

# Schedulefly Doubles Conversion Rate Through Strategic Marketing Partnership with M-pact Marketing



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## Background

Schedulefly is the leading provider of online employee scheduling technology tailored for the restaurant industry. Founded in 2007 in Wilmington, NC, the company delivers a next-generation scheduling option for restaurant managers, utilizing e-mail, text messaging and interactive web pages to communicate new and modified schedules to staff. With information available 24/7 for all employees, Schedulefly helps restaurant management establish better relationships with an increasingly web-savvy, mobile workforce.

## Challenge

As a small web-based technology company, Schedulefly relies on strategic communications and word of mouth to attract and retain loyal users. The need to generate buzz around Schedulefly and its unique value through an effective marketing strategy was crucial to growing the company. "None of us are marketing people," said Weston Aiken, president and founder of Schedulefly. "We had a lot of ideas but we didn't know how to necessarily execute them. We needed a marketing arm to our business." That's where M-pact Marketing stepped in.

**“ M-pact helped us figure out what marketing direction we needed to go in, and then they drove us. ”**

- Weston Aiken, President/Founder of Schedulefly

## Solution

M-pact Marketing is a full-service marketing agency geared to growing small to mid-size businesses. Since 2007, M-pact has served as Schedulefly's fully-integrated marketing team, helping to grow the company through innovative strategic planning and execution. Specific projects have included direct mail and email campaigns, online advertising, tradeshow marketing, booth design,

press releases, media pitches, award nominations, case studies, partner marketing and more. "Prior to M-pact, we were very unclear as to what strategy to use or how to reach our target audience," said Aiken. "M-pact helped us figure out what marketing direction we needed to go in, and then they drove us there."

## Result

With the help of M-pact Marketing, Schedulefly has grown from 1,000 to more than 10,000 users in the past year. Schedulefly's recent success with the help of M-pact has landed them story placements in some of the leading trade publications, including the front cover of Nation's Restaurant News and earned them recognition as a leader amongst entrepreneurial

companies. "M-pact has been instrumental in growing our company and helping to double our conversion rate," said Aiken, "As a start-up company, we constantly face the challenge of getting the word out there about our product, but M-pact has been with us every successful step of the way."

## Key Benefits

- » Increased media coverage and placement in national publications
- » Doubled conversion rate and increased number of users tenfold
- » Cost-effective, fully-integrated marketing guidance through planning and execution