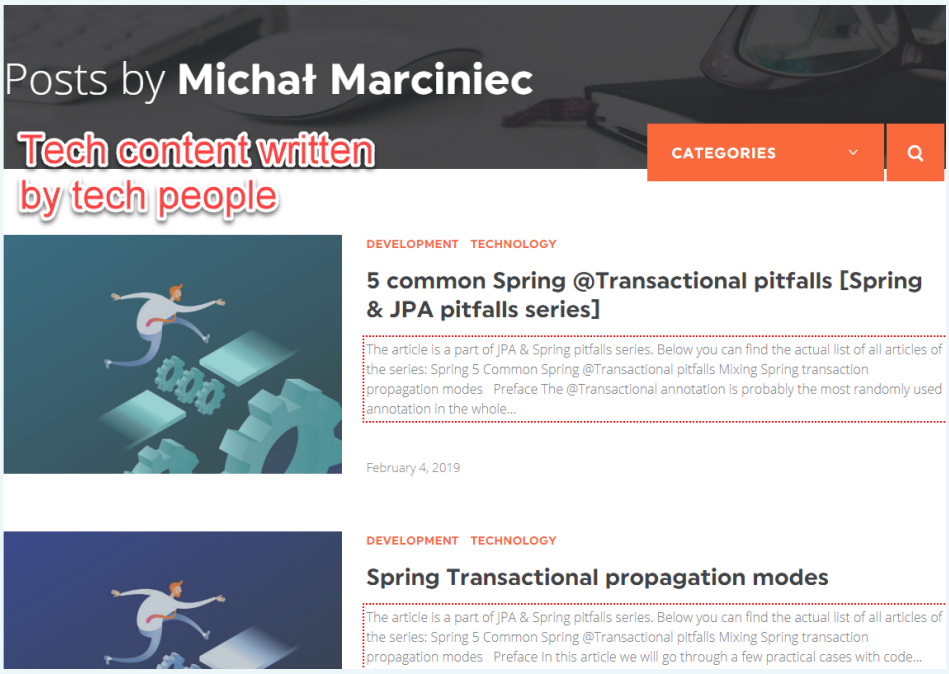
CONTENT MARKETING

The search traffic seems in its infancy, but there's clearly a focus.

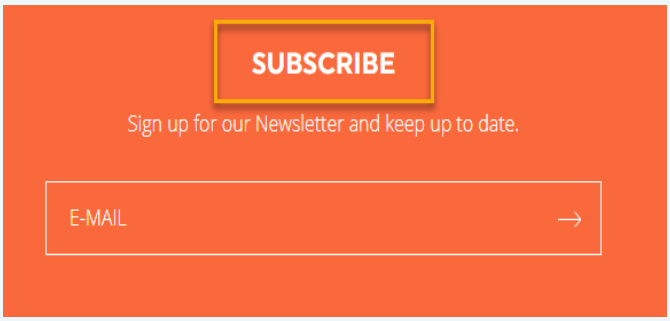
The blog is updated about 4-5 times a month, covering topics from software development, project management, cloud computing, machine learning to events.



The content is written by marketers, engineers or developers, HR people, depending on the subject.



A newsletter is being sent to subscribers.



For those personas entering the consideration phase of the buyer's journey, they can read case studies.

Or attend one of their events.

Now, looking more at some numbers, we see that the blog accrues most of the traffic, especially the more technical content, as we've already been used to.

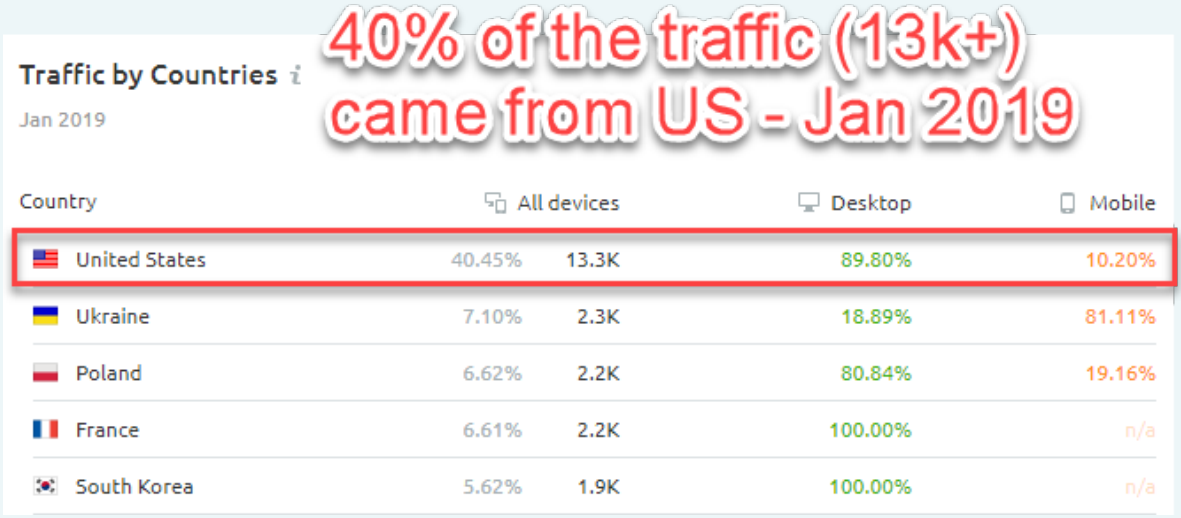
Top pages

#	Traffic ↓	Value	Keywords	RD	Page URL	Top keyword
1	193 94%	$15	680	6	codete.com/blog/java-8-java-11-quick-guide/	java 8 vs java 9
2	1.7 <1%	<$1	7	N/A	codete.com/blog/psr-7-immutability-streaminterfaces/	psr 7
3	1.5 <1%	<$1	16	N/A	codete.com/blog/offline-first-application-architecture/	offline first
4	1.5 <1%	<$1	5	N/A	codete.com/blog/spring-transaction-propagation-modes/	spring transaction propagation
5	1.0 <1%	<$1	2	0	codete.com/blog/private-state-javascript/bglog/	bglog

Look at this article From Java 8 to Java 11 - Quick Guide, it's bringing 94% of the organic traffic, even if it's been written in July 2018. And it's ranking for a lot of Java-related keywords.

