

Work Case Portfolio.



Robert Rafferty
Growth Marketing Leader

Let's get in touch.

-  [View My Profile](#)
-  robert@robertrafferty.io
-  [+852 6138 3081](tel:+85261383081)
-  <https://robertrafferty.io>



About Respond.io.

Respond.io is a versatile tool that helps users streamline their communication and enhance customer service. With the ability to connect different channels in one place, users are able to efficiently manage and track customer queries from platforms like WhatsApp, Instagram, and Messenger. Before respond.io, it was known as Rocketbots when the company was first founded. Rocketbots started initially as a chatbot management and deployment platform for customer service needs, eventually pivoting into the multi-channel conversation platform powered by AI that it is today.

Competitors.



Our Marketing Stack.

SEO, SEM, & Paid

- Ahrefs
- Search Console
- Moz
- Google Ads

CRM

- Hubspot

Email Marketing

- Mailchimp
- Moosend

Dev

- Jira
- Coda

AI & Automation

- Hubspot Workflows
- Autopilot
- Zapier

Website

- Wordpress
- Google Tag Manager

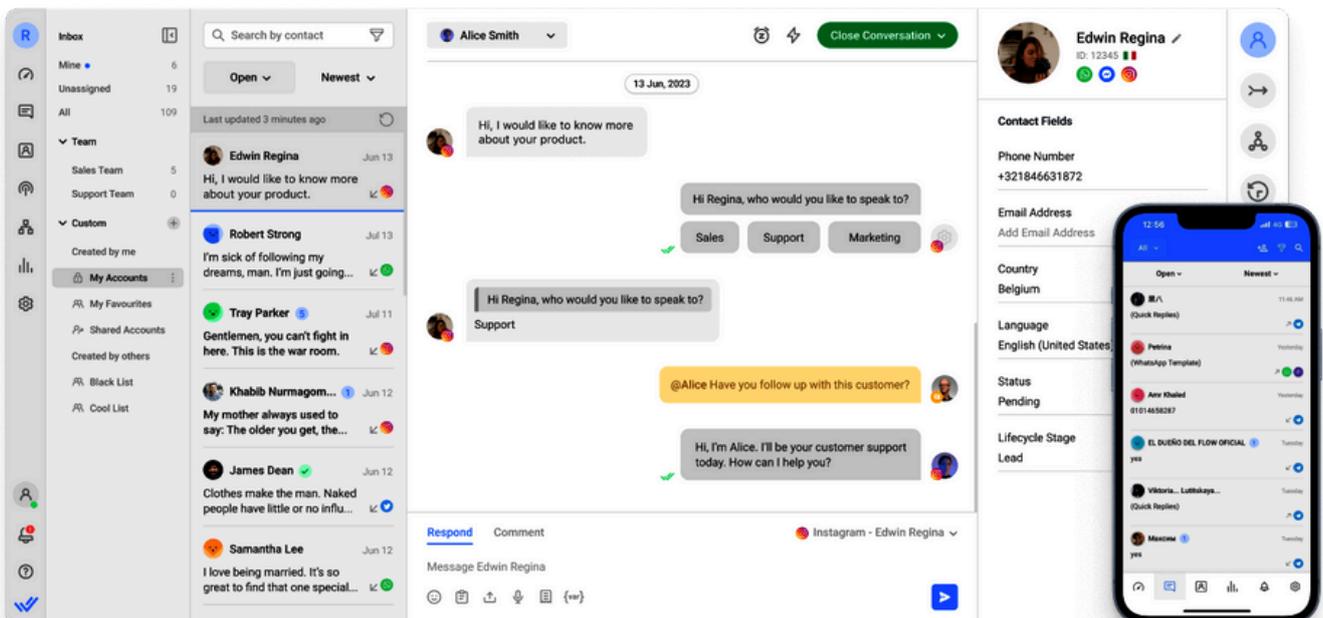
Social

- Hubspot Social

Content

- ClickUp
- Trello

And a ton of free web tools 🌞





Growth Strategy.

Respond.io's target audience are small businesses who engage with their customers on multiple channels, primarily via web or chat app. E-commerce's, local service providers, and food & beverage businesses thrive in both modern and growing economies where cell phones and texting are preferred over in-person or phone call communication with businesses. As respond.io is a SaaS self-service platform, the strategy focused on a pure user acquisition strategy using SEO, SEM, and Lead Nurturing.

Marketing Cadence.

