CASE STUDY

Social Media Sharks + Tomorrow Sleep
Their goal was to create the perfect sleep environment and designed the first truly connected sleep system with the knowledge, research and engineering expertise of Serta Simmons Bedding.

Tomorrow Sleep is a connected sleep system whose mission is to help people sleep at their full potential to ensure a healthier future.
The **Challenge**

Tomorrow Sleep launched in the middle of 2017 but hadn't really started creating online content until the middle of 2018. They knew they needed a strategic way to compete with long-standing players in the market in order to have a chance.

A content strategy was planned with the help of Social Media Sharks to scale and manage the tactical side of content creation. Relying on measurement tools for tracking and monitoring keywords and positions was useful, and continued as part of the strategy, but they weren't enough to drive a meaningful, drastic impact.
The **Objective**

- Drive high-quality traffic to the website.
- Rank for relevant keywords.
- Improve the amount of time spent on the website.
Primary topics upon which to focus were identified and analyzed within the MarketMuse Suite, an AI-powered content intelligence and strategy platform. Using the MarketMuse Research application, the team researched the topic landscape to understand what related topics should be considered and the distribution to apply within the content.
Then using the MarketMuse Compete application, the team drilled specifically into the top 20 search results for those primary topics to visualize the gaps and opportunities for content creation. The heatmap displays the topic distribution of related topics across each piece of content. This strategy provided insights to create new, in-depth content on existing topics in the space, establishing them as experts.
The Results

- Organic traffic increased from 4K per month to 400K within a year.
- Outranks their largest competitor (Casper) for primary topics.
- Holds multiple positions in a single SERP.
- Gained authority in the eyes of the search engine to obtain the featured snippet.
TomorrowSleep is now able to hold multiple positions in a single SERP.
“Most people will say a domain can only own one position on Google for the query. We found that for a single query where we have the featured snippet, we also own position one and two across different articles.”

“The process wasn’t just about driving traffic but driving targeted traffic that’s answering the intent. We’re able to do this organically instead of buying traffic.”

“Over the last year and a half, we took six really big consumer brands and conducted a test between MarketMuse and Ryte. Not only did MarketMuse exceed what was best in class prior, but we couldn’t find anything to beat it. We always try to find the best tool and not become stagnant. MarketMuse beat them hands down. I don’t mean it functioned better or looks prettier, but the barebones results of rankings and positions were better.”

Ryan Monahan - CEO at Social Media Sharks