Keyword	Volume	KD	Traffic	Position	
java 8 vs java 9	600	13	67	3	codete.com/blog/java-8-java-11-quick-guide/
java 9 vs java 8	300	22	31	3	codete.com/blog/java-8-java-11-quick-guide/
java 11 features	600	15	19	9	codete.com/blog/java-8-java-11-quick-guide/
java 7 vs java 8	800	3	15	11	codete.com/blog/java-8-java-11-quick-guide/
java 8 vs java 7	450	8	10	11 ↑4	codete.com/blog/java-8-java-11-quick-guide/
what's new in java 8	200	12	6	9 ↑9	codete.com/blog/java-8-java-11-quick-guide/
java 8 11	10	24	4.2	1	codete.com/blog/java-8-java-11-quick-guide/
difference between java 7 and java 8	350	2	3.3	15	codete.com/blog/java-8-java-11-quick-guide/
java 8 vs 9	30	15	3.1	3	codete.com/blog/java-8-java-11-quick-guide/
what is new in java 8	150	17	2.5	12 ↓1	codete.com/blog/java-8-java-11-quick-guide/
what is java 8	150	17	2.4	12	codete.com/blog/java-8-java-11-quick-guide/
java version 8.0	500	68	2.0	18	codete.com/blog/java-8-java-11-quick-guide/
what is new in java 9	150	28	1.8	13 ↑4	codete.com/blog/java-8-java-11-quick-guide/
whats new in java 8	80	12	1.6	11 ↓2	codete.com/blog/java-8-java-11-quick-guide/

Most of the traffic comes from US.

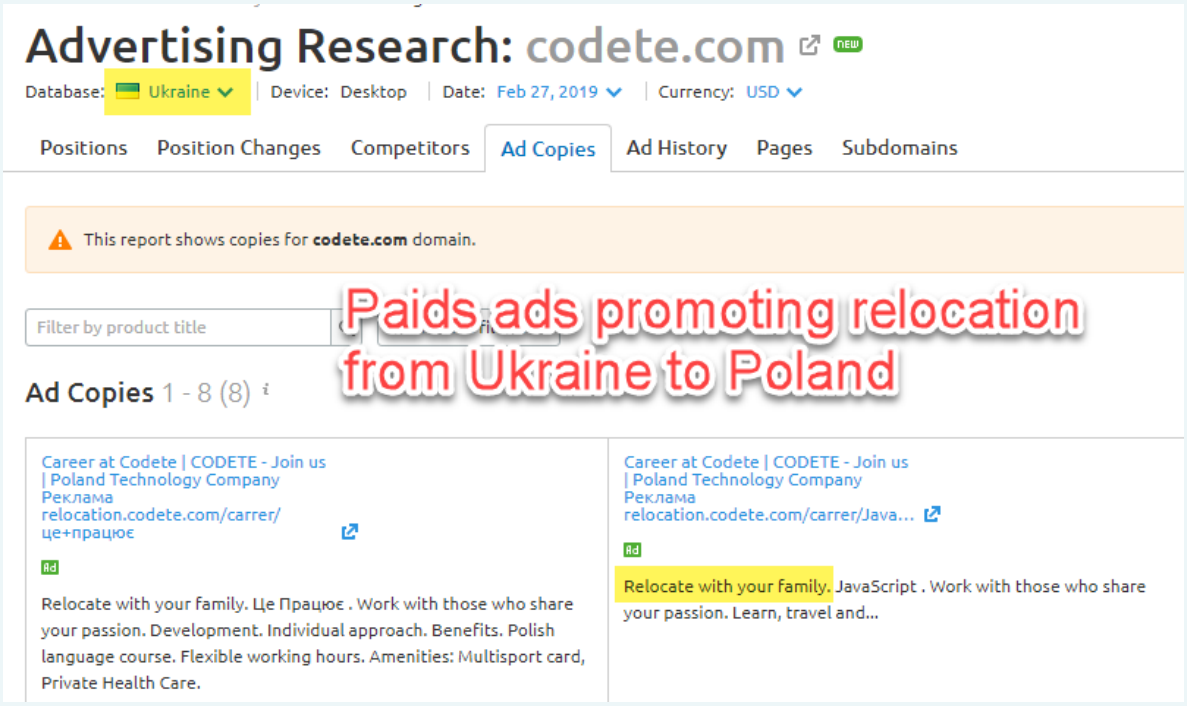


Country	All devices		Desktop	Mobile
United States	40.45%	13.3K	89.80%	10.20%
Ukraine	7.10%	2.3K	18.89%	81.11%
Poland	6.62%	2.2K	80.84%	19.16%
France	6.61%	2.2K	100.00%	n/a
South Korea	5.62%	1.9K	100.00%	n/a

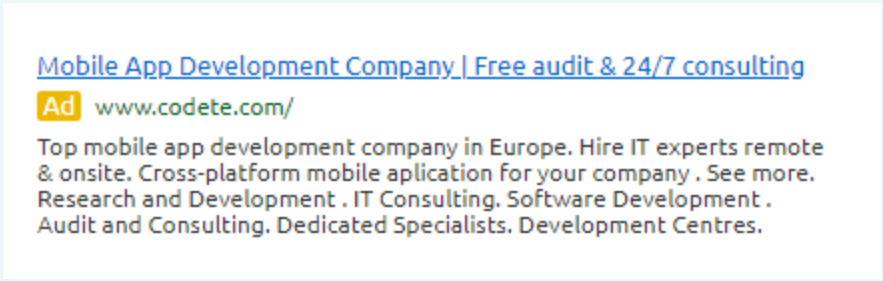
Interestingly enough, 7% of the traffic comes from Ukraine, I'm assuming it's because of the hiring ads they made. Because in terms of clients, the main markets for Codete are USA, Austria,Germany, Switzerland, and Scandinavia.

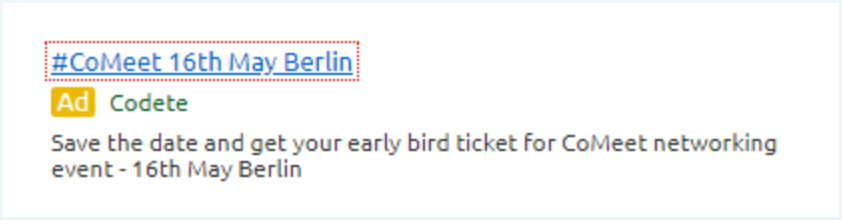
PAID TRAFFIC ACQUISITION

As I've mentioned before, Codete used paid search ads to attract potential employees from Ukraine.

