

Client Study: **Social Dynamx**

INDUSTRY: SOCIAL CUSTOMER CARE



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—Jan Ryan, co-founder and president, Social Dynamx

Emerging from stealth mode is a crucial time period in the life of a new startup. Starting off on the right foot can help build the right relationships, raise funding, land key customers, and set the company on a path to success. Not every start-up can be the next Google – but those that master their messaging and understand their market have a better chance than most. In a fast-changing market, like enterprise social media software, startups have to move very fast, as well as make the right choices. Putting your best foot forward with a crisp, articulate message, along with flawless execution, will put the company on the path for success.

Social Dynamx is an Austin, Texas-based software startup that developed a unique customer care platform for supporting big brand customers through social media. The company engaged with New Business Strategies, while it was in stealth mode to make sure its first introduction to the market would set the tone for a promising future.

### **High Stakes Decisions**

Social Dynamx was entering a crowded social media market with game changing software designed for customer care, but because of the confusion in the market around marketing applications there was a danger in not being heard. “We knew that if we did a typical product roll out, our platform would go unnoticed due to all the noise in the market,” said Social Dynamx Co-founder and President, Jan Ryan.

Social Dynamx would get only one chance to make the right first impression with analysts, investors and customers. The stealth-mode startup needed to make the right strategic messaging and resource decisions and make these choices quickly. Each day that passed presented an increased chance a competitor would become first-to-market with a social customer care at scale solution.

New Business Strategies led Social Dynamx in a contrarian strategy to make important strategic decisions faster. The team participated in off-sites and fast-paced brainstorming to establish the marketing budget, and develop a go-to-market strategy. The young company quickly identified where it fit within a larger market ecosystem and how to articulate the magic it brought to the table.

“New Business Strategies helped us accelerate and coalesce our thinking about what our value proposition and what our marketing messages should be,” said Ryan. “They worked with the executive team to pull out things we knew were important about the product, but couldn’t quite put into words. We accomplished in two days what some companies are never able to achieve - a strong messaging platform.”

### **Preparing for Launch**

Shifting gears from strategic consulting, New Business Strategies supported tactical details of the launch. Employees were coached on scheduling analyst and media briefings, selecting a public relations agency and anything it took to ensure the success of the launch.

Success hinged on developing a market for social customer care software by showing the pain points major brands were experiencing with high-volume digital conversations. The company spent months educating the market in preparation for its launch.

Broad awareness of the business problem that Social Dynamx solved was accomplished through a real-time response system implemented by the team. Responses were made within hours to posts made by influencers, reporters, analysts and bloggers about social customer care.

Fast-paced, real-time online communications enabled the company to get into the top five comments on significant blogs. The bylined articles and blog posts created a groundswell on the topic of social customer care over a three-month period prior to the product's official launch.

### **The Great Reveal**

When it was time for the launch, analysts, media and customers already understood the value of solving social customer care at scale and what Social Dynamx brought to the table. Leading industry analysts unanimously supported Social Dynamx's approach. The company quickly secured big brand customers like Dish Network and Time Warner Cable. The launch also attracted investors and other connections that will put Social Dynamx on a path to continued success and sustainable growth.

"New Business Strategies helped us understand who we were, who our customers should be and where we fit into the ecosystem," said Ryan. "We were able to achieve everything we could have expected, while staying within our budget, because of the early planning we did with New Business Strategies."

Social Dynamx has continued to use the methodology it learned from New Business Strategies as part of its ongoing process for developing messaging, decision-making, and managing press announcements. "New Business Strategies has a great repeatable methodology," said Ryan. "We plan to leverage their approach to messaging for a long time."

### **New Business Strategies™**

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