

## Work Case Portfolio.



A membership management  
platform for membership-based  
organizations



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## About Glue Up.

Glue Up is a membership management and engagement platform that provides a smarter way for organizations to manage and push information to their membership base. Under the hood, Glue Up boasts a full-spectrum CRM, Email Marketing Tools, AI-supported push notifications, payment portals, and many more features, all geared specifically towards a business or association that maintains a membership base.

## Competitors.



## Our Marketing Stack.

### SEO, SEM, & Paid

Ahrefs Search Console Google Ads  
Moz Facebook Ads LinkedIn Ads

### CRM

Hubspot

### Email Marketing

Glue Up

### Dev

Jira

### AI & Automation

Hubspot Workflows  
Autopilot Zapier

### Website

GatsbyJS Wordpress  
Google Tag Manager

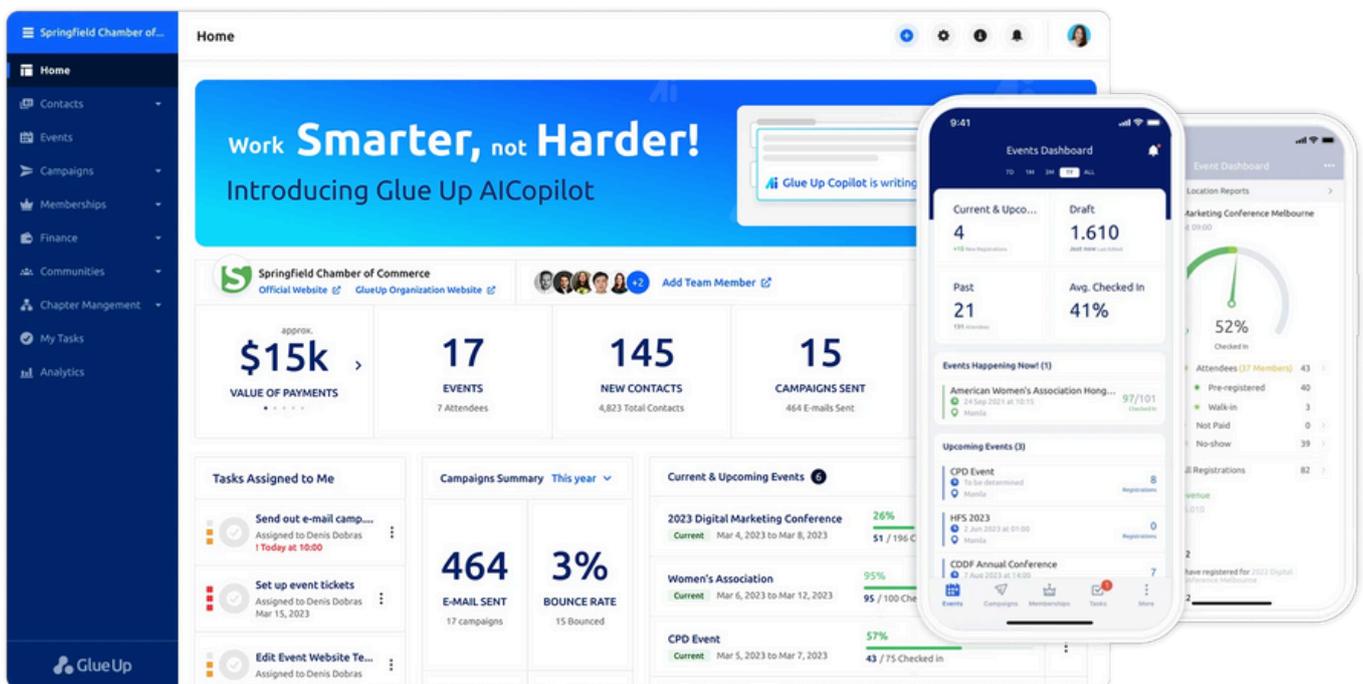
### Social

Hubspot Social

### Content

ClickUp  
Trello

And a ton of free web tools 🌞





## Growth Strategy.

Glue Up's target audience are often times local organizations and associations that boast a very interpersonal relationship with their members and host events often for those members. Therefore it was paramount that Glue Up have sales staff attend as many local org events as possible to make inroads with local communities. To scale up Glue Up's ability to touch as many organizations as possible, a layer of digital marketing would serve as the discovery point for many organizations looking for quick wins in event management.

