

“HOW A DOT COM START-UP IS USING WEB ANALYTICS FOR CONSUMER INSIGHT”



Gramersi

*FEATURING GEORGE TAYLOR (CEO AT GRAMERSI)*



**THANK**

**YOU**





## About

Gramersi is a digital publisher – specialising in consumer and retail startup news, content, insights and events.

### For Consumers:

We make it easy for you to discover the latest products, and learn about them through high quality news and video content. Find what you're looking for easily on Gramersi, today.

### For Startups:

We support startups and provide them with a PR platform, by featuring them on the Gramersi news channel, as well hosting a range of meet-ups, seminars and conferences.





# The Team



**George Taylor**  
Founder, CEO and Chief Editor



**Ashley Gibbs**  
Co-Founder and CTO



**Laurene Rey-Millet**  
Co-Founder and Chief Journalist



# The Founders

## (Our Biographies)

1

George previously  
Founded Creative Industry  
Hub.

2

Ashley Gibbs is a software developer with over a decade of experience working with CMS, CRM and financial systems. Ashley is currently building out phase 2 of the Gramersi platform, which is expected to launch in early next year (Q1, 2022).

3

Laurene is a seasoned journalist from France who has worked for MailOnline and talkRADIO. She is currently on maternity leave.

# The Idea + Conception (1)

- 1 Initially, we were meant to be a social media platform.
- 2 Shopify + Facebook rolled out what we were hoping to do.
- 3 We already had a database of 100+ start-up retail brands.
- 4 I spotted a gap in the market for a digital publisher that specialised in retail start-up news.
- 5 The plan was to provide a voice for the under-dog in the start-up community (retailers vs a more favourable: 'tech')

# The Idea + Conception (2)

1

We started out with a very basic WordPress.com blog (the enterprise solution).

2

Our first twenty news stories came from our own brand database.

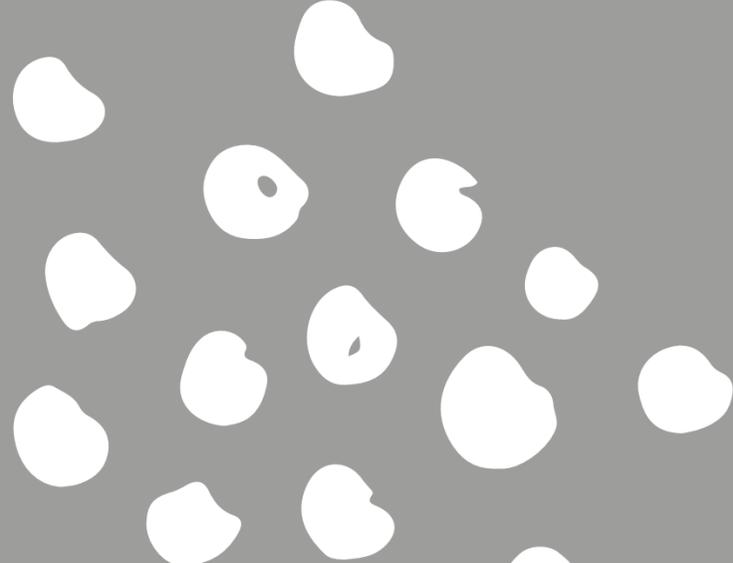
3

We knew we wanted to evolve this platform into something far greater than just news, but we weren't sure at the time what that would look like, or how we'd do it.

4

We let the platform evolve naturally, and we iterated as we went along, using data, feedback and new ideas.

# Resources + Skills Used



1

Initially, we started out as a two-man band (Laurene joined later). I was the journalist, and Ashley was the editor.

2

I come from a journalism background, whereas Ashley didn't, so that was a challenge for him.

3

Then, we hired Laurene, and Ashley moved onto software development (by this point, we had a tech idea).

# Content Sources + ~~Types~~

We produce articles, videos, and social media content.

Sources:

- Existing database.
- Free news-wire/press distribution + media request services.
- Referrals.
- PR firms.

