



Stella Garber, VP of Marketing
12/8/2016

Who am I?

- VP of Marketing, Trello
- CEO/ cofounder, matchist
- Founding Team, FeeFighters (acquired by Groupon in 2012)
- MBA, University of Chicago Booth School of Business
- BA, Northwestern University
- Based in Chicago



@startupstella

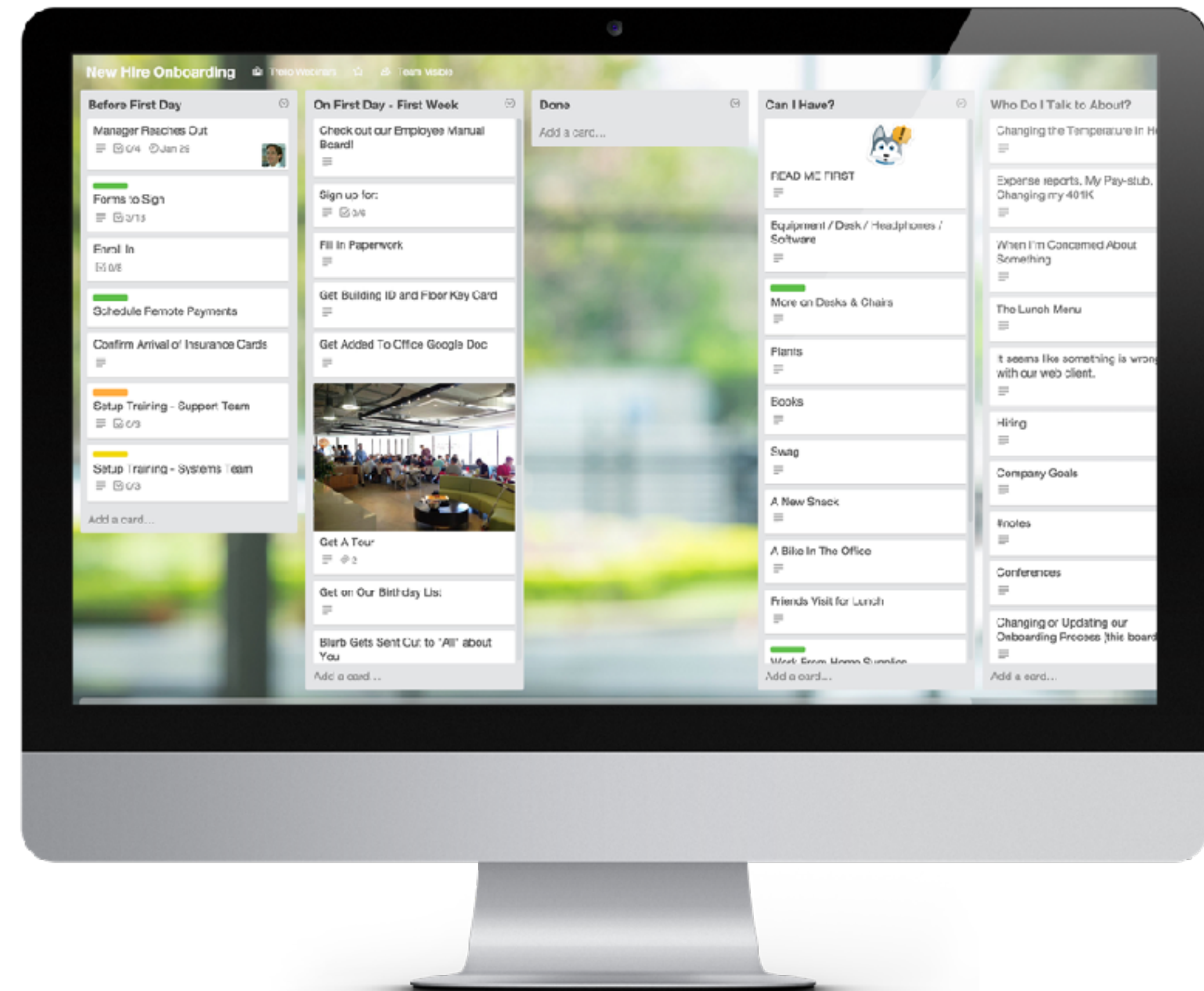
What is Trello?



What is Trello?



Trello is the visual collaboration tool used by millions of people to organize their work and life.



What is Trello?



Trello boards bring ideas into focus, get teams on the same page, and help people be more productive.



