

Calendar.com partners with ArticleX to drive signups to their scheduling tool.

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Presented by
ArticleX Team

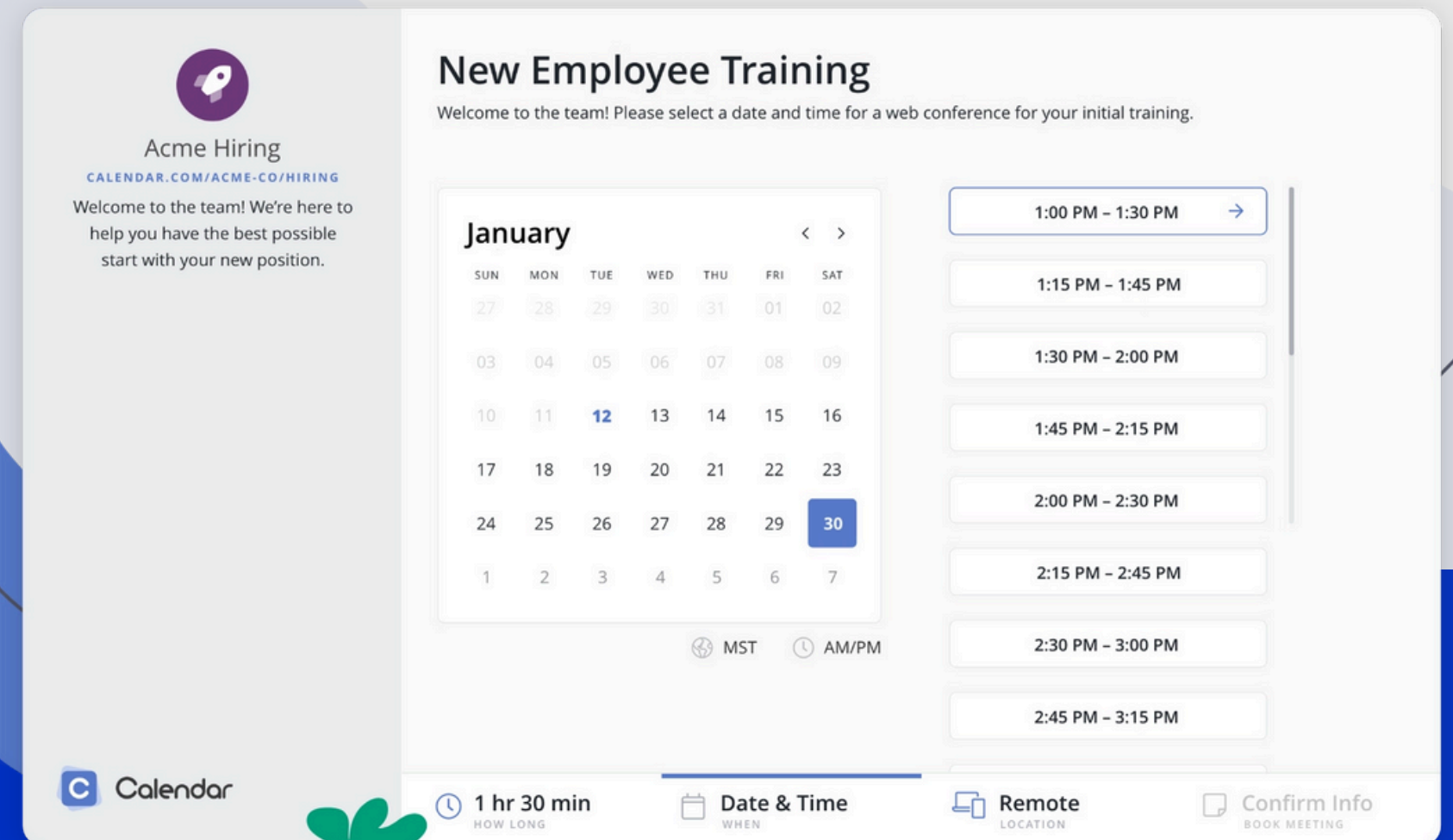
Table of Contents

- Company Overview
 - The Challenge
 - The Solution
 - The Results
-

Company Overview

Calendar.com is a top-rated online scheduling and calendar management platform that offers a comprehensive suite of tools to streamline and simplify the way individuals and businesses manage their time. With an amazing platform, their team is constantly looking at ways to get exposure and signups.

www.calendar.com



The Challenge

Seeing the potential of generative AI, Calendar.com was looking for innovative ways to attract new users and drive signups for their powerful scheduling tool.