Website Articles

Blog Post

5x

Weekly

Guides

1x

Weekly

Comparisons

1x

Quarterly

Lead Generation

Academy Courses

1x

Quarterly

SDR Automation

1x

Weekly

Email

Newsletter

1x

Monthly

Product Marketing Campaigns

1x

Monthly

On-demand

Product Updates

2x

Monthly

Social Media

LinkedIn

1x

Weekly

X/Twitter

1x

Weekly

Facebook

1x

Weekly

Youtube

1x

Week

Ads

Google Ads

6x

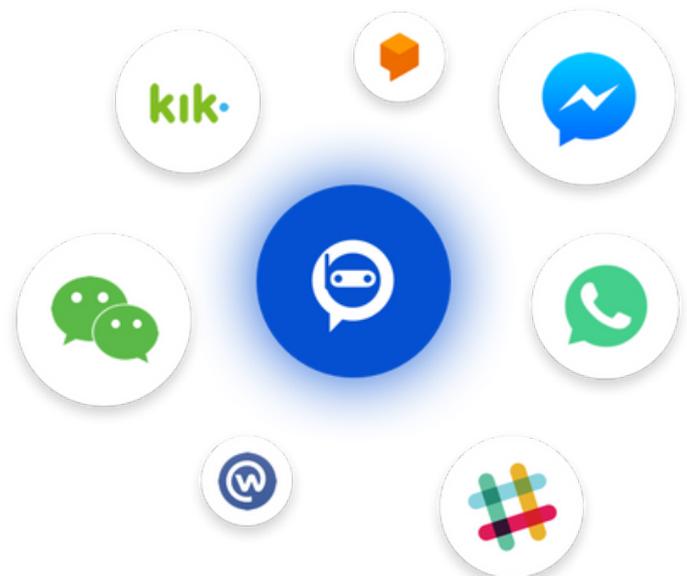
Monthly

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.





respond.io SEO Today. As of June 23, 2024

Top Keywords.

When it was earlier known as Rocketbots, we targeted online businesses primarily that rely heavily on 1:1 conversations with their customers in order to run their sales and support operations. We positioned our platform as a competitor to big chat support software providers and so our early keywords targeted users in the shopping phase of their user journey, capturing them before they can onboard with our competitors, or entice them to leave their current provider for our more affordable, AI-powered platform.

As the the business evolved to become respond.io, competition with larger chat platforms forced a shift to target small local businesses in emerging markets where apps like Facebook and Whatsapp are used to conduct business. This offered the new respond.io the opportunity to teach these small business owners the process of opening and using said business accounts, and once onboarded, could choose to use respond.io to enhance their conversational needs. You'll notice below how the keyword reflect more "how-to" articles around using their favorite chat platforms.

URL	Status	Traffic	Change	Value	Change	Keywords	Change	Top keyword	Volume	Position
https://respond.io/whatsapp-link-generator		22,626 18.6%	▲	\$1.8K	▲	2,431	▲	whatsapp link generator	10.0K	3
https://respond.io/ru/blog/whatsapp-business-web		9,534 7.8%	▲	\$6	▲	1,447	▲	ватсап веб	1.8M	19 ▲7
https://respond.io/		3,926 3.2%	▲	\$9.6K	▲	223	▲	respond io	4.0K	1
https://respond.io/tw/blog/facebook-support		3,168 2.6%	▲	\$511	▲	173	▲	fb客服信箱	1.0K	1
https://respond.io/ru/whatsapp-link-generator		2,886 2.4%	▲	\$37	▲	676	▲	ватсап ссылка ссылка на ватсап	5.2K 6.5K	5 7
https://respond.io/id/whatsapp-link-generator		2,322 1.9%	▲	\$88	▲	460	▲	create wa link	12.0K	4
https://respond.io/blog/telegram-link-generator		2,199 1.8%	▲	\$156	▲	1,345	▲	Link telegram link telegram links	500 2.4K	1 8
https://respond.io/th/blog/facebook-support		2,034 1.7%	▲	\$1.3K	▲	317	▲	คู่มือการใช้งาน facebook	5.2K	3
https://respond.io/blog/welcome-message-for-facebook-page		1,636 1.3%	▲	\$465	▲	377	▲	welcome post for facebook page welcome post for fb page	600 350	1 1
https://respond.io/id/blog/whatsapp-business-web		1,445 1.2%	▲	\$73	▲	772	▲	wa business web	11.0K	4 ▲1
https://respond.io/es/blog/telegram-link-generator		1,432 1.2%	▲	\$1.0	▲	541	▲	link de telegram enlaces de telegram	250 350	1 2
https://respond.io/th/blog/whatsapp-business-web		1,358 1.1%	▲	\$288	▲	68	▲	whatsapp web	77.0K	2
https://respond.io/blog/facebook-pay		1,228 1.0%	▲	\$1.1K	▲	512	▲	how to set up facebook pay	2.2K	1