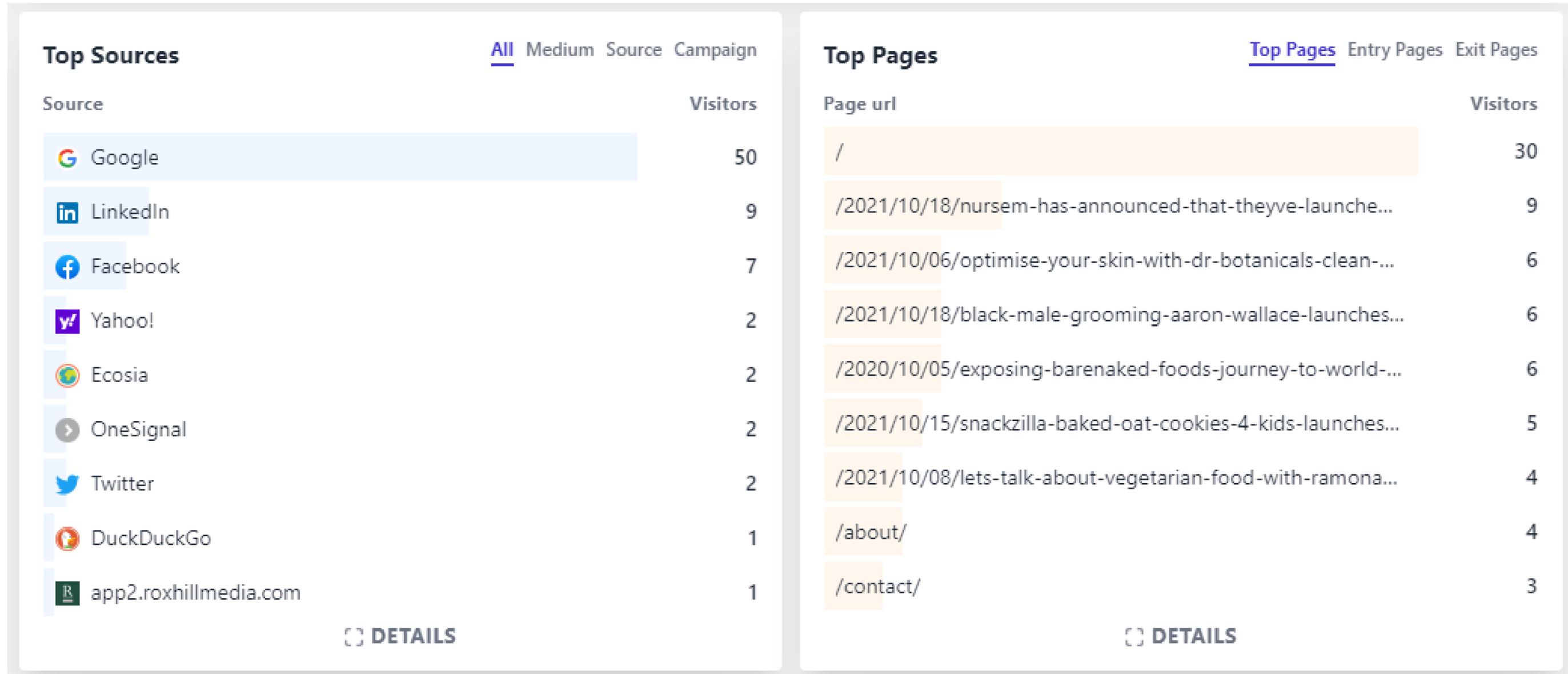
# Analytics Software + Solutions

- 1 Initially, we used Jetpack on WordPress.com.
- 2 Then we migrated to WordPress hosting (via AWS).
- 3 We had issues with Google Analytics in the first instance, so we installed various free analytics widgets.
- 4 Through a process of elimination, we now use Plausible (a paid service), Google Analytics, and 'Visitor Statistics,' and we compare the data.
- 5 We've also started to use UTM Tags, recently too.

