

November 9, 2015

MARKETING STACKUP

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We help our customers build brands.

Squarespace's mission is to provide creative tools that help anyone give a voice to their ideas. From designers and engineers who are creating the next generation of web and mobile experiences, to anyone putting a website together for the first time, Squarespace provides elegant solutions that set new standards for online publishing.



OUR AUDIENCE.

Anyone anywhere who has ideas they want to grow, something important to say, and **the desire to make it look as amazing as possible.**



DIY MOVEMENT

Our customers are DIY in nature

REPUTATION ECONOMY

Your online reputation matters
more than ever before.

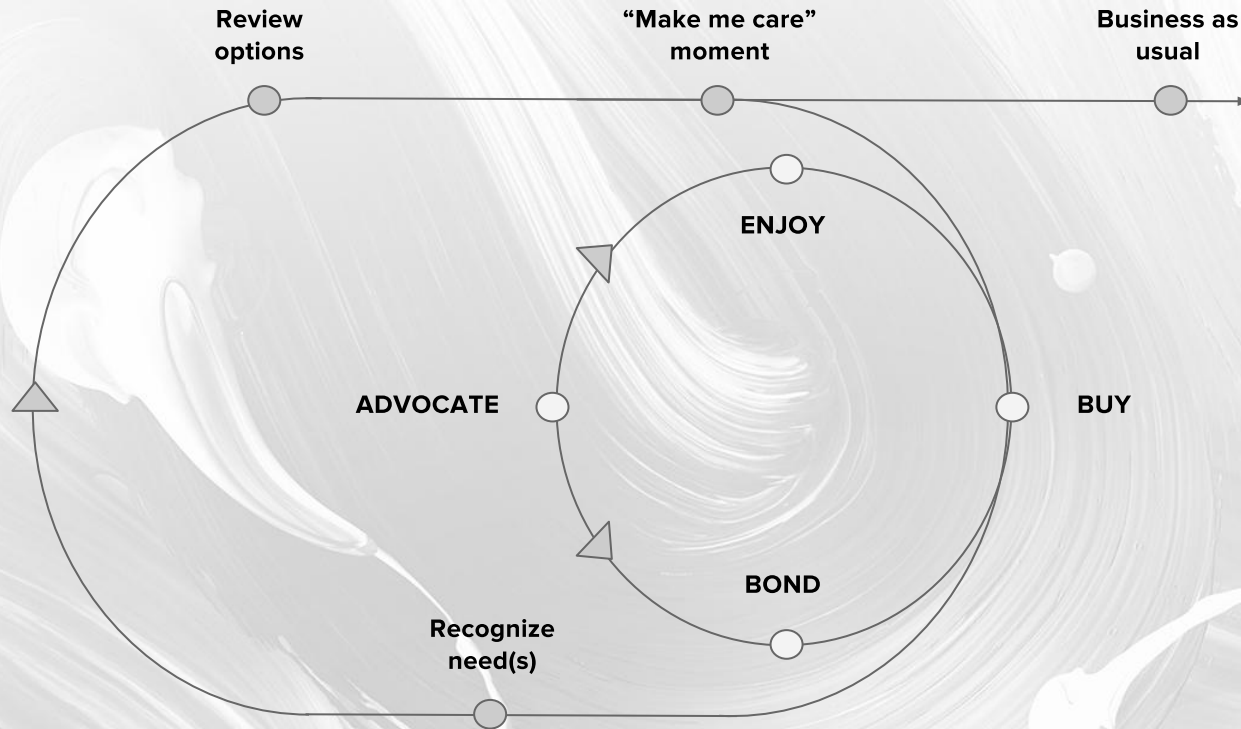
DESIGN DEMOCRACY

Design is a unique differentiator.
We make it accessible to all.

Connected Marketing



FROM THE “FUNNEL” TO *THE LOOP*





WHAT SQSP MARKETING DOES






WHY IS THIS STILL A JOB?

<u>Pre-Digital</u>		<u>Digital</u>
Easy	# of Media Channels	Hard
Hard	Reaching Niche audiences	Easier
Hard*	Measuring success	Hard**

* Because there was no way to measure

** Because there is too much to measure



**“Increasingly, mass
marketing is turning
into a mass of
niches.”**

— *Chris Anderson*
Author of “The Long Tail”

Connecting to the Brand



BRAND MEDIA

- Judgment: Explore new growth opportunities
- Creative: Partner with design to maximize each media placement
- Guess. Test. Revise.



