How ManyChat reduced manual work and grew page 1 keywords by 266% with MarketMuse

MarketMuse

Summary

The challenge...

ManyChat was using multiple platforms to identify, develop and monitor their content strategy.

The content team wanted to reduce manual processes, speed up content brief creation and content approvals, and improve search rankings on non-branded keywords.

The solution...

They brought MarketMuse onboard to centralize their content strategy, speed up processes and ramp up their publishing cadence.

MarketMuse's Optimize application allowed the team to create more, edit less, and publish faster. While Inventory and Content Briefs cut manual processes down significantly.

The results

+277k
assisted conversions

266%
p1 keyword growth, YoY

100%
content cadence growth

60 to 75 new posts published each month on their website.
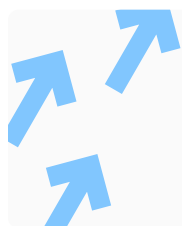
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The Company

ManyChat is a chat marketing platform that helps businesses automate their Instagram DMs and Facebook Messenger interactions, empowering marketing, sales, and support teams alike.

The Chatbot market is a growing and competitive one, as AI advancements continue to forge ahead and more people try to jump in the game. To stay competitive, the team at ManyChat works on both paid and organic strategies, including a large focus on creating original content for their website and blog, which sees 60 to 75 new posts each month.

With such a large focus on content development, Head of Content Fara Rosenzweig continually found herself in a loop of manual content tasks including auditing, keyword research, competitor research, and content brief creation.

In search of a more efficient way to empower herself and her team to get more done, Fara turned to MarketMuse.

Read on to learn how the team at ManyChat increased their content cadence by nearly 100%, increased keywords on page by one 266% year over year, and assisted with nearly 300,000 conversions all within the first six months of using MarketMuse.

The Challenge

ManyChat was using multiple platforms to develop its content strategy and track performance. With all the usual suspects at play, you may find yourself relating to their story. The team had SEMRush and Moz for keyword research, Google search results to discover user needs and questions to answer, and Google Analytics and Search Console to figure out what was driving organic traffic.

While these tools were helpful, Fara felt weighed down and heavily dependent on very manual work and inefficient processes, and expressed difficulty measuring the true impact of the team's content efforts.

"Before MarketMuse, I spent a good portion of my time doing all this research and pulling things together," Fara said. "For someone who is inundated with calls and meetings all day, and running the team, I need something that's going to be more efficient."

Because the team relied on freelance writers rather than an in-house staff, a lot of time had to be spent creating each brief to make sure it was detailed enough to guide a company outsider on creating the right output for both their brand and for SEO, each brief taking hours away from the workday.

In the end, it was a freelancer that brought MarketMuse to ManyChat's attention. Having begun using the tool to optimize his own work, the writer mentioned the impact it was having on his efficiency, and Fara decided to take a look for herself.

> **"When MarketMuse came to my forefront, I was just in awe of how much time saved this tool could potentially be."**
>
> **Fara Rosenzweig, Head of Content**
> **ManyChat**

Better Planning, More Efficient Workflows and Faster Publishing With MarketMuse

"I could create a creative brief in less than 20 minutes, where it would take me a few hours before," Fara spoke of the immediate draw of MarketMuse for her workflow. **"This was a no-brainer,"** she said.

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Working with MarketMuse also eliminated the need to jump between tools, manually build out spreadsheets, and empowered faster, smarter decision-making.

"The fact that I can create my dashboard, track things more easily in one place, and also build out my editorial calendar based on the research **all in one platform**, [saves so much time]. Everything is right there. It's telling me which is hard, easy, which of my competitors are ranking for what -- **it just made it so easy to plan**."

Now, MarketMuse is at the center of their process, from the Head of Content down to freelance contributors, who all get access to the tool. They've also hired more in-house writers to allow for more MarketMuse-guided processes.

"Part of the structure is 'you have to write using this tool,'" explained Fara.

By empowering writers with the MarketMuse platform, they can create very focused, optimized, and ready-to-publish content. A fact Fara says has reduced their editors' workload considerably.

> **"The editing team can do a quick glance over and they don't have to do a lot of post-editing work for SEO beceause all of is already done upfront. Over the past year, it's just been a whirlwind of how much we were able to optimize our time and efficiency using this tool."**
>
> **Fara Rosenzweig, Head of Content**
> **ManyChat**

Measureable ROI, a Lifelong Tool

By centralizing their content efforts with MarketMuse, Fara and her team can more clearly see the impact of their efforts and tie real movement — and real dollars — back to the work they're producing. The team was able to ramp up production as a result of the savings provided. What used to be a cadence of 2-3 articles per week per writer is now 4-5 new URLs per week per writer. But not only were they publishing more, they were also publishing the right things, as shown in their organic keyword performance.
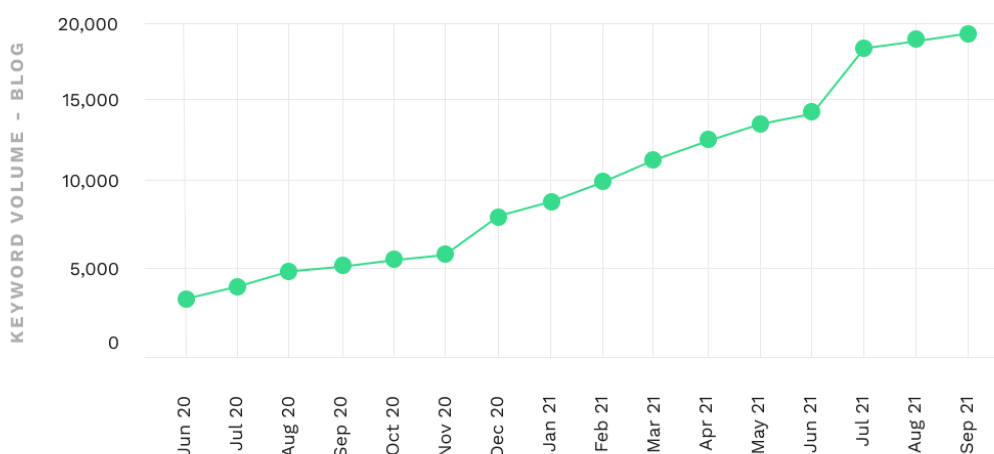
"Our numbers were super impressive," Fara says she saw the ROI of MarketMuse within the first six months of using the platform and it continues to grow. "The last business review we had, which was in September, we were up year over year 266% for keyword rankings."

That's a real, meaningful impact for the company. Results also showed in their continued, steady organic entrance growth and direct impact on both free and paid conversions.

> "No matter where my career goes, MarketMuse is going to be there because I've just seen so much value."
>
> Fara Rosenzweig, Head of Content
> ManyChat

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