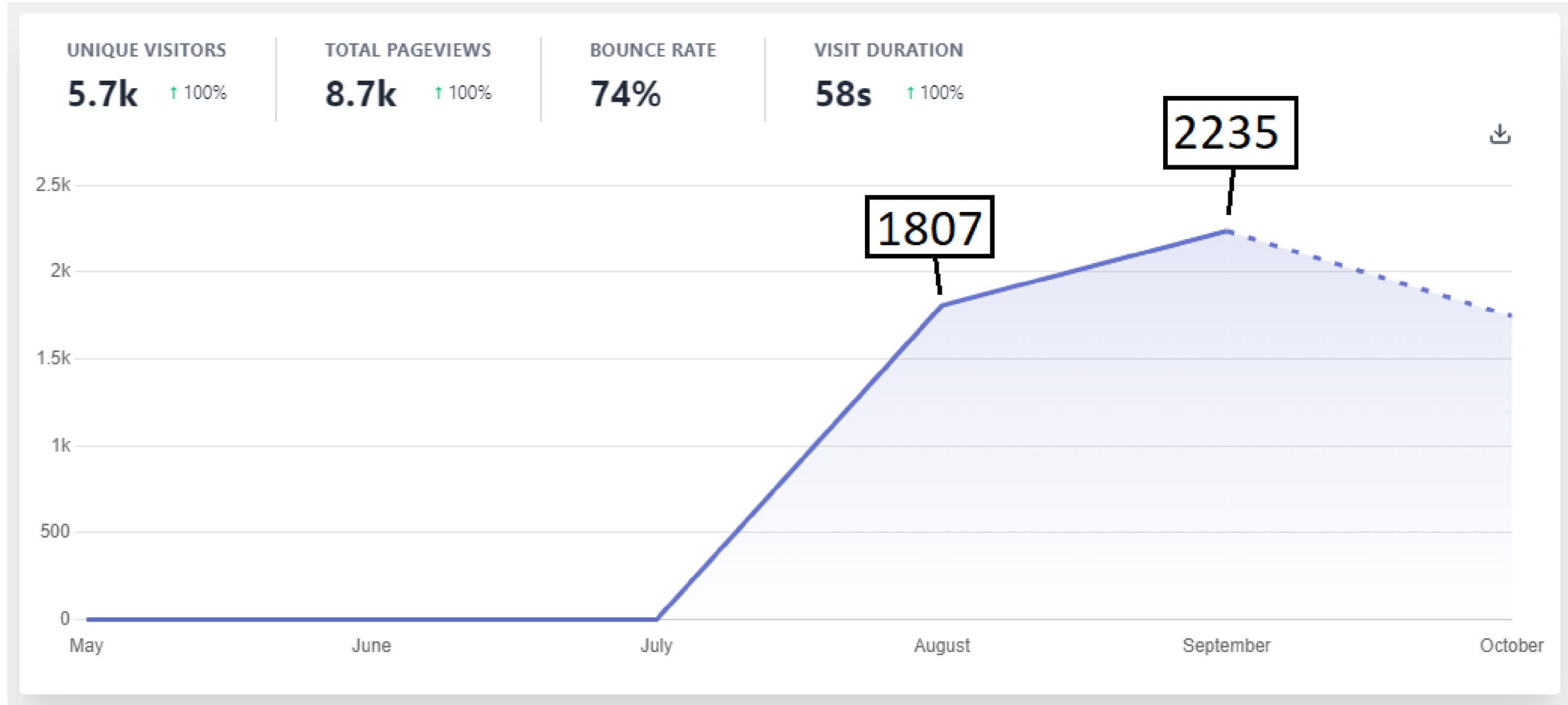
# Some Consumer Insights (1)



