

OURPEOPLE CASE STUDY

Accelerating Growth for OurPeople with We Are Marble

Introduction

OurPeople, an innovative employee communications app for deskless workers, sought to elevate its market presence and secure Series B funding. After completing its seed round and Series A, the startup enlisted We Are Marble to create a comprehensive marketing, brand and business growth strategy. The collaboration aimed to drive growth, expand into new markets, and attract additional investment.

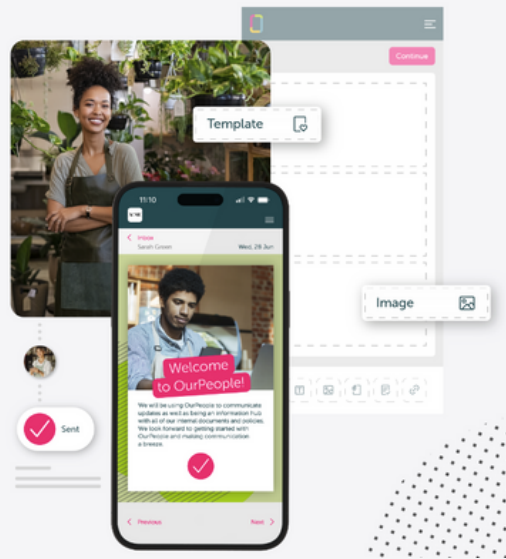
Background

OurPeople had established itself as a crucial tool for organisations with deskless employees, facilitating effective communication and engagement. Despite its initial successes, the company aimed to scale further and capture a larger market share. With a clear vision and a dedicated team, OurPeople was poised for significant growth, needing the right strategies and expertise to achieve its ambitious goals.

The Challenges

OurPeople faced several key challenges:

- **Securing Series B Funding:** To continue its growth trajectory, OurPeople needed to secure Series B funding.
- **Market Expansion:** Entering and thriving in the competitive US market required robust strategies and local insights.
- **Lead Generation:** Enhancing lead generation efforts was essential for sustained business growth.
- **Investor Communications:** Presenting clear, data-driven growth plans to investors was crucial to gaining their confidence and support.



Our Approach

We Are Marble implemented a multi-faceted approach to address these challenges:

- **Brand Identity:** We developed a cohesive brand identity that resonated with OurPeople's target audience and distinguished it in the market.
- **Marketing Strategy:** A comprehensive strategy encompassing PR, SEO, PPC, and business development was crafted to boost visibility and engagement.
- **Partnership Building:** We facilitated strategic partnerships to accelerate market entry and growth in the US.
- **Data-Driven Insights:** Utilising insightful dashboards and data-driven analytics to understand where the marketing leads were resonating, what had been converted, what other opportunities this created and ultimately how the marketing and business development strategies had performed.

Results

- **Successful US Launch:** OurPeople successfully launched in the US, capturing significant market share and driving substantial growth stateside.
- **Year-on-Year Growth:** The integrated marketing strategy resulted in a 50% year-on-year growth for each year of our collaboration.
- **Investor Confidence:** The clear, data-driven growth plans and innovative strategies boosted investor confidence, positioning OurPeople for successful Series B funding.
- **Enhanced Lead Generation:** Innovative marketing and business development efforts significantly increased lead generation, contributing to sustained business growth.

"The team at We Are Marble played a crucial role in building partnerships, expanding into new markets, and implementing innovative strategies that boosted lead generation and business growth. Their data-driven insights and insightful dashboards were invaluable, particularly in investor communications. I can't thank We Are Marble enough for their exceptional contributions and unwavering commitment to our company's success."

— Ross McCaw, Founder of OurPeople