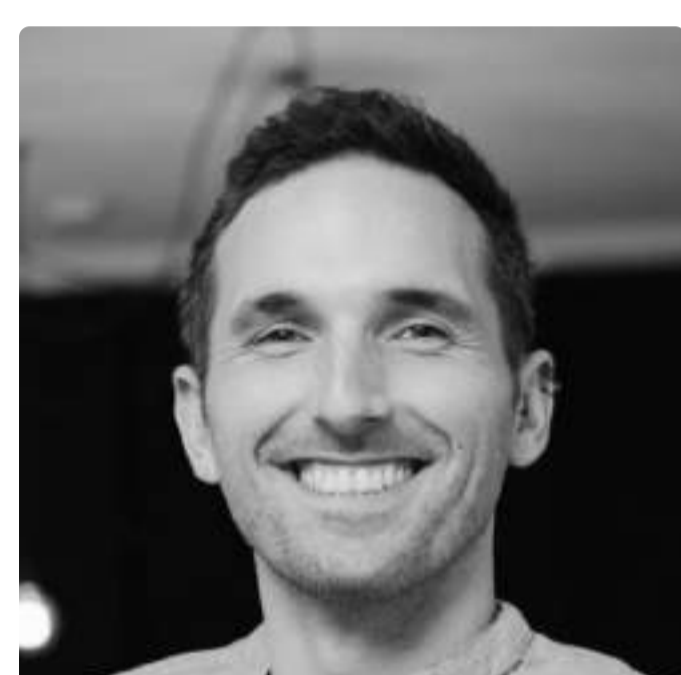


CASE STUDY

How a multi-brand business drives phenomenal traffic and revenue with SmarterQueue



Cris West, Director Of Operations

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Hi! I'm Cris West, Director Of Operations @ Healthy Stuff Online Ltd - healthystuff.com. Healthy Stuff is an established, UK-based business that makes and distributes allergy testing kits globally. We've been in business for 20 years.

Before SmarterQueue, I managed an in-house social media team of two, who programmed and managed:

- 42 Facebook channels
- 4 Instagram profiles
- 3 Twitter profiles
- 3 LinkedIn profiles
- Several Pinterest accounts

Basically, A LOT of social media activity!

Pre-SmarterQueue, every single month I had to:

- Review our social media plans.
- Try and figure out what we needed to concentrate on (e.g. we haven't got enough sales in a particular area)
- Figure out if we had all channels covered with everything we needed.
- Gather our social team, sit down and individually programme our posts for each channel.

At the time, my team's process was to:

1. Write the content themselves.
2. Get the content professionally translated.
3. Copy the translation to Facebook.
4. Match the post with the images, video, or an article.
5. Move onto the next post, then the next.
6. The following day, they'd come in and begin the process again for a different market.

By the end of the month, we had to begin working on the next month! It was a process that took forever!

I was always looking for a better solution....

Everyone kept telling me to try Hootsuite, or one of the more "well known" social media management platforms. However, they never solved this problem, nor gave us the time saving ability and efficiency we needed.

I desperately needed a strategic, time saving solution for planning, posting and managing numerous accounts.

I was searching, searching, and searching some more, then came across SmarterQueue through a social media managers' group on Facebook. I posted to the group; "I'm looking for a social media software, and I don't want to end up paying for features I don't need."

The suggestions that came back were all for SmarterQueue. I had a look and got excited! I thought "Wow! This is how the whole business could run. We can set up different schedules for our different brands!"

I asked a member of the social media team to review SmarterQueue, sharing my excitement: "This is going to change how our business works!"

Realising the power of SmarterQueue (it had the potential to replace her job), she began to look for a position that would require the very manual, old way of working.

Because of SmarterQueue, we currently have one person who manages over 50 accounts, which is now only a quarter of his job!

His new process is simply to discover new content via SmarterQueue "Find Content", add it into our Queue and away we go!

SmarterQueue has absolutely and completely revolutionized how we work as a marketing department. Managing and growing our social channels is now so much simpler.

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Before, when I found great content to share on social, I'd forward it to our social media manager. Now – I don't have to, because he's already found it and scheduled it through 'Find Content'!

SmarterQueue is SO useful that I would recommend it for anyone who has more than five social media accounts.

With some of our brands, we don't need to update what we're doing. We still add new content, but now there is no pressure to produce new content all the time.

SmarterQueue has saved us money on wages, time and mental thinking power...

Our social media channels now manage themselves. If our social media manager had to take the week off sick, I wouldn't have to jump on every single channel to figure out what is going on. It simply manages itself. Yes, of course we still need to update our social media, because that's the nature of social media, however, we now have one team member to do that, finish it on a Monday and then have the rest of the week for other tasks, it's perfect!

To be very honest, SmarterQueue is like having an additional person on the team.

We also use SmarterQueue to share posts linking back to our website, we see an incredible amount of traffic coming in. Because of the nature of our business, we're not allowed to sell on Facebook, but the revenue generated from traffic alone, pays for SmarterQueue.

I set up SmarterQueue myself which was so simple. We actually had a complete social revamp based on SmarterQueue "Analytics", which I gave to an apprentice - this shows just how easy SmarterQueue is to use.

As a business, we get the most value from the pure ease of SmarterQueue. When the Marketing Team takes a week off, I will see a reduction in newsletters going out and a reduction in the amount of SEO friendly content, but, I wouldn't see a single thing change on our social media presence.

If you're a social media manager, SmarterQueue is perfect because you immediately see the benefit of re-sharing highly clickable content. You can easily see when an image or post is going to do well - SmarterQueue makes sure that you don't just post it once and never see it again. You are able to post it, then let SmarterQueue use this content again two or three months down the line automatically for you.

SmarterQueue is fantastic, it is genuinely what business owners need for social media. It gives you the tools you need to succeed, and is absolutely fantastic!

One more thing... I really love the communication with the SmarterQueue Team. There have been times where Facebook itself has gone down and I have never seen anything go wrong on SmarterQueue's side. The SmarterQueue Team are incredibly hardworking, whenever we send a message we get a response so quickly which is always genuinely friendly and personable.

I would 100% recommend SmarterQueue. We actually tweet about SmarterQueue all the time, saying if you want to change your business, use SmarterQueue.