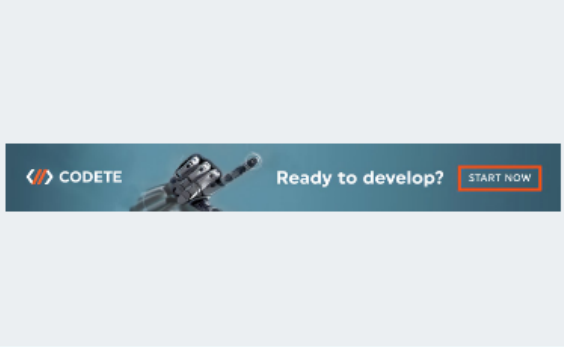


Also, search ads are being used to promote Codete or meetups Codete attends to.

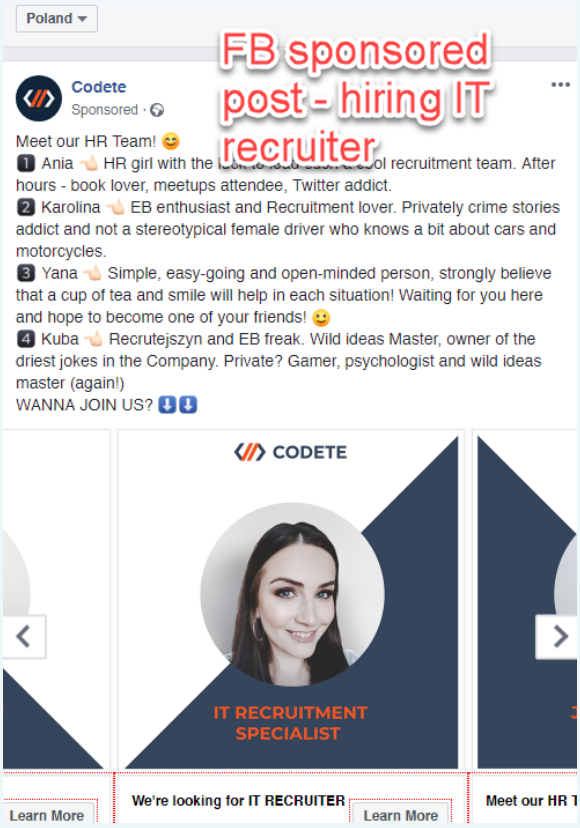




These are some display ads they use. Might be for remarketing.



In terms of Facebook ads, it seems hiring is still the focus.



CODETE'S SOCIAL MEDIA PRESENCE

Now, almost everyone has built at least one profile on a social media platform. So, as long as your potential clients are active in social media, you should be there too. And that's that.

So, what is doing Codete about it? Let's find out.

FACEBOOK

For Codete, the Facebook profile is very much used for the hiring process. It seems this is their biggest challenge right now.

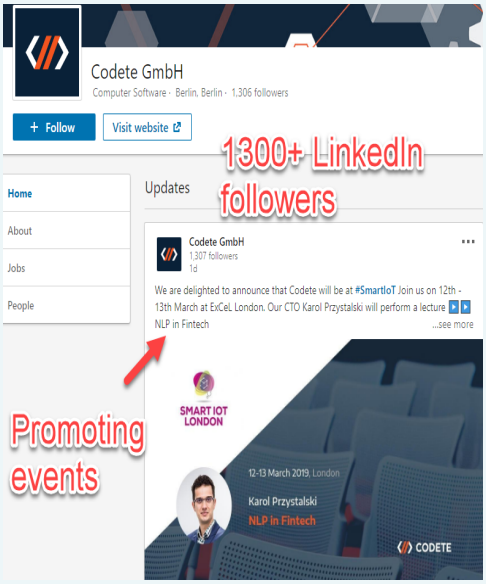
On a lot smaller scale, Codete is promoting events and blog content on their Facebook page.

The second Codete gets a nomination, award or PR mention, the news end up on Facebook as social proof for future clients.

LINKEDIN

The LinkedIn account is not promoting the company's services, but broadcasting news about events they organize or go to.

Also, hiring opportunities are listed, and blog articles are being shared.



No opportunity is missed to talk about awards, nominations, celebrations:

CODETE'S GROWTH STORY: WRAPING UP

So, which is the most important takeaway for this chapter?

- Brands use **live events** because they are an excellent channel to create experiences for potential employees and clients.

- Marketers nowadays realize that the power of **face-to-face marketing can go hand in hand with digital tactics**. Codete understands this really well and takes event organizing to a whole new level, from organizing its own conference, to building workshops or hosting meetups.

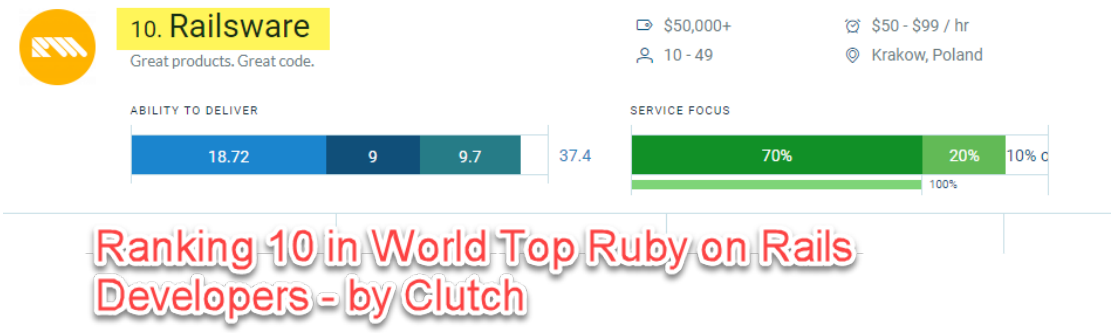
CHAPTER 20

RAILSWARE B2B MARLETING OR HOW TO GET CLIENTS LIKE CALENDLY OR SENDGRID

INTRO

Railsware, the Kyiv born software development and consulting company, never settles for less. No less than 90+ successful projects delivered to companies in Europe or the US, from startup companies to top-notch companies like Sendgrid or Calendly.

Let’s not forget a nice 10 place in World Top Ruby on Rails Developers - by Clutch.



From opening new offices in Krakow and Dubai, to designing its own products, Railsware is always asking for more.