This one-two punch of digital discovery leading to a face-to-face meeting at events often led to quick sales turnover and plants the seed for future upsells at organizations with upcoming events (which is almost all of them).

## Marketing Cadence.

### Website Articles

Blog Post

5x

Weekly

Guides

1x

Weekly

Comparisons

1x

Monthly

### Lead Generation

Whitepapers & E-books

1x

Quarterly

On-demand

Academy Courses

1x

Bi-annually

SDR Automation

1x

Weekly

### Email

Newsletter

3x

Monthly

Product Marketing Campaigns

1x

Quarterly

On-demand

Product Updates

1x

Monthly

### Social Media

LinkedIn

1x

Monthly

X/Twitter

1x

Monthly

Facebook

1x

Monthly

Youtube

as-needed

### Ads

Google Ads

5x

Monthly

### SEO/SEM

Audit

1x

Weekly





## Content Ethos.

Competitors should be your guiding light in the beginning of any content strategy. Competitors, especially larger ones, have already done the research for what keywords or what content works. With tools like Ahrefs and SEMRush, you can spy on their work and identify articles to tackle from top-to-bottom. Once you have an idea of the content you need to write, simply write content that emulates what your competitors have, and once this is complete, now you need to think how you can improve the content so that it beats your competitors.

## Content Process.

### 1. Research

Just punch in your competitors to your SEO software of choice and identify their highest performing content



### 2. Write

Emulate that content so that you hit all the topics that your competitor has. You're not copying, you're writing it in your own words. AI can't help you here.



### 3. Improve

Now that you have something similar to competing content, now it's time to think outside the box, what can help us beat their content?



### 4. Migrate

Migration time, use this moment to drop your content into your CMS of choice and start adding all the features and SEO requirements.



### 5. Publish

Publish it live, and make some fan-fare around it. Share it on social media, push the URL to Google Search Console for crawling, and add it to your newsletters.



### 6. Revisit

Put a task on your calendar to revisit the content 3 to 6 months later to assess its performance and see whether it needs updating, or whether the competitor has upgraded their content since then.