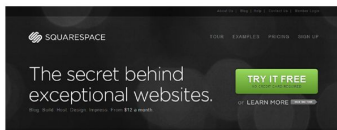
CONTENT

From building awareness ...

2011

What Is Squarespace?

The first question that needs to be answered here is "what is it?" Squarespace provides you with the means to easily **build a website** that matches your goals and desires. Their unique software breaks each component of a website build into "bricks". Like Legos®, you simply snap these bricks together into a design that does what you want – you get the site you want, along with a timeless, elegant, evocative design. Of course, Squarespace is more than just website design software – much more.



What is it?

Squarespace is a powerful, elegant, and easy-to-use online website design tool that lets you create a professional website in minutes.

Who is it for?

Squarespace is designed for anyone who wants to create a professional website, whether you're a business owner, a freelancer, or a hobbyist.

Why use it?

Squarespace is a powerful, elegant, and easy-to-use online website design tool that lets you create a professional website in minutes.



Social Integration

Integrate your website with the most popular social media networks, including Facebook, Twitter, and LinkedIn.



Squarespace for iOS and Android

Access your website from anywhere, anytime, with the Squarespace mobile app for iOS and Android.



Seamless Blog Integration

Write, edit, and publish your blog posts directly from the Squarespace dashboard, making it easy to keep your content fresh and up-to-date.

Online Product Launching

Reputation Management



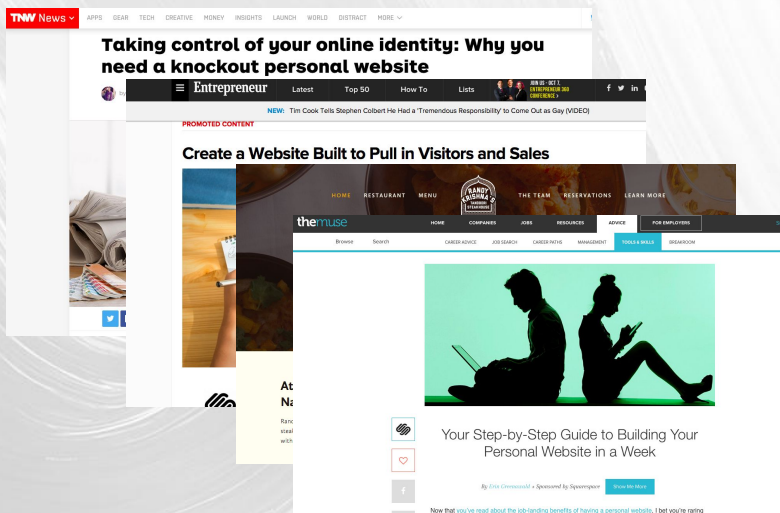
Who is Carl Ocab?

Carl Ocab, at 13 years old, started carlocab.com. After a few months, the website hit the top spot of Google for a highly coveted keyword in its niche.

About Carl Ocab →

... to giving advice and telling stories




2015



The Next Web | Entrepreneur | Lucky Peach | The Muse | + 50 more








ONLINE RADIO


 **Lindsay** @lindsaycameron  





Anyone know the name of the song in the newest @squarespace @Spotify ad? It's awesome.

1:47 PM - 4 Aug 2015


   

 Reply to @lindsaycameron @squarespace @Spotify

 **Squarespace Help** @SquarespaceHelp · Aug 4
[@lindsaycameron](#) "Electric Love" by BORN5 and "Inside Out" by Spoon. We're glad you're enjoying it!

   1 









 **Shon Mogharabi** @ShonNotSean · 9m

> @squarespace wins for having ads on @soundcloud that don't completely kill the vibe.


FAVORITE
1 

11:35 AM - 11 Aug 2015 · Details





   


 **Larry Markovitz** @larrymarkovitz  

@squarespace great ad on Spotify. Really well done.