Despite having a solid product and a user-friendly interface, Calendar.com found it challenging to scale the volume of its existing content marketing efforts. They struggled with creating compelling content that resonated with their target audience, maintaining consistent content production, and dedicating limited startup resources to content creation and distribution.

Their executive team recognized the need for a content strategy that would educate users, optimize better for Google, and utilize gen-AI technology. Ultimately, they chose ArticleX as a partner.



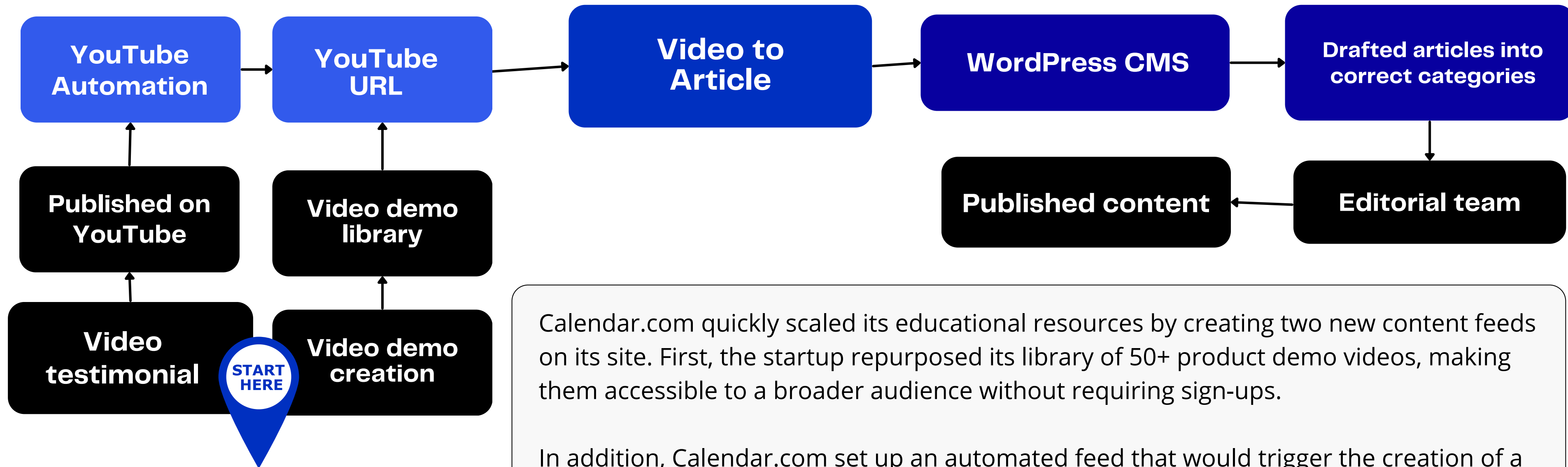
The Data

- 3 person team running all operations of the startup.
- Only 2 influencer partnerships.
- Library of 50+ video demos that are hidden away for sign-in users.
- 80% of active users are free sign ups.

Article X Automate

Article X Generate

Article X Publish



START
HERE

The Solution

Article X  Calendar

Calendar.com quickly scaled its educational resources by creating two new content feeds on its site. First, the startup repurposed its library of 50+ product demo videos, making them accessible to a broader audience without requiring sign-ups.

In addition, Calendar.com set up an automated feed that would trigger the creation of a new article every time they uploaded a customer video testimonial to their YouTube channel. After the video was uploaded, ArticleX's AI technology automatically embedded the YouTube video into a draft article and delivered it straight to Calendar.com's content management system (CMS). This innovative approach allowed Calendar.com to showcase its customer success stories while benefiting from an autonomous, steady stream of fresh, engaging content on its website.

The articles, featuring embedded video testimonials, helped to build trust and credibility with potential users, ultimately driving more signups to Calendar.com's scheduling tool.

The Results

50+ / monthly paid signups
\$500 / monthly MRR increase



50+/mo paid signups from new content

The new content is currently driving 50+ leads / monthly. Since the content is permanent, this number should grow.



Increase in monthly MRR by \$500 in month 1

The new paid signups increased monthly MRR by \$500 due to the increase in paid signups.



4x monthly articles published

Their team was able to publish 4x their normal monthly articles published.

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