INTRO

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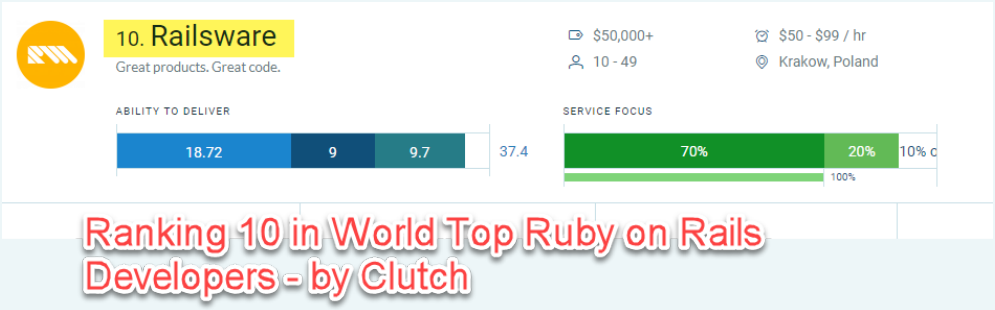


From opening new offices in Krakow and Dubai, to designing its own products, Railsware is always asking for more.

RAILSWARE - SHORT OVERVIEW

Outsourcing is a type of business that can't scale too much. The growth is brought in by growing the team size or increasing productivity. But the growth is limited.

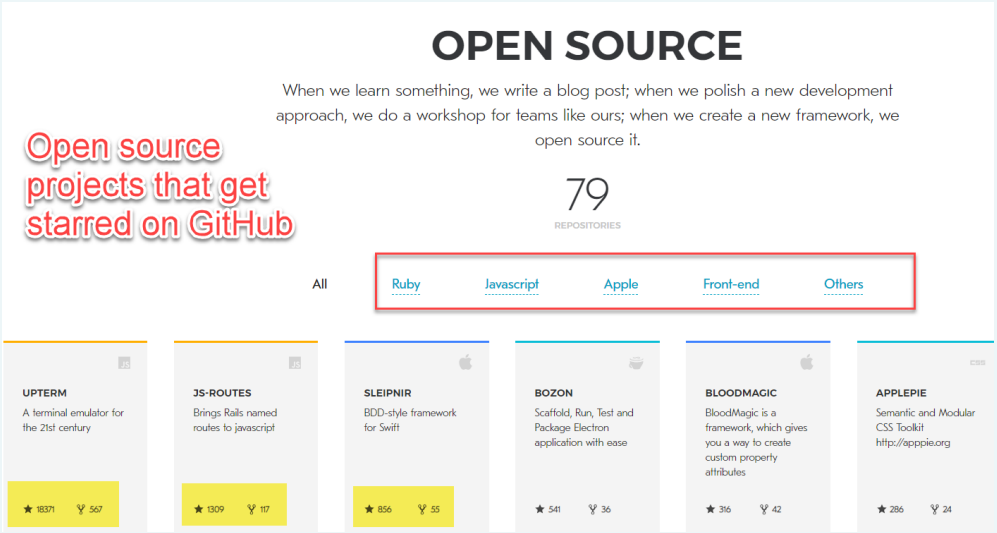
On the other hand, when you develop your own product, now we can better talk about growth. With the proper sales and marketing strategies, things can scale...a lot.

So, there's a new trend emerging among IT Outsourcing companies: developing their own products and moving beyond the outsourcing stereotype.

Besides having developed 90+ software development projects, Railsware is also developing its own products, Mailtrap being its most successful one.

With Mailtrap, testers and developers can send all the pre-production environment email via a fake Mailtrap SMTP server.

Railsware is also promoting open-source. Just look at their GitHub repos:



“When we create a framework, we open source it” - nice mission.

Now, let’s see what former Railsware clients have to say about their interactions with this software consulting company. It seems that the strengths of the company lay in its:

- Engineers, which are full-stack developers
- Project management expertise
- Ability to deliver high-quality services and products
- Innovative approach
- Effectiveness and adaptability, being able to meet deadlines and budgets

Next, in this chapter, we will understand that the proper inbound marketing strategy can bring you lots of qualified traffic. Also, by going offline a bit, interacting with your stakeholders live, you can build a better brand.

So, follow me in unfolding Railsware’s growth story.

BRAND AWARENESS AT RAILSWARE

Due to a dizzying array of media channels available, things seem to be getting out of control in terms of communication. Your stakeholders can speak of you on every channel in every corner of the world, and damage control is freaking hard now. It's like walking on thin ice.

How can you deal with all of it and come out unharmed?

How can you build a strong brand?

This is what we're trying to understand when analyzing Codete.

Curious about our findings?

EMPLOYER BRANDING AND HIRING

The questions that arise here are:

- How do tech companies build a fulfilling work environment?
- How do they retain and attract the best employee talent?
- How do they foster collaboration among employees?

For Railsware, beside the employee benefits we are already used with in the industry, they are offering something new in terms of organizational structure.

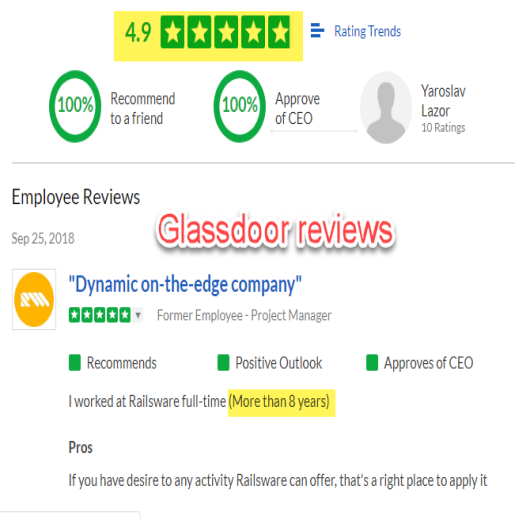
Say hello to the holacracy, the flat management system. Feedback and sharing knowledge are part of the company culture. Getting involved in content writing and developing open source projects are really valued.

How are decisions made in this holacracy? According to the aforementioned blog post, the flow is the following:

- Gathering employees' individual feedback on top-3 "GOODs about the company" and top-3 "IMPROVEs about the company".
- Verifying the feedback in groups, then choosing top-5 "GOOD" and top-5 "IMPROVE" group points
- Points classification
- Prioritizing each point via team voting
- Adding the priorities to the company map

Now, let's move on a bit and let's find out what former employees are saying about the company on Glassdoor. It seems that the company is dynamic, the environment is cozy, you can learn a lot, but there can be a good amount of pressure, depending on the project.