FAVORITE
1 

7:27 AM - 6 Aug 2015

 Reply to @larrymarkovitz @squarespace

 **Monica Isabel** @monifor79 · 7m

i was bumpin so hard to a song on soundcloud and i went to like it when i realized it was a squarespace advertisement LOL

FAVORITES
2 

11:37 AM - 11 Aug 2015 · Details



OUT OF HOME

New York City

Fall 2013



Boston / San Francisco

September - October 2015



Summer 2015





PRINT





PODCASTS

SERIAL





YOUTUBE CHANNELS



Subscribers: 6 Million



Subscribers: 3.5 Million



Subscribers: 3.5 Million



Subscribers: 6.5 Million



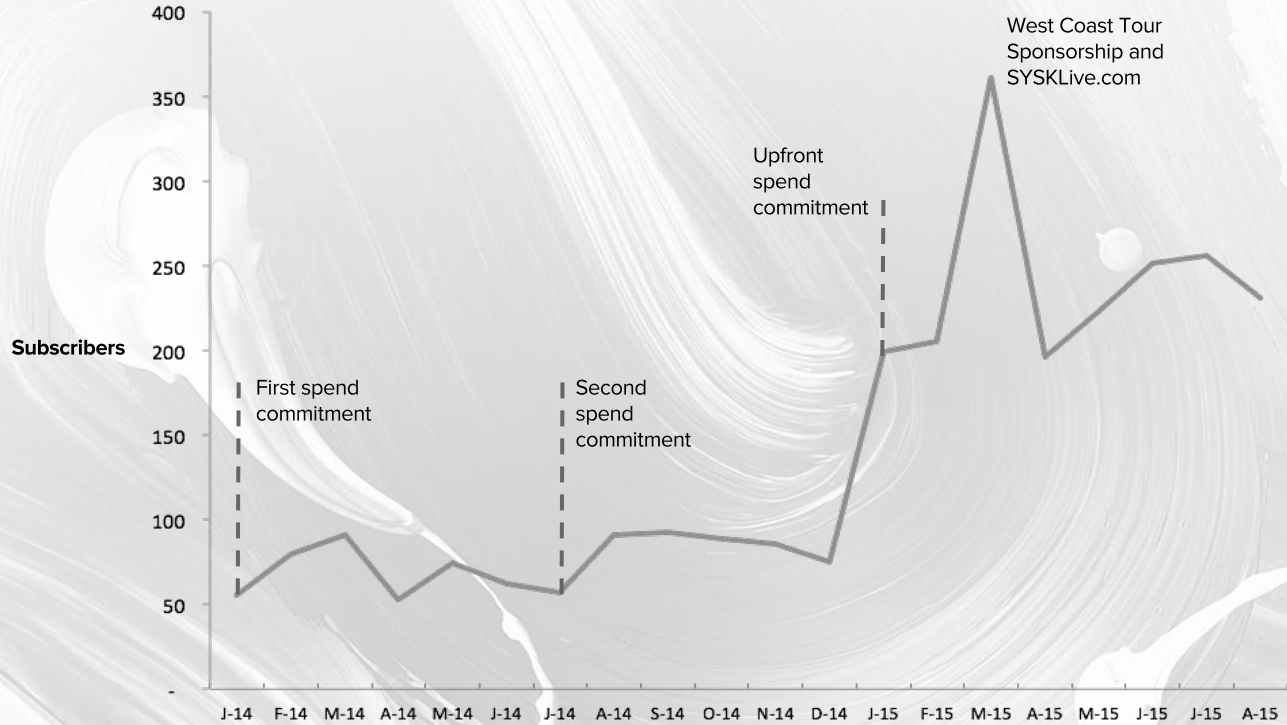
Subscribers: 10.8 Million



Subscribers: 2 Million



STUFF YOU SHOULD KNOW ABOUT Stuff You Should Know



Connecting to Business Performance




WHAT IS PERFORMANCE MEDIA?

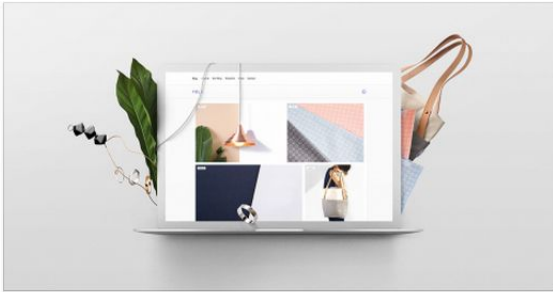
- People based marketing
- Always on - right person, right time
- Optimizing for efficiency



SOCIAL : MASS AND NICHE

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Build a beautiful website, register a domain, or create a powerful online store for your big idea.