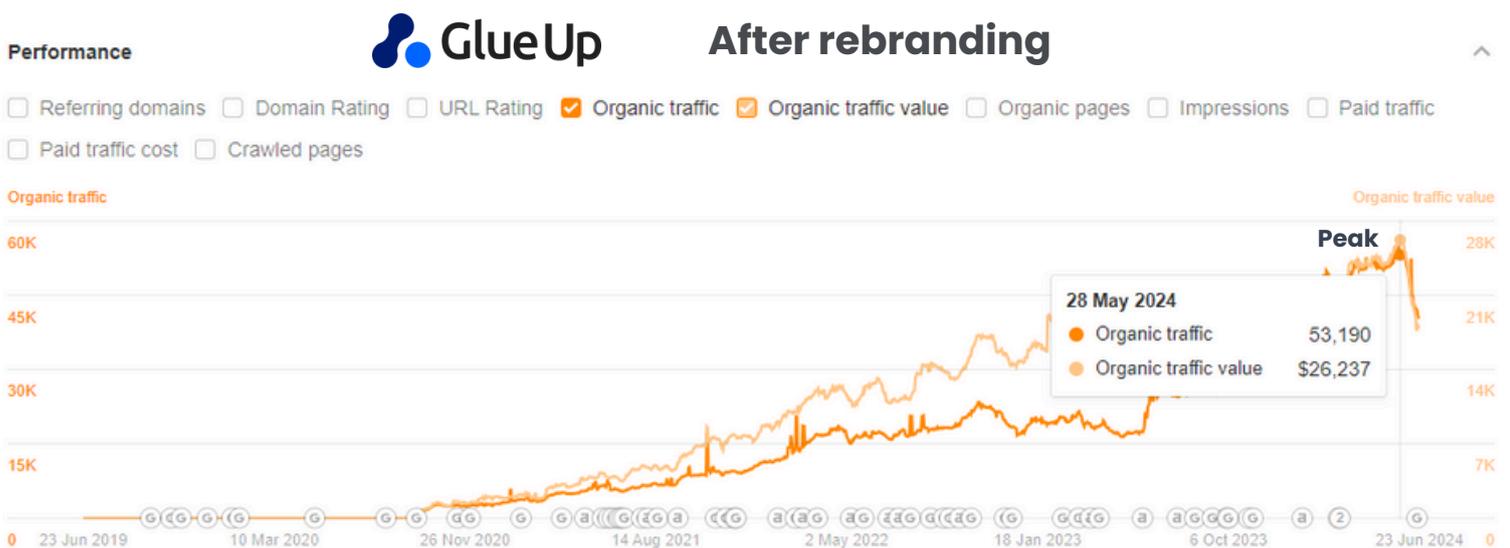


## SEO Ethos.

Search Engine Optimization is not a clear-cut formula that can be copied or “figured out”. SEO is a set of best practices that when used appropriately, **improves the user’s experience** which can result in exponential growth in traffic, lead generation, and engagement. SEO is a long term strategy that must be taken seriously, with patience, and probably more patience.

## SEO growth.

At Glue Up we discovered that a lot of our customers had an immediate need for event management more so than membership management. Therefore, the SEO strategy revolved around providing event management content as a discovery point, then further supporting our client’s event management web pages so that our clients’ events stay competitive on the web with the likes of our competitors, and to a smaller extent our content would include a collection of membership management content. We also provided an optional subdomain under our domain to clients, which provided a healthy backlink growth, albeit with abundant broken URL risks.



## Results.

Monthly Organic Growth ~616% Domain Rating Growth ~15%

Referral Domain Growth ~421% Avg. Traffic Value ~\$16,694



**SEO Today.**

As of June 23, 2024

## Top Keywords.

Majority of our content is centered around event management, which while events are only a small piece of the entire Glue Up platform, was the easiest conversion point for our audience to accept a solution. Generally this is because events become more urgent to plan as the date gets closer, and the event management portion of the Glue Up platform is quick to deliver to customers.