You'll notice that a lot of the primary search countries are considered "emerging markets"

These markets are primarily mobile-first societies. This means online chat does not work for these countries, but chat apps do, offering respond.io a gap in the market to fill with business-focused conversational management.

Keyword Rankings.

Top 3 SERP ~13,755

Top 10 SERP ~8,889

Top 20 SERP ~2,037

Because of the re-focused targeting on emerging markets, it was key that respond.io replicated its content in other languages and support local languages within the respond.io app as well. So while there was not a flood of content around the topic of conversational management, the important keywords were attainable to target countries which competitors were not yet willing to do.



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.

Respond.io’s SEO strategy initially targeted any online business, this was back when it was known as Rocketbots, as we positioned the platform as a competitor to the likes of Intercom and Zendesk. Now, as respond.io, the platform was now targeting small businesses in emerging markets, where chat app usage is far greater than in developed markets. The SEO strategy focused on 2 main channels, the blog which would meet the searcher’s intent scalably, and offering free online tools that help small business owners. All of which would be supported with videos which would help enhance the understanding of how respond.io works, how chat apps work, and how they can benefit from these content and respond.io’s platform as a whole.

ROCKETBOTS



respond.io



Results.

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

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

SEO Today.

As of July 18, 2024

Backlink profile



Organic search





Robert Rafferty
Growth Marketing Leader

✉ robert@robertrafferty.io

☎ +852 6138 3081

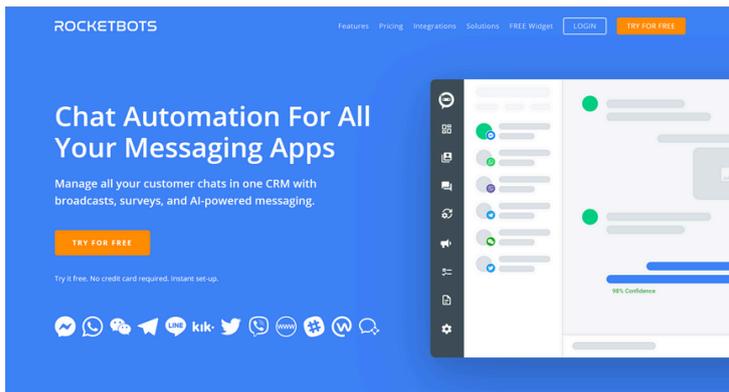
🌐 View My Profile

🔗 <https://robertrafferty.io>



Time for a rebrand.

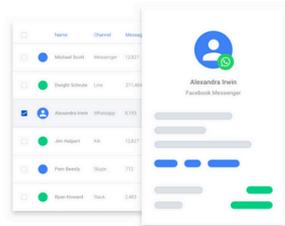
Once known as Rocketbots, the company started by providing a chat management platform for online businesses, positioning itself among larger market leaders like Intercom and Zendesk. Rocketbots leaned a fair bit on it's AI neural network and bespoke made chatbots to compete, but with a tight runway and new funding rounds around the corner, it was time we took a new approach and targeted an audience that could be scaled. Enter respond.io, a rebrand of Rocketbots that would provide the same conversation to conversion platform, this time with a renewed focus on supporting Whatsapp and Facebook business chat accounts (among others) using our AI enabled platform. This unlocked a new audience of small business owners in emerging markets that the larger chat platforms could not support due to their desktop-first approach. The new branding would have to reflect this mobile-first sentiment in order to reach this audience.



Messaging CRM. AI Smart Replies. Chat Automation. Targeted Broadcasts.

The tools you need to keep chat quick and powerful.