What is Trello?



Company Overview | Trello Webinars | Team Visible

Teams

- How To Use This Board
- Product
- Marketing
- Sales
- Support
- People
- IT

Priorities

- Increase sales revenue by 30% in Q3 (Sep 30)
- Ship iOS app (Jul 1)
- Increase conversion rate by 20% by Q3 (Sep 30)
- Launch first international expansion (Jul 1)
- Test new messaging for SMB market

Current Projects

- Analytics Data (May 18)
- Develop Engineering Blog (May 19)
- Brand Guidelines (Jun 10)

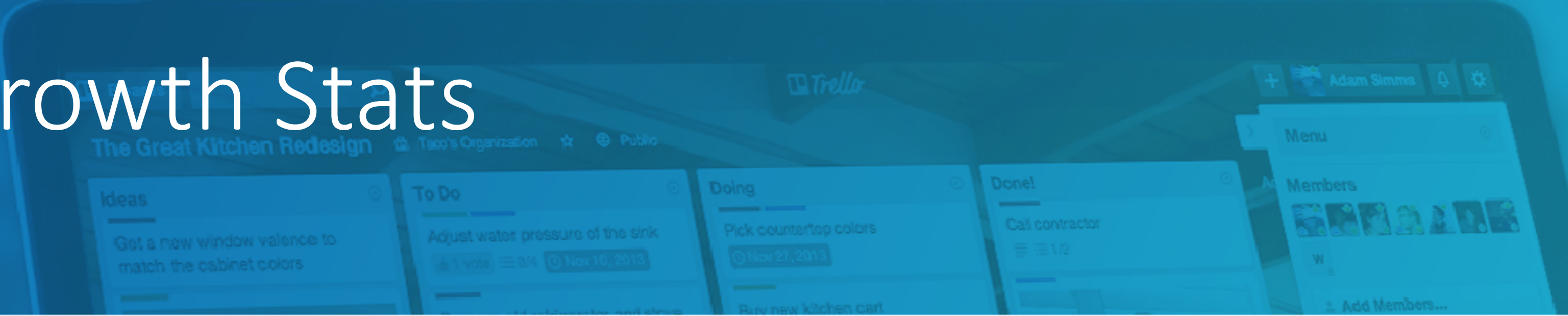
Completed Projects

- Social Media Campaign (Jan 23)
- Update Help Documentation (Feb 16)
- Website Redesign (Mar 6)