Overall, the reviews add up to a score of 4.9, which is really good.



A lot of content on social media is used to build employer branding, from video to images. They're all portraying a family-like company where awesome things are built.

COMMUNITY BUILDING BY CODETE

Railsware is also involved in the community, just like the other Krakow fellows we've analyzed, Codete and Miquido.

From sponsoring Ruby meetups, to co-organizing conference tracks, Railsware does not shy away from building live meaningful experiences.

The events they sponsor or organize are held in Poland, but Ukraine as well.

What we'll do

Hello Ruby enthusiasts! We're back!

This time, we will have three great technical talks!

Sponsoring Ruby meetups

railsware • Follow

railsware Our Community Manager @anastasiia_v_a will be moderating the Business stream at ITEM conference this weekend. Join Railsware team in a discussion of the future of service companies, the importance of internet marketing, and communication as a sales tool.
It will be noteworthy 💥
#railswareatitem #item2018 #railsware #Railswarians #conference #networking #Dnipro #itbusiness #scene #mainstage #businessttack

Involved in organizing conferences

22 likes

OCTOBER 12, 2018

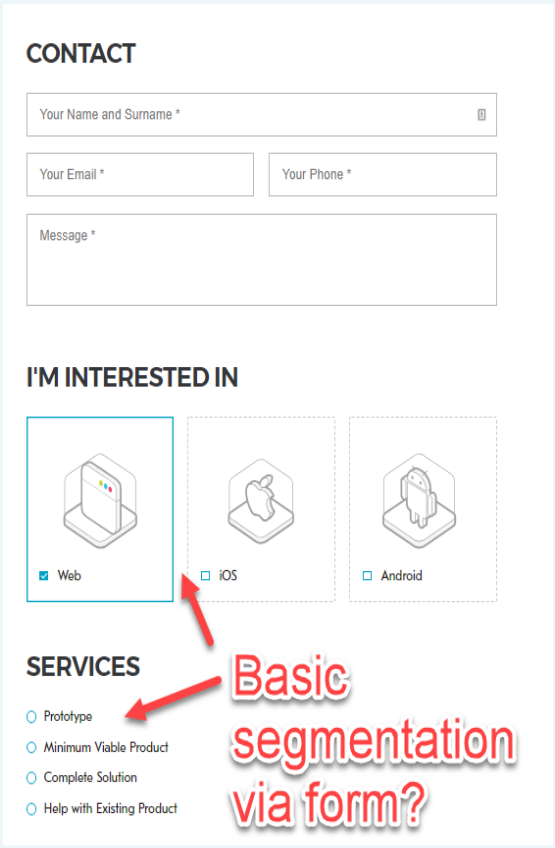
Log in to like or comment.

.

RAILSWARE'S WEBSITE

The layout of the website is simple and easy to navigate. Important pages are not hidden too deeply within the information architecture. Vital information is shown above the fold: case studies and testimonials as social proof, the call to action.

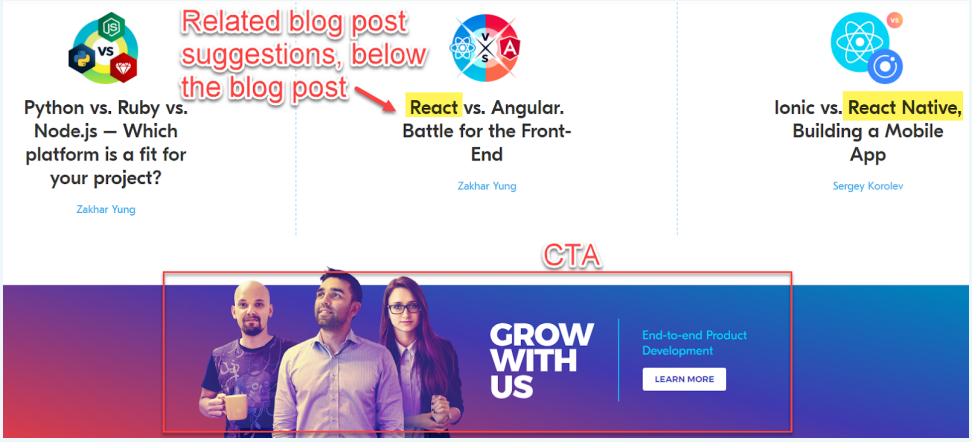
The contact form does not seem to have useless fields.



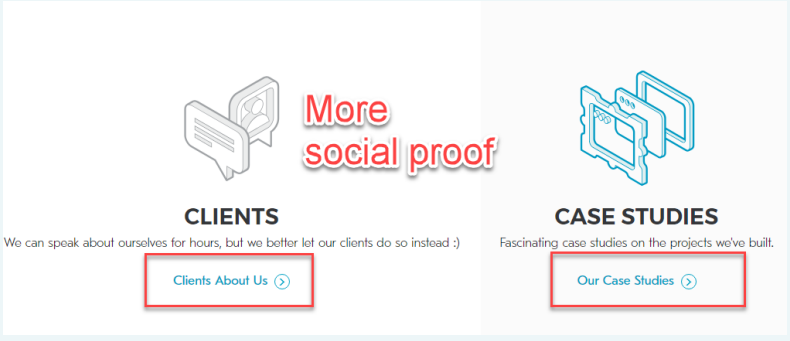
The user journey flows consistently.

For example, when a visitor reads a blog post, at the end of it, it gets guided to another blog post or can go down the funnel, through clicking on the Call to Action.

This will get him on a landing page that has the purpose of converting the visitor into a prospect.



The landing pages feature social proof items, case studies, testimonials.



What seems to be missing is a visible above the fold CTA. The “HIRE US” CTA is too small.

RAILSWARE'S TRAFFIC ACQUISITION

95%+ of the desktop website traffic comes from direct and search sources (according to Similarweb).

In terms of direct traffic, I'm assuming the 22% visitors landed on the website, following actions such as:

- Community events (meetups, conferences) where they promote their website.
- No UTM tracking added to their links
- People typing in the website or going to their website via a bookmark
- Privacy and security plugins in users' browsers, thus more traffic is stripped from the "referrer" header, showing up as direct.
- A part of mobile traffic often gets marked as direct

When the search traffic is this high (70%+) is quite clear that some inbound marketing strategies are being designed.