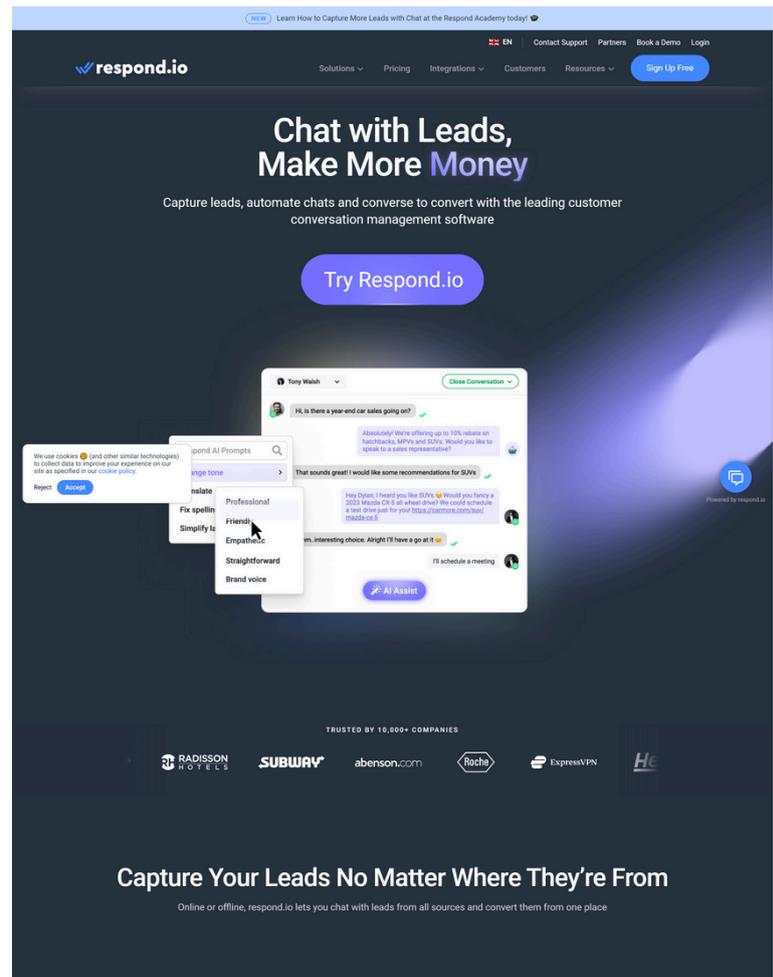
- Messaging CRM**
All your messaging apps, organized in one place. Ready to build profiles & make segments.
- AI Smart Replies**
All that learns from your messages in 15+ languages including English, Spanish & Chinese.
- Chat Automation**
Triggers to help chats get started and follow-ups to keep conversations moving forward.
- Targeted Broadcasts**
Tools to craft and deliver powerful messages to the right people at the right time.



Messaging CRM Your Messaging App Contacts In One Place

Contacts created for every user that chats with your messaging app accounts letting you explore, enrich and segment your audiences for automation, broadcasts & more.

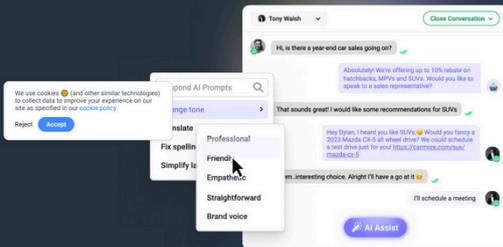
AI-powered Replies



Chat with Leads, Make More Money

Capture leads, automate chats and converse to convert with the leading customer conversation management software

Try Respond.io



TRUSTED BY 10,000+ COMPANIES



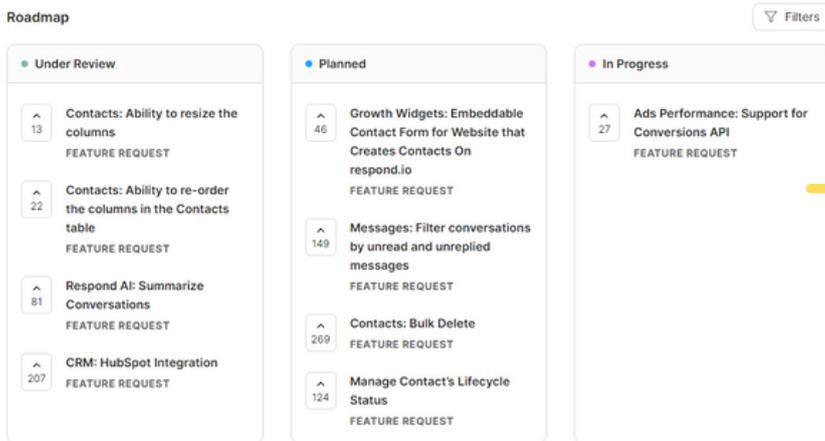
Capture Your Leads No Matter Where They're From

Online or offline, respond.io lets you chat with leads from all sources and convert them from one place



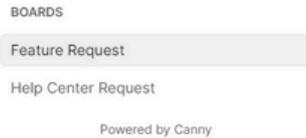
Creating core power users out of thin air.