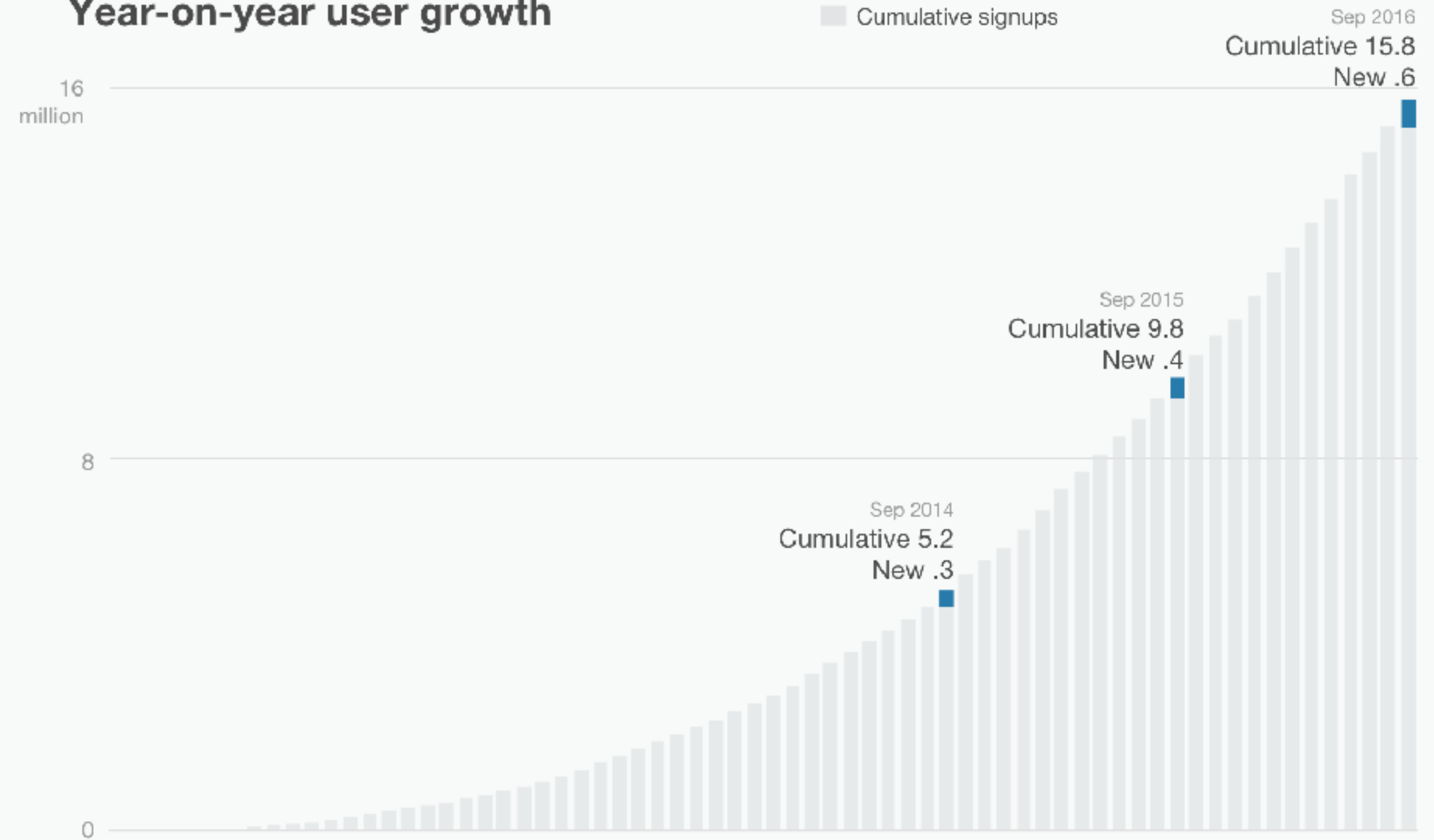
Menu

- Add Members...
- Change Background
- Filter Cards
- Power-Ups
- Stickers
- More
- Activity
 - Brian Cervino enabled the card aging power-up Jan 14 at 2:35 PM
 - Brian Cervino joined this board Jan 14 at 2:29 PM
 - Brian Cervino archived Bravos Jan 14 at 2:11 PM
 - Brian Cervino added Priscilla Parjet to Website Redesign Jan 14 at 2:11 PM
 - Brian Cervino added Chris Temperson to Update Help Documentation Jan 14 at 2:11 PM

Growth Stats



Year-on-year user growth



Growth Stats

Geographic

COUNTRIES	UNIQUES
United States	1.7M
United Kingdom	485.4K
Brazil	444.6K
Germany	295.7K
France	273K
Australia	198.5K
Spain	194.9K
Canada	194.7K
Netherlands	187K
Russia	185.8K

GLOBAL CITIES	UNIQUES
Sao Paulo (BR)	94.4K
London (GB)	85.2K
Paris (FR)	80.6K
New York, NY (US)	77.2K
Seoul (KR)	64.6K
Moscow (RU)	57.5K
Amsterdam (NL)	46.7K
Madrid (ES)	46.4K
San Francisco, CA (US)	45.4K
Tokyo (JP)	43.9K

A hand is shown writing on a sketch of a user interface in a notebook. The sketch includes various elements like buttons, text boxes, and labels such as 'SIGN IN', 'LOGOUT', 'USER INFO', and 'LIKES'. The entire image has a blue tint and a white border.