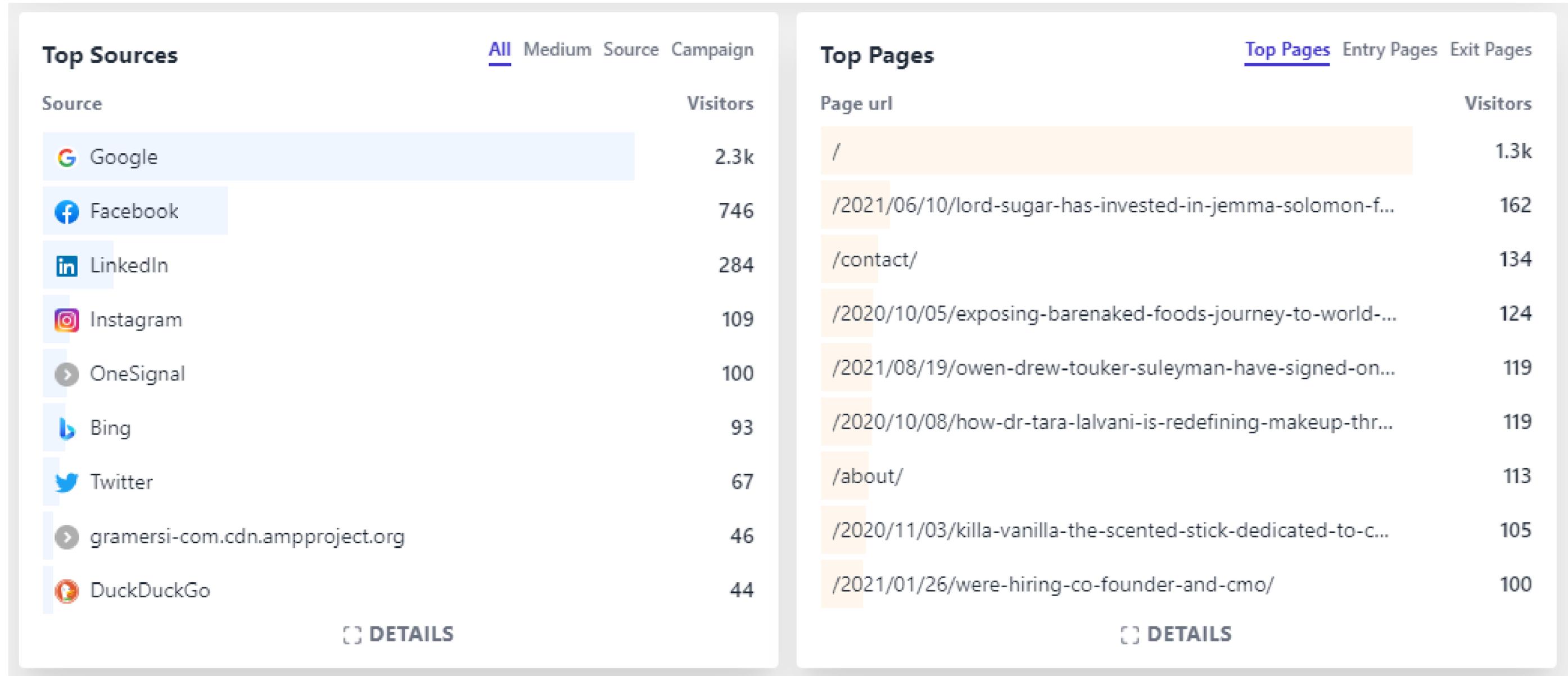
# Some Consumer Insights (2)