Let's check them out.

CONTENT MARKETING

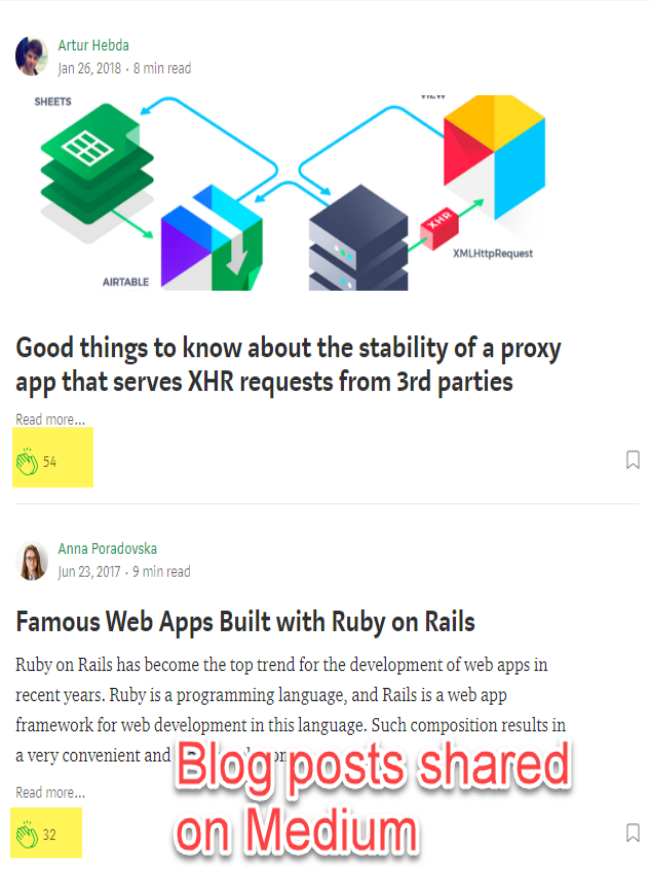
So, what does the 70% search traffic mean? It tells us that buyers are actively seeking out a solution to a pain or problem, and are managing to find the answers on the Railsware website.

For content marketers, this means there should be website content (blog articles, videos, case studies and other long-form types of content) that can fulfill the visitors' needs.

Now, following the customer journey, what kind of content does Railsware develop in order to solve for the visitors' problems?

Railsware is consistently writing tech content(and not only) on the blog. They have two dedicated content writers for this!

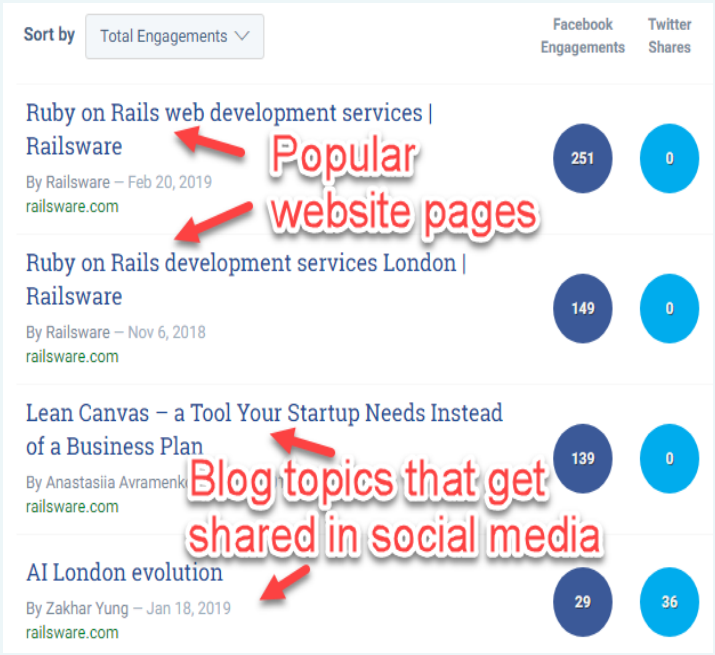
Some of the blog posts are also posted on Medium, so they're opening up to new audiences too.



For those visitors that have finished their research and are ready for more info, case studies are built to bring more proof of the company's tech expertise.

Also, video testimonials are showcased.

Now, in terms of social media popularity, according to Buzzsumo we see that not only blog articles get traction, but also website pages that deal with services.



In terms of traffic, according to Ahrefs, these are the most popular pages:

Top pages by traffic

#	Traffic		Page URL
1	488	12%	railsware.com/blog/2018/06/13/python-vs-ruby-vs-node-js-which-platform-is-a-fit-for-your-project/
2	348	9%	railsware.com/blog/2014/08/11/git-housekeeping-tutorial-clean-up-outdated-branches-in-local-and-remote-repositories/
3	251	6%	railsware.com/blog/2018/08/09/best-libraries-and-tools-to-start-off-with-machine-learning-and-ai/
4	241	6%	railsware.com/blog/2018/09/26/ionic-vs-react-native-building-a-mobile-app/
5	219	6%	railsware.com/blog/2018/09/11/what-is-node-js-used-for/
6	213	5%	railsware.com/blog/2017/11/09/best-books-to-learn-ruby-on-rails/
7	202	5%	railsware.com/blog/2019/02/07/best-examples-of-react-native-apps/
8	179	5%	railsware.com/blog/2018/12/07/heroku-vs-aws-which-paas-hosting-to-choose/
9	175	4%	railsware.com/blog/2017/11/23/best-node-js-books-to-master-the-technology/
10	133	3%	railsware.com/blog/2017/06/23/famous-web-apps-built-with-ruby-on-rails/

No surprise here, the blog content is getting most of the traffic. It's because it's providing an answer to some pain/problems of the visitors. The top organic keywords, ranking on the first page, deal with tech topics: machine learning, programming languages, and frameworks.