Marketing at Trello

State of Marketing - August 2014

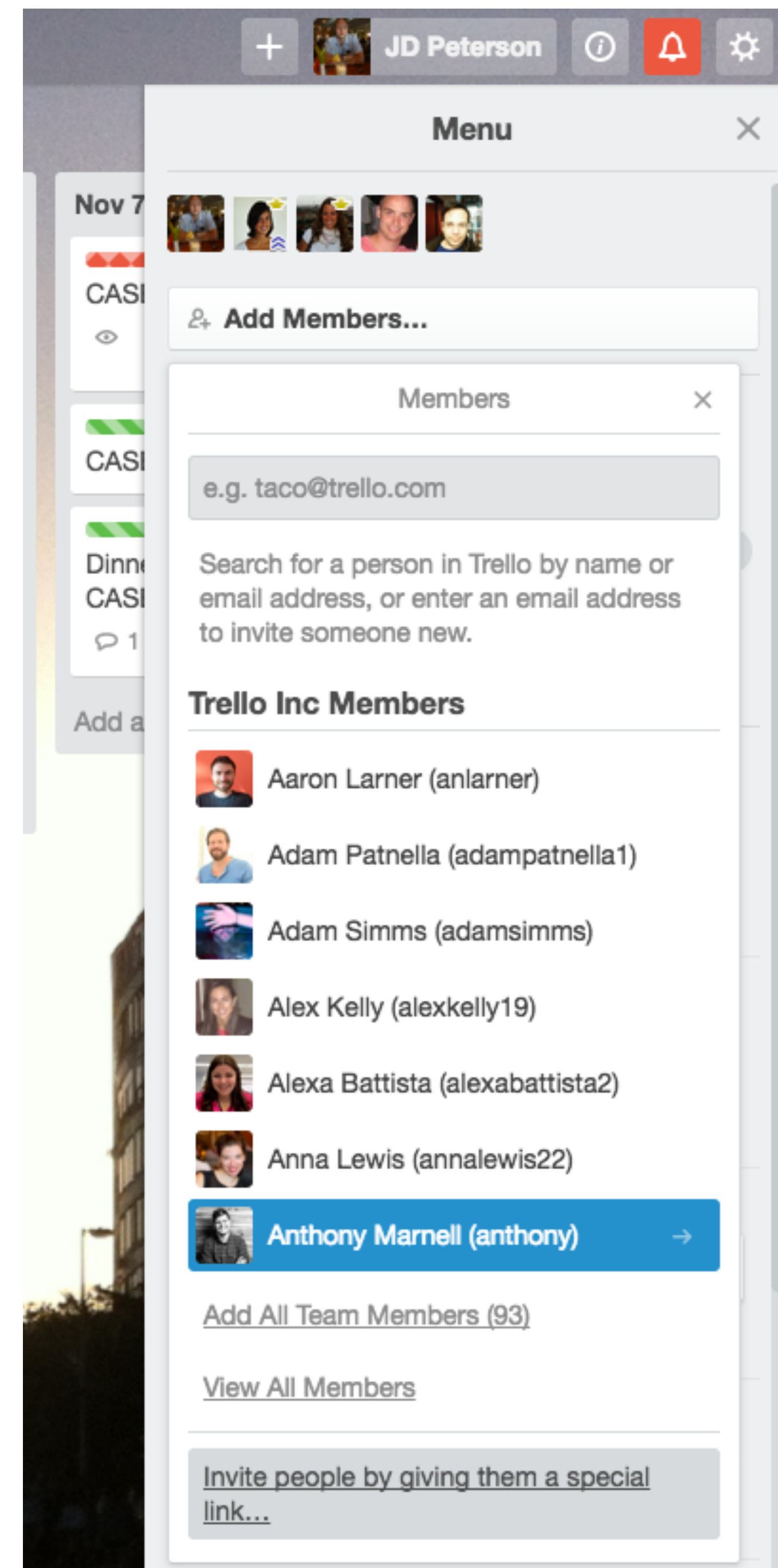
A tablet displaying a project management application interface. The screen shows a header with the title 'The Great Kitchen Redesign' and a user profile 'Adam Simms'. Below the header, there are five columns: 'Ideas', 'To Do', 'Doing', 'Done!', and 'Members'. The 'Ideas' column contains the text 'Get a new window valence to match the cabinet colors'. The 'To Do' column contains 'Ajust water pressure of the sink'. The 'Doing' column contains 'Pick countertop colors'. The 'Done!' column contains 'Call contractor'. The 'Members' column shows a list of user avatars and the text 'Add Members...'. The background of the slide is a gradient of blue and teal.

- Employees
- Technology
- Users
- Strategy

Strategy



- Support organic growth
- Educate users with content
- Inspire and Delight
- Work with Sales
- Keep users engaged



> 70% of Trello users were invited to an existing Trello Board

lifehacker

“How To Organize Your Entire Life With Trello”

TC TechCrunch

“Trello, The Digital Whiteboard, Tops 7M Users”