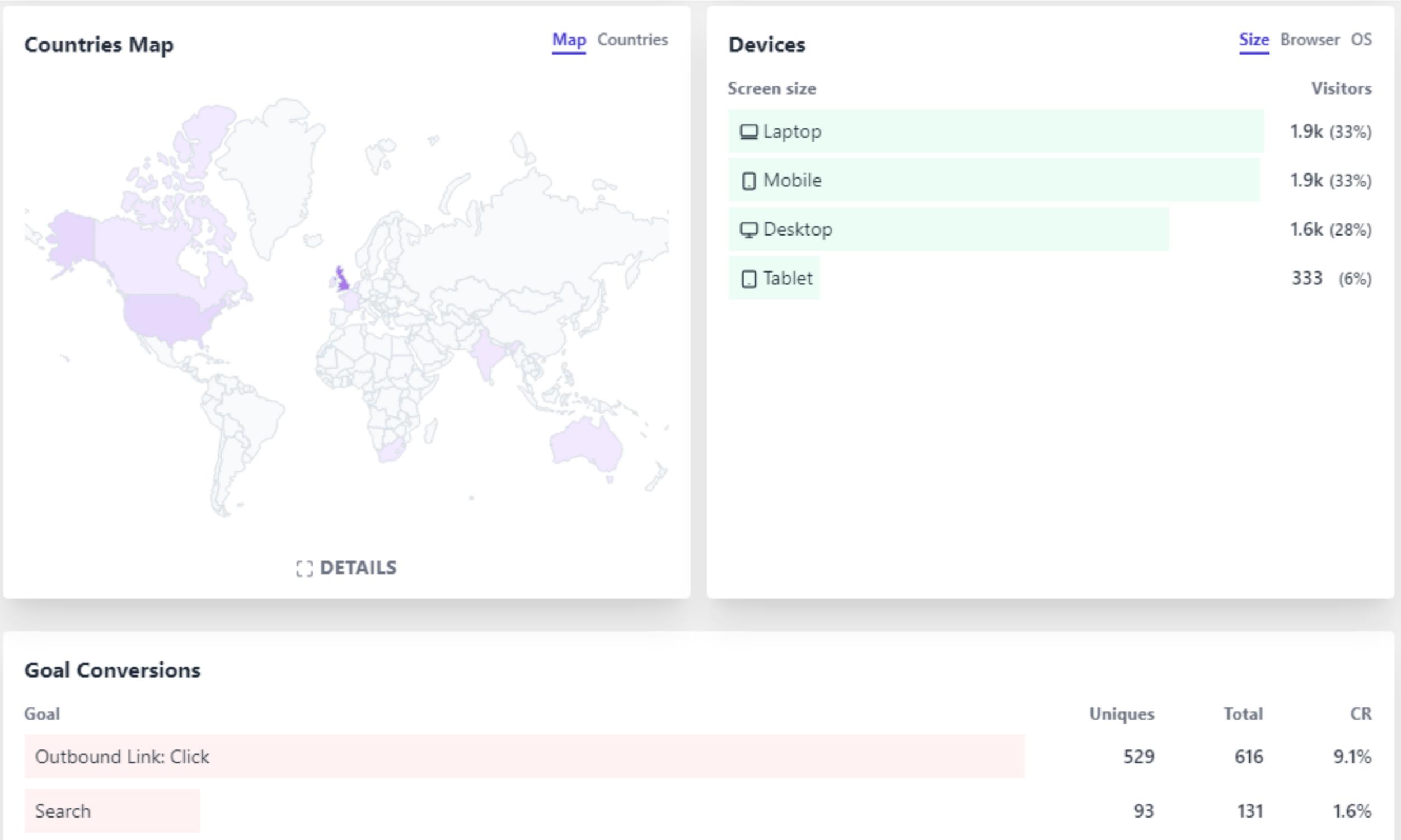
# Some Consumer Insights (3)



# Some Consumer Insights (4)



(5)



(6)

<input type="checkbox"/>	Title	Clicks	Redirect Type	Groups	Linked Post	Created On	Link
<input type="checkbox"/>	 <b>DRINK THIS BEFORE YOU DRINK! Inside Out Drinks For Hangovers3</b>	24 / 24	307 (Temporary)	DRINK THIS BEFORE YOU DRINK! Inside Out Drinks For Hangovers	-	22nd October 2021 11:45 am	<a href="#">/22aw8z</a> 
<input type="checkbox"/>	 <b>DRINK THIS BEFORE YOU DRINK! Inside Out Drinks For Hangovers2</b>	2 / 2	307 (Temporary)	It's Our Planet Too: Young Eco-Warriors Meets Sustainability	-	22nd October 2021 11:42 am	<a href="#">/cww6e</a> 
<input type="checkbox"/>	 <b>DRINK THIS BEFORE YOU DRINK! Inside Out Drinks For Hangovers</b>	26 / 26	307 (Temporary)	DRINK THIS BEFORE YOU DRINK! Inside Out Drinks For Hangovers	-	22nd October 2021 11:40 am	<a href="#">/4qsz8p</a> 
<input type="checkbox"/>	 <b>It's Our Planet Too: Young Eco-Warriors Meets Sustainability3</b>	33 / 33	307 (Temporary)	It's Our Planet Too: Young Eco-Warriors Meets Sustainability	-	22nd October 2021 10:58 am	<a href="#">/mwb6v</a> 
<input type="checkbox"/>	 <b>It's Our Planet Too: Young Eco-Warriors Meets Sustainability2</b>	2 / 2	307 (Temporary)	It's Our Planet Too: Young Eco-Warriors Meets Sustainability	-	22nd October 2021 10:56 am	<a href="#">/w53et0</a> 

# How We Use Social Media

(1)

1

The biggest “value-add” for us with social media, has been to tag/mention the brands and founders featured in the said article or video into the social media post to encourage a share (i.e. growth hacking).