Build It Beautiful on Squarespace
Start your free trial today. No credit card required.


[SQUARESPACE.COM](https://www.squarespace.com) [Learn More](#)

👍 1,767 💬 57 📄 66

Like Comment ➔ Share

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Before the wedding comes the website. #BuildItBeautiful with Squarespace.



Start Your Wedding with a Beautiful Website
Claim your domain, link your registry, collect RSVPs, share engagement photos and more, all in one place.

[SQUARESPACE.COM/WEDDINGS](https://www.squarespace.com/weddings)

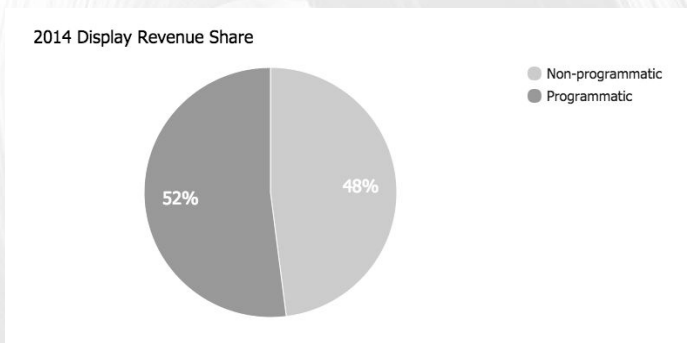
👍 311 💬 12 📄 28

Like Comment ➔ Share



PROGRAMMATIC DISPLAY

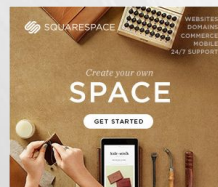
Industry



- Programmatic spend is growing ~20% annually and online advertising revenue share is projected to reach 65% by 2020

Squarespace

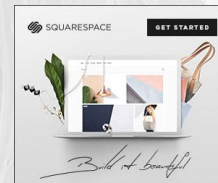
2013



2014



2015



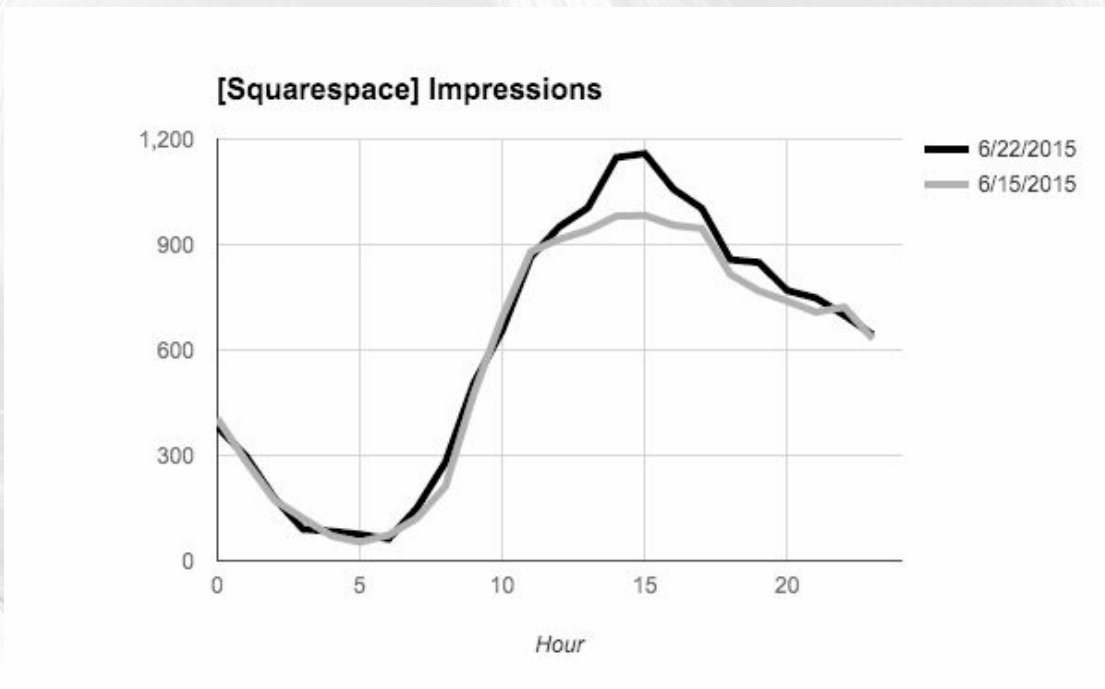
2016

Work with Brand team to cater creative messages to different audiences, building on insights from 2015



PAID SEARCH

What can other channels learn from Paid Search?