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
<a href="https://www.glueup.com/blog/invitation-letter-events">https://www.glueup.com/blog/invitation-letter-events</a>		13,278 33.3%	📈	\$1.2K	📈	5,748	📈	letter of invitation sample invitation letter sample	900 3.1K	1 1
<a href="https://www.glueup.com/">https://www.glueup.com/</a>		2,094 5.3%	📈	\$2.5K	📈	573	📈	glue up	1.5K	1
<a href="https://www.glueup.com/blog/swag-bag-ideas">https://www.glueup.com/blog/swag-bag-ideas</a>		1,977 5.0%	📈	\$1.3K	📈	1,057	📈	swag bag ideas	1.3K	1
<a href="https://www.glueup.com/blog/digital-transformation-technologies">https://www.glueup.com/blog/digital-transformation-technologies</a>		1,408 3.5%	📈	\$1.9K	📈	585	📈	digital transformation technologies	600	1
<a href="https://www.glueup.com/blog/event-sponsorship-types">https://www.glueup.com/blog/event-sponsorship-types</a>		639 1.6%	📈	\$190	📈	609	📈	types of sponsorship	300	4
<a href="https://www.glueup.com/blog/digital-transformation-platform">https://www.glueup.com/blog/digital-transformation-platform</a>		613 1.5%	📈	\$1.3K	📈	100	📈	digital transformation platform digital transformation platform	250 300	1 1
<a href="https://www.glueup.com/blog/panel-discussion">https://www.glueup.com/blog/panel-discussion</a>		595 1.5%	📈	\$0.76	📈	337	📈	panel discussion example example of panel discussion	1.3K 500	4 1
<a href="https://www.glueup.com/blog/membership-level-names">https://www.glueup.com/blog/membership-level-names</a>		431 1.1%	📈	\$76	📈	229	📈	tier names	150	1
<a href="https://picpa.glueup.com/">https://picpa.glueup.com/</a>		305 0.8%	📈	\$49	📈	62	📈	picpa glue up	300	1
<a href="https://astra.glueup.com/en/event/astra-marketplace-academy-2024-st-louis-missouri-82148/">https://astra.glueup.com/en/event/astra-marketplace-academy-2024-st-louis-missouri-82148/</a>		289 0.7%	📈	\$28	📈	204	📈	astra 2024	150	1
<a href="https://acma-website.glueup.com/new/s/dr-jillian-spencer-makes-formal-complaint-human-rights-commission">https://acma-website.glueup.com/new/s/dr-jillian-spencer-makes-formal-complaint-human-rights-commission</a>		287 0.7%	📈	0	📈	8	📈	dr jillian spencer	350	1
<a href="https://obn.glueup.com/en/event/biotrinity-2024-80960/">https://obn.glueup.com/en/event/biotrinity-2024-80960/</a>		275 0.7%	📈	\$0	📈	13	📈	biotrinity 2024	600	1

You'll notice some sub-domains that garner a lot of traffic.

Glue Up offers the option to use its domain for quick event webpage publishing, piggy-backing off our domain's high SEO rating.

## Keyword Rankings.

Top 3 SERP ~664

Top 10 SERP ~1,768

Top 20 SERP ~2,037

Majority of the keywords came from blog posts, but majority of the organic pages belong to Glue Up's clientele if they chose to use the Glue Up subdomain. Therefore the analytics that can be reported must be constantly filtered and therefore there will always be a little bit of discrepancy in the analytics.



## Time for a refresh.

Once Originally an event management platform called EventBank, the platform grew with features to meet client demands that the event platform either provide a membership management feature-set or integrate with other membership management platforms. With some research, other membership management platforms requested high API fees, or were too old school to even provide APIs to begin with. It was decided that EventBank would build these features and address membership management needs. The change would require a rebrand of the company from one that provides easy event management solutions to a company that now is connecting individuals and their organizations, "gluing" them together.



Enable Relationships, Maximize Engagement  
**Event and Membership Management Software**

Schedule Demo



All-in-one solutions for  
**all your engagement needs**

Our engagement management solutions are helping hundreds of organizations become more efficient. They're powering multinational enterprises, chambers of commerce, associations, startups, and NGOs.

### Event Management Software

Plan, promote, and execute one or hundreds of events, large and small, from first idea to attendee follow-up after your event.



Learn More

### Chamber & Association Management Software

Streamline processes and collect membership dues with software that consolidates all your operations and community engagement in one place.



Learn More



## All-in-one AI Membership Software

CRM; Membership Management; Event Management; Email Marketing; —it's all here. Glue Up gives you the tools to monetize your professional community in under 25 minutes per day!

Get a Demo Our product expert Espene Park will contact you in less than 1 hour!

TRUSTED PARTNERS



★★★★★  
"User-friendly platform with powerful CRM tools and great customer support"