2

We follow every brand we write about, and often we’ll get a follow back.

3

Apart from that, it’s been a manual process (no scheduling software), due to time constraints.

# How We Use Social Media

(2)

1

At the moment, we post on average, - two social media posts a day across all platforms, which highlights the article.

2

We also post some occasional promotional content, such as promoting upcoming interviews and events, etc (see examples).

3

Also, we've started to use Canva to create more brand consistency amongst posts (see examples).

4

Overall, everything needs work (which is where you come in). ELABORATE.

(3)



Gramersi

Published by George Taylor · 22 October at 10:55 ·

It's Our Planet Too: a new range of sustainable products for budding young eco-warriors: the brand aims to inspire young'uns to love + care for the environment. <https://gramersi.com/i430vc> via [It's Our Planet Too](#)



GRAMERSI.COM

It's Our Planet Too: Young Eco-Warriors Meets Sustainability

270

People reached

95

Engagements

↑ +8.9x higher

Distribution score

Boost post



Gramersi

560 followers

3d ·

Launched in Jan 2019, Bax Botanics are shaking up the alcohol-free market, with their innovative range of premium, sustainable spirits. Find out more here. <https://lnkd.in/etzQE2Qa> via [Rose Bax Chris Bax Bax Botanics Samph](#) ...see more



Bax Botanics: Alcohol-Free, Premium, Sustainable Spirits

gramersi.com · 2 min read

14 · 1 comment



Like



Comment

Organic impressions: 248 Impressions

Show stats

(4)



Gramersi @WeAreGramersi · Oct 18



Black male grooming: more accessible than ever before. Aaron Wallace (who recently launched into Liberty London) have now arrived into 190+ Sainsbury's stores. [gramersi.com/pe8tz1](https://gramersi.com/pe8tz1) via [@ByAaronWallace](#) [@LinaBarker99](#) [@sainsburys](#)



gramersi.com

Black Male Grooming: Aaron Wallace Launches Int...  
Black male grooming: more accessible than ever before. Aaron Wallace (who recently launched into...



(5)

FIND OUT HOW FAYE WILSON (WHO CAUGHT LONG COVID/ME/CFS) BATTLED HER WAY THROUGH TO SUCCESS, - WITH HER ECO-FRIENDLY TOOTHPASTE BRAND, HAPPIER BEAUTY.



ARTICLE LINK IN BIO!



wearegramersi



wearegramersi Find out how Faye Wilson (who caught long COVID/ME/CFS) battled her way through to success, - with her eco-friendly toothpaste brand, Happier Beauty. Via @happierbeauty (ARTICLE LINK IN BIO)

2 d

[View Insights](#)



 Liked by happierbeauty and 4 others

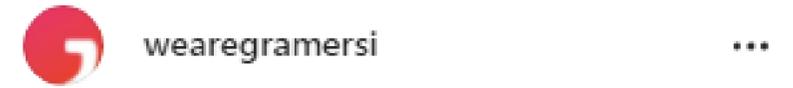
2 DAYS AGO

(6)

TODAY. WE'VE GOT PIP  
MURRAY FROM PIP &  
NUT ON GRAMERSITV...



COMING SOON...



wearegramersi TODAY. We've got Pip Murray from Pip & Nut on GramersiTV. Coming soon...

2 w

thewoodlifeproject Brilliant, I love Pip 🙌❤️

2 w 1 like Reply

[View Insights](#)



Liked by grl\_global and 3 others

OCTOBER 6

😊 Add a comment... [Post](#)

# COVID-19:

## Challenges + Opportunities

We "accidentally launched at the right time."

- We had no idea how profound the pandemic would be on our industry. We had no idea how profound the pandemic would be on our industry.
- The number of retail start-ups that launched during COVID-19 was staggering.
- However, we've had to change how we do journalism.



Any Questions?

george@gramersi.com

Instagram: WeAreGramersi

Twitter: WeAreGramersi