Top organic keywords

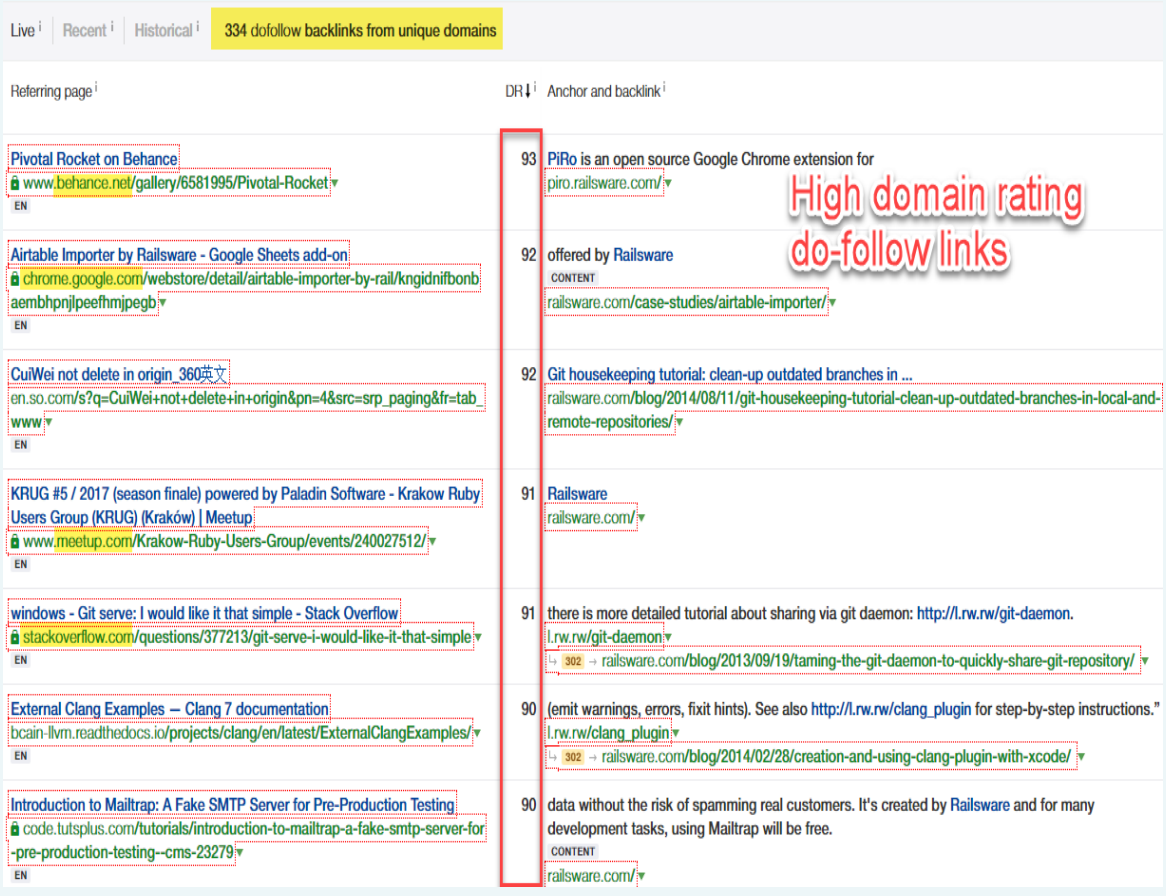
7,307 | 1,289 | 774

Keyword	KD	CPC	Traffic	Position
machine learning libraries	51	4.50	136	1
heroku vs aws	3	11.00	124	4 ↑4
what is node.js used for	22	8.00	106	5 ↑1
ionic vs react native	4	–	97	4
ruby apps	66	9.00	97	1
react native vs ionic	4	–	92	4
git prune	1	6.00	89	5 ↑1
what is node js used for	30	4.50	72	5 ↑1
ruby yield	2	–	60	8 ↑5
react native example	8	–	58	4 ↑1
git prune local branches	3	–	57	3
machine learning library	51	14.00	48	3
react native book	5	–	45	1 ↑2

It seems the team is working really hard to land articles on the first page. We've got 230+ page 1 keywords, and another 160 waiting in the queue (as per Spyfu).

And the organic traffic is on the rise, for a while.

But let's not forget that having good quality content ain't enough for getting a good rank. Backlinks are a must. And Railsware receives a lot of them. Check this out: do-follow links from domains with ratings above 70, like: Behance, Stackoverflow, Meetup.com, Chrome.google.com (because they've built an add-on for Google sheets - cool trick, right?)



RAILSWARE'S SOCIAL MEDIA PRESENCE

We all understand that for a business it's essential to be wherever the clients are. And the vast majority of potential clients have at least one social profile.

On the other hand, from the SEO perspective, social media signals are taken into consideration when ranking on Google or Bing. So links published on a company's social profile can improve the website's search engine rankings and increase traffic.

So, moving forward in our story, we'll peek into Railsware's social media strategies.

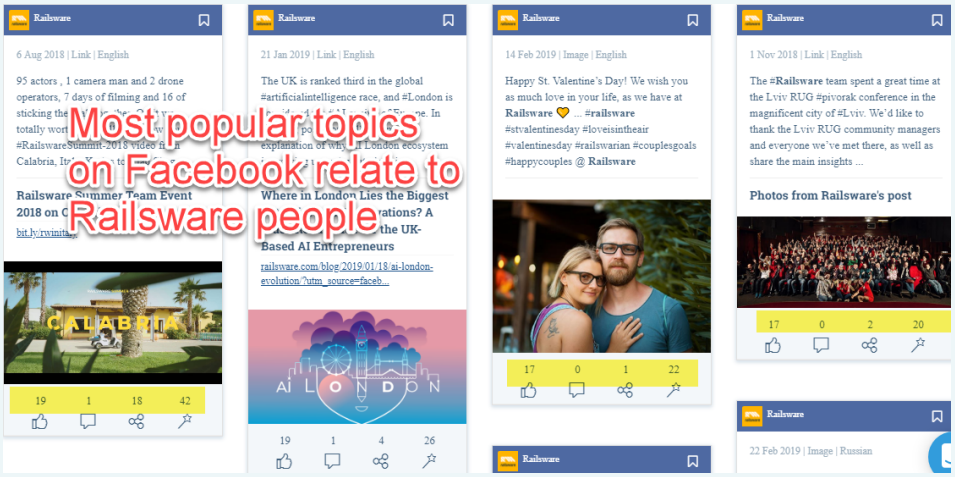
FACEBOOK

For Railsware, the Facebook profile is very much used for employer branding and hiring. Jobs are being posted.

The company culture is depicted as one where employees feel like home, where celebrations are a must. It's not just hard work, but also play.

Railsware is also promoting events and blog content on their Facebook page.