Volume Tracker

- Specific events
- Squarespace outages

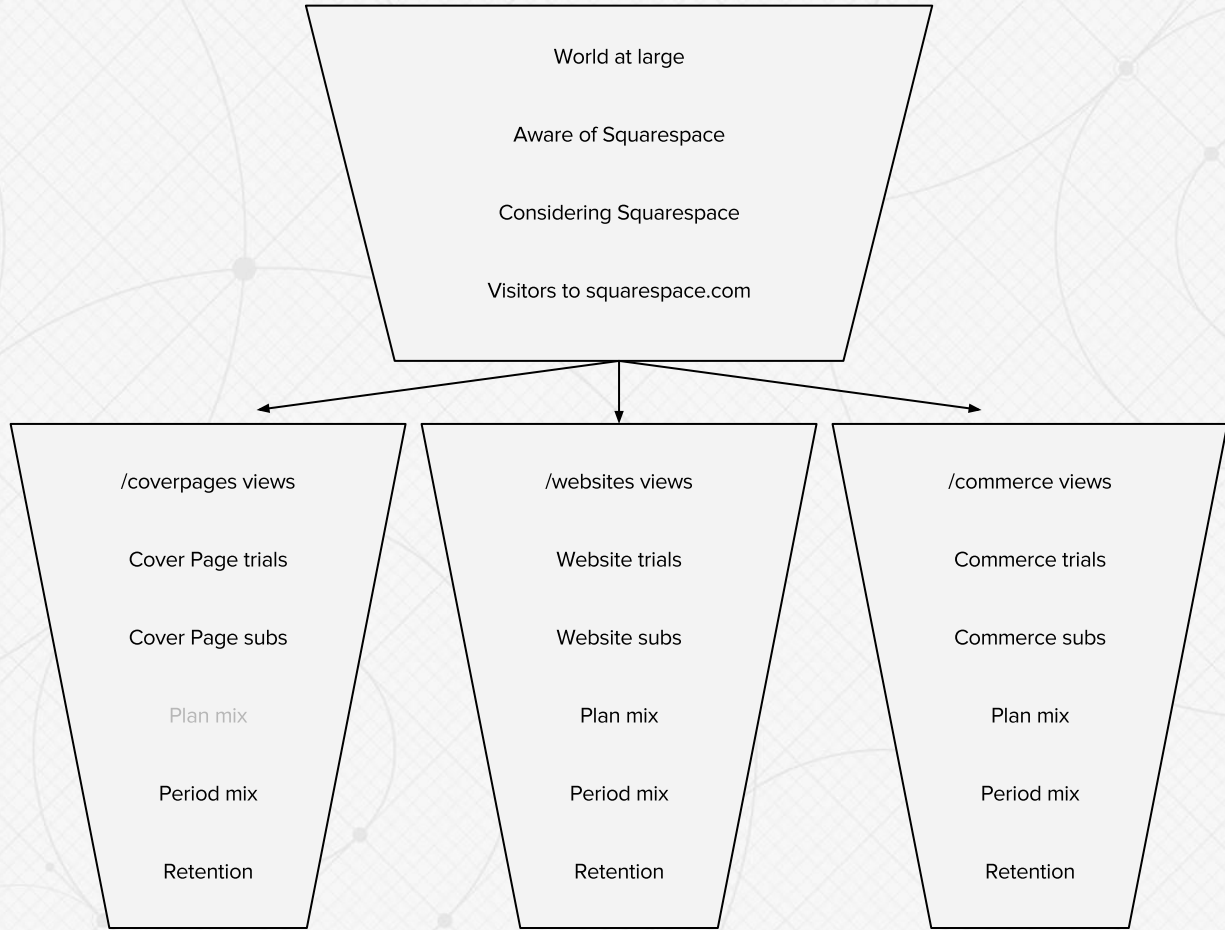
Competitive Analysis

- What are our competitors saying?
- What products are our competitors promoting?

Market Research

- Do people associate Squarespace with sports websites? Commerce customers?

Connect Marketing to Business



Questions?