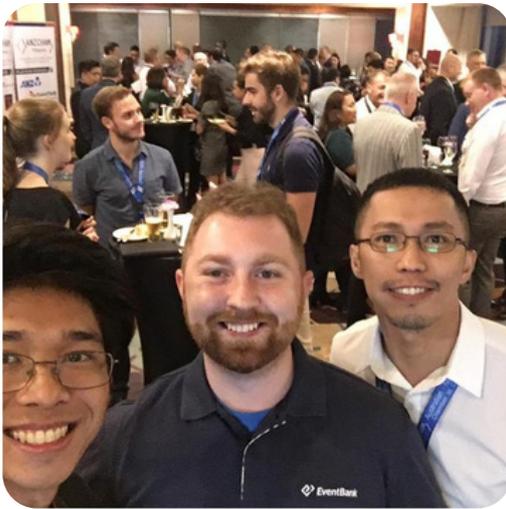
"Based on our positive experience, I highly recommend Glue Up. It's a powerful tool that delivers on its promises, provides a great user experience, and offers excellent value for the price. It has the potential to streamline operations, improve communication, and enhance overall organizational efficiency."

Kim Smouter  
Director, European Network Against Racism



## Online-to-offline marketing and sales.

After rebranding to Glue Up and focusing on a new target audience, membership-based organizations like associations and chambers of commerce, it was discovered that while this was a niche that was ready for digital transformation, their staff or board members were not savvy enough to take the plunge. Glue Up made a change to its sales and marketing strategy to ensure we expand our sales team so that we can place our sales staff at local regions to ensure we can network with, sell, and train clients in-person. Glue Up would use digital marketing to increase the amount of ways customers can discover our platform, but the rest of the pipeline would be physical meetings and events, which proved to be the most direct way to close deals.



## Global workshops.

Another part of the user acquisition campaign is training users on the platform. Many of Glue Up's customers required in-person training to both expedite the training and trial the platform at one of their events. While most SaaS platforms would prefer an online-only onboarding process, even better if it was self-served, Glue Up's success was based on local networking and regional sales staff, we had the presence necessary to give onboardings in person, which ensured further good relationships with clients.





## Meet the Dream Team.

As mentioned in the beginning, SEO is not a skill nor a formula than can be replicated, it is a set of best practices that everyone in the organization should adhere to at some level. Therefore, SEO is the summation of best practices across multiple disciplines and teams.

## That being said, meet the growth team at Glue Up.

↩ When I was there



**Alex Santafé**

Sales & Marketing Manager



Oliver was previously my direct manager at Glue Up, acting as the company's global Sales & Marketing manager. I worked closely with Oliver on marketing campaigns as well as CRM automations that would support the global sales team of nearly 40+ sales staff with automated emails, SDR email outreach sequencing, and other ways.

### Reports

Digital Marketing Specialist  
Event Marketing Manager  
Sales Director  
Sales Development Representative



**Alex Santafé**

Art Director



Alex was Oliver's equal, with his own silo of marketing that was mostly independent from the rest of the team. As Art Director, Alex was responsible for providing the brand direction, graphics, UI/UX, and other visual hallmarks of Glue Up. He is also instrumental in the front end design of the website as well as the lead for Glue Up's eventual rebranding from EventBank.

### Reports

Junior Graphic Designer



**Robert Rafferty**

Digital Marketing Specialist



Robert (that's me) managed all the SEO content and growth initiatives for Glue Up. The scope of the role grew larger to encompass all future front-ends and user acquisition touchpoints. I managed a team of 2 content writers to produce content at an accelerated pace and was heavily involved with event marketing, public speaking, and more.

### Reports

Content Writer



**Danica Mendoza**

Global Event & Marketing Manager



Danica was instrumental in planning and supporting CoverGo hosted events and our attendance at conferences across the globe. I worked extremely closely with Danica to launch campaigns for her events, and in return her events acted as our physical follow-through to our digital marketing initiatives.

### Reports

Content Writer

And shout-out to the probably ~20 marketing interns and junior content writers that were really awesome throughout the years.



## Thanks for reading.

This was just a few examples and explanations of my methodology at Glue Up. Of course, there was a lot more involved like running marketing automations, email campaigns, social media management, and other typical marketing responsibilities. I see growth marketing as a summation of solid long term strategy and leadership, rather than a string of high-performance campaigns, and I hope that this portfolio shows this clearly.



## Robert Rafferty

Digital Marketing & Sales Ops

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