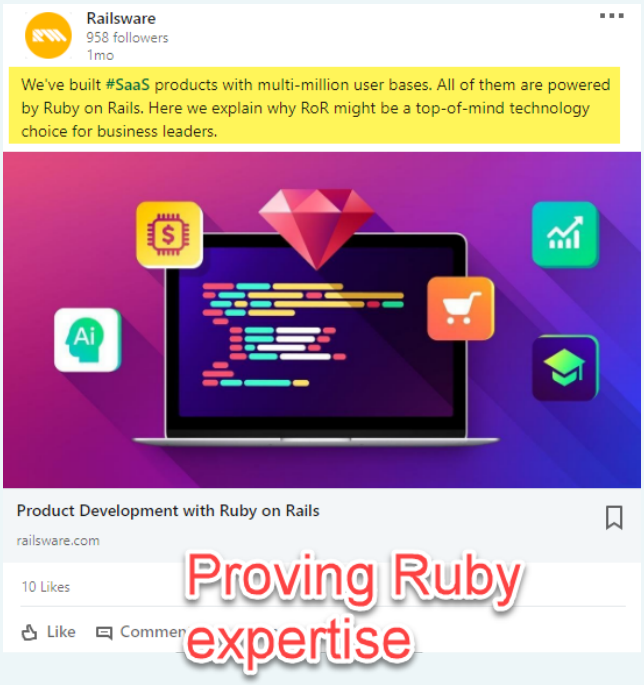
The most popular Facebook posts are employer branding related.



LINKEDIN

The content published on LinkedIn has two aims: hiring and providing expertise in the community, with the final purpose of getting more clients.

That's why they promote events they attend to, blog posts they release.



One thing is for sure, without going offline and having human connections with stakeholders it's impossible to grow a tech business.

Being an important member of the tech community is a must, and a business should not lose the opportunity to “shout” this on every social media channel, for different audiences.

TWITTER

On Twitter, the employer branding issue is not really the focus. The tweets promote events Railsware attends or organizes, articles they’ve published and career opportunities.

They also held a Twitter contest around Mailtrap.

DRIBBBLE

The Dribbble account is getting pretty nice engagement from 3000+ followers.

They are showcasing Ruby products they've designed and also illustrations for their blog posts (quite interesting I'd say).

RAILSWARE'S GROWTH STORY: WRAPING UP

Now, let me tell you my takeaways from this chapter:

- People nowadays don't like to be sold, they want to be offered solutions to their problems. **Inbound marketing** can provide the answer, and it goes to ways: building long-lasting relationships and increasing website ranking in search engines.

- **Live experiences**, offline connections are a must in this digitized world. From meetups to organizing conferences, you gotta be there

- **Building projects and releasing them out in the open for free** can get you in front of a whole new audience

- Building one's **own product** can help a business scale up and diminish business risk, because you no longer depend on certain projects, you can have a monthly recurring revenue baseline

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CHAPTER 21

TAKEAWAYS: STRATEGIES OF KRAKOW'S SOFTWARE HOUSES

On the long-term, trying to find **new business models** from **developing one's own product**, might be the best choice. Simply put, outsourcing does not scale. Companies such as Railsware (see Mailtrap) try to move the outsourcing stereotype having more like a SaaS approach. This comes natural, when you have 5+ years history of product development, right?

The power of open-source: you can open up to a whole new audience. Railsware seems to be good at it.

Embrace other types of management. Railsware just went for holacracy, a structure where every employee is involved in the decision-making process.

Be **all-in for events**: from hackathons (the case for Miquido), meetups and workshops (Codete), conferences (Miquido is organizing Mobiconf), be where your stakeholders are: future employees and clients. Don't forget that real-life connections are really valuable.

Scarce talent pool? Go abroad and hire. As projects come pouring in, why not? (Codete is offering relocation packages for developers from Ukraine).

Employer branding - take it to a whole new level when competition is fierce. Hire an employer branding specialist if need be, like in the Miquido case.

CHAPTER 22

CONCLUSIONS

Develop blog posts with SEO in mind

Netguru increased 20 times its organic traffic in 2 years.

Involve developers in content writing

80% of SoftwareMill's employees are involved in content writing.

Organic keyword clusters that we've identified

- programming languages being compared: ruby vs php, django vs flask, node vs python, kotlin vs java, vue vs react etc
- other technical content: machine learning, IoT, blockchain...
- project management themes
- outsourcing subjects

Repurpose content

For Slideshare (like Divante or Monterail), Youtube (Merixstudio)

Open up to new audiences - use Medium

SoftwareMill managed to have high engagement on its Medium blog.

Build shoulder partnerships

Netguru & Brinc Accelerator & Indiegogo partner with Poznan Hardware Hub, a hardware house specialized in designing for mass production (industrial design, prototyping).

SoftwareMill & students from Politechnika Warszawska partner to launch in space the 4th Polish artificial satellite! They contributed to this project by developing the PW-Sat2 Ground Station web app to communicate with the satellite.

The power of remarketing

But be smart about it, do not remarket to everyone. Use exclusions, look at bounce rates.

Develop ebooks, reports, research papers

Use them as gated or non-gated content, but bring value, make them original, with the buyer persona in mind. See the STX Next, Monterail & Netguru examples.

Develop interactive tools

This way you show off coding and design skills, like Netguru and Merixstudio do.

Use google search ads

Go for high intent keywords. We've identified some clusters: python developers, custom software developers, mobile app development, android developers, web development companies

The power of case studies

Show off coding skills, build trust in your brand. Make sure you include social proof and stats in your case studies.

Make use of influencer marketing

Monterail contacted Evan You (the very own creator of Vue.js) when they ran a campaign around Vue.js and developed State of Vue.js aka they were able to use the Vue.js official channels for promotion!

Drip email campaigns

Lead nurturing is essential, see the Monterail case.

Develop content across the whole customer journey process

Create frictionless experiences, personalized,

Develop low-entry point offers

Product design workshops (The Droids on Roids), Prototyping service (STX Next), free consultations (Miquido), analysis. Up-selling gets a lot more easier afterwards.

Personalize everything

From chatbot, landing pages, call to actions. See Netguru's examples.

Use tools to automate your processes and to optimize the experience of the buyer persona across the funnel

Pipedrive, Hotjar, Hubspot, Drift, Intercom, Autopilot...Automation & CRO tools helps you focus on strategy and creativity.