FORTUNE

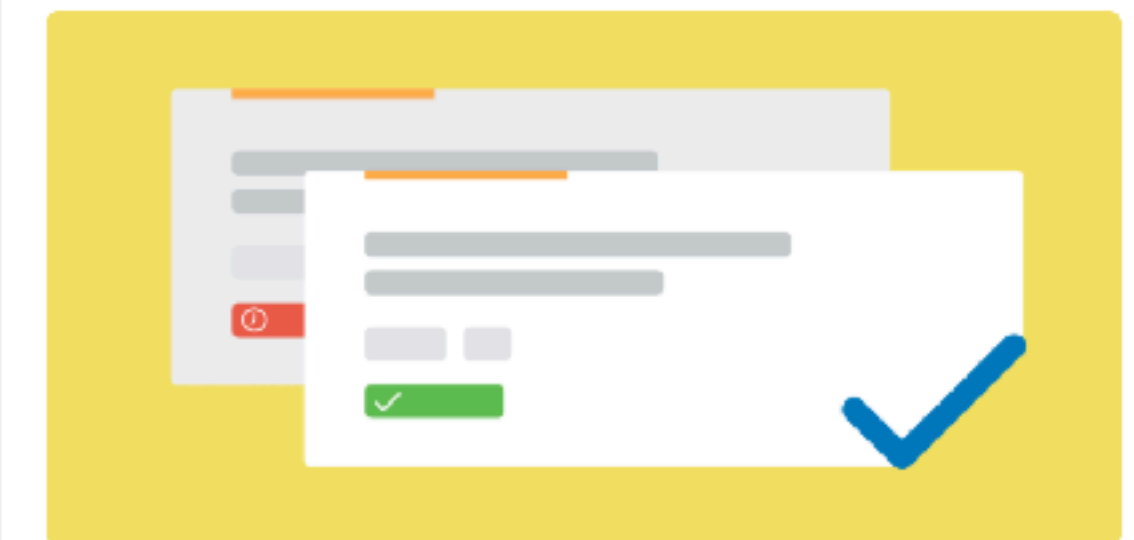
“Trello Claims 17 Million Fans For Its Popular Project Software”

World Class Content



3 Inspiring Ways To Be More Collaborative At Your Company

WORKFLOWS



Mark A Trello Card As Done (And Drop The Mic On That Task)

TRELLO NEWS



How To Master The Art Of Remote Team Communications

PRODUCTIVITY



Stop Being Awkward: 6 Tips For Better Video Meetings

PRODUCTIVITY

Key Company Metrics

A tablet displaying a Kanban board for 'The Great Kitchen Redesign'. The board has four columns: 'Ideas', 'To Do', 'Doing', and 'Done!'. The 'Ideas' column contains one card: 'Get a new window valence to match the cabinet colors'. The 'To Do' column contains one card: 'Adjust water pressure of the sink'. The 'Doing' column contains one card: 'Pick countertop colors'. The 'Done!' column contains one card: 'Call contractor'. To the right of the board is a 'Menu' sidebar with a 'Members' section showing several profile icons and an 'Add Members...' button. The top of the screen shows the project name and some navigation icons.

- New User Growth
- Engaged Users
- Customer Health
- Revenue

Team Structure



Team Structure



- Content Marketing
- Community
- Design
- International
- Product Marketing
- Growth
- (PR)

Technology



Technology



- Content Marketing - Hubspot, Moz, BuzzSumo, SnagIt, GA
- Social/Community- Tweetdeck, Zapier/Slack, True Social Metrics
- Design - Invision, GitHub, PhotoShop (etc)
- International- Transifex, Crowdsourcers, Hubspot
- Product Marketing
- Growth- Mode Analytics, Excel

Working/Managing Remotely Distributed Teams



Remotely Distributed Teams

The background image shows a tablet displaying a project management application. The interface features a Kanban-style board with four columns: 'Ideas', 'To Do', 'Doing', and 'Done!'. The 'Ideas' column has one card: 'Get a new window valence to match the cabinet colors'. The 'To Do' column has one card: 'Adjust water pressure of the sink'. The 'Doing' column has one card: 'Pick countertop colors'. The 'Done!' column has one card: 'Call contractor'. To the right of the board is a 'Menu' sidebar with a 'Members' section showing several profile icons and an 'Add Members...' button. The top of the screen shows the title 'The Great Kitchen Redesign' and some navigation icons.

- Communication Tools
- Team Infrastructure
- Meetings
- OKRs
- Management
- Hiring



Process Makes Perfect





Why Trello? When In Doubt...Delight



Log in to Trello

Email (or username)

|e.g., dana.scully@fbi.gov

Password

e.g.,

Log In

Forgot your password? [Reset it.](#)

[Log in with SSO](#)

Thanks!

www.trello.com

@startupstella
@trello

Stella Garber / VP of Marketing, Trello