Another addition to the [respond.io](#) rebrand was the creation of a community around the ongoing development of the [respond.io](#) platform. Since the platform is quite new in many of the new markets that we targeted in the rebrand, it was a great opportunity to convert some customers into valuable friends who would give feedback, test, discuss, suggest, and get early news about all future platform updates.



We started by launching a [canny.io](#) board. This lets us publicize our product roadmap. It's **completely public**, and it forces the team to keep on track, because our users can see their progress in real-time.

The ideas come directly from the community and the users at large can vote on features they'd like to see first.

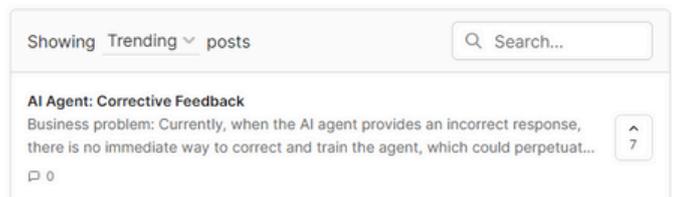


Feature Request

Request a Feature for the [respond.io](#) platform.

Short, descriptive title

Description
Any additional details...

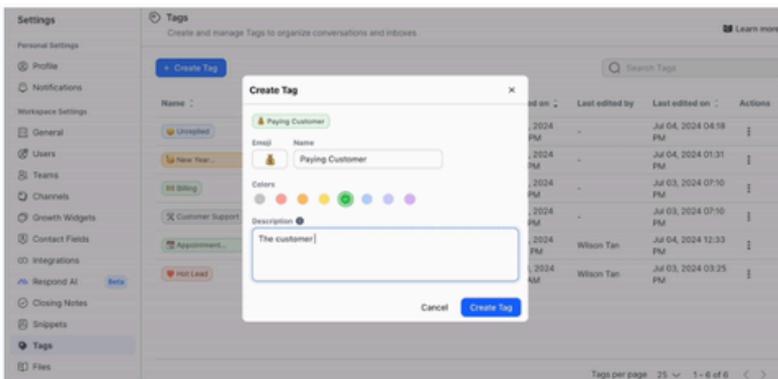


Then we can update the community with the latest changelogs that explain all the new features that released.

New

Manage your Tags better

A new complete solution to create and manage Tags has been added to the platform. You can add, edit and delete Tags from the **Tags** page of the **Settings** module. Learn more [here](#).



Add a new Tag from anywhere

Not only can you add Tags from the Tags page in Settings, but you can also add Tags on the go from the **Inbox** and **Workflow** modules. Learn more [here](#).



respond.io

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, which in the end will always help grow your product through genuinely informative and engaging product marketing.

That being said, meet the growth team at **respond.io**.

 When I was there



Gerardo Salandra

CEO



Gerardo ("Jerry") is the founder and CEO of respond.io. Thanks to his extensive growth marketing experience at Google and Runtastic, he took me under his wing and gave me the world's most painful crash course into digital marketing. Everything I know now is due to his tutelage and patience working with me through all the turbulence that comes with a bootstrapped startup.

Reports
Everyone



Robert Rafferty

Head of Growth



Robert (that's me) managed the growth in all areas of respond.io, primarily when it comes to marketing and user acquisition. Other parts of my Head of Growth role included staffing the sales and marketing team and overall being part of the few pivots it took to get us from Rocketbots to respond.io. My role primarily consisted of learning the ropes, but then again we all were.

Reports
Content Writer

And shout-out to the probably ~30 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 respond.io. 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.

Please keep in mind that my time at Rocketbots nearly 6 years ago is what allows me to understand how respond.io operates, but it is in no way a definitive insight into their actual day-to-day operations currently.



Robert Rafferty

Digital Marketing & Sales Ops

Let's get in touch.

-  [View My Profile](#)
-  robert@robertrafferty.io
-  [+852 6138 3081](tel:+85261383081)
-  <https://robertrafferty.io>

