

Warbble is on a mission to make SMEs social

A surprising number of SMEs, at home and internationally, don't have a social media presence. Warbble wants to change this situation.

Founded by Emmett Gallagher (COO), and Greg Furlong (CTO), Warbble is a new social content creation and monitoring platform, aimed at helping businesses reach the right people with the right content to discover real leads and grow sales.

The story so far

We both spent over ten years in the corporate world. Greg worked in BT and then moved to Vodafone, working in support and product management, with mobile apps and device security. I [Emmet] was a senior product manager with Ericsson, spending time working in the Middle East, and then working in Vodafone.

We started to see a disconnect between the customers we were speaking with and what the market research was showing.

While larger enterprises were taking advantage of social media in their marketing, a fear barrier prevented small to medium firms from getting involved. We saw this as a gap in the market where we could provide value and guidance.

We believe that no business should be left behind when it comes to taking advantage of all that social media has to offer. There are 5.2 million SMEs in the UK, and of that, 2.5 million have no digital presence. It is quadruple that number in the US. Our focus was to enable these businesses to not only participate in the

social conversation, but to do so in a way that was simple, effective, and meaningful. We consider ourselves successful only when our clients are satisfied with the tangible results they are getting from social media.

At first, we thought about building a social media agency but decided that a platform would enable us to help more businesses. At the end of the day, what we are after is simplicity. Simplicity saves time, money, and energy. As we grow and take on more clients, that model could change. Already we have grown to provide not only the platform to our customers but a fully functional digital marketing team as a resource for strategy and content.

Our recent updates and growth spurts have also made larger, higher-end corporates and digital marketing agencies a key focus for white-label offerings.

We have three different models. An agency can white-label our product, we have a perpetual licensing model, and we have a SaaS model with monthly recurring revenues. We also offer consulting services, where we can give companies marketing advice. We do this for middle tier and smaller scale customers.

For the most part, Warbble (the platform) functions much like any other. However, there are a few fundamental differences that we believe distinguish us. The first is platform simplicity – once you log in, the process of creating, planning and publishing to social media becomes relatively self-explanatory. Content Wall, which draws content from specially chosen sources, that you can then share or schedule out is a value-add that our clients have grown to love.

Over and above that, we provide our customers with access to a dynamic marketing team who understand business and social. Our team is always on hand to help with blog posts, whitepapers, or any other content needs.

We build products with the end user in mind. If it doesn't make our clients' jobs easier, and their businesses grow, it isn't worth doing.

Growth in a startup is always challenging, but we've accomplished so much in a year. To scale the business rapidly, we needed to grow internationally. We now have clients and partners in Australia, the Middle East, the EU, the UK, the Caribbean and North America. Building the right team internationally, who believe in the product and the business vision is the primary goal as this will translate into stronger business support networks for our clients.

Our customers are from a diverse range of sectors like professional services, IT, legal consulting, accountancy, and digital marketing agencies. But the beauty of social media marketing is that we can work with any business.

Also very useful for getting Irish clients onboard has been the Irish LEO's Trading Online Vouchers that businesses can apply for to help them start the digital journey. So, some of our customers are applying for these, and this helps them make the leap into social media.

Our aim is to leave no business behind when it comes to social media marketing. As we grow the team, and business offering, we hope to provide flexible solutions and resources for our customers. Becoming the partner of choice for small and medium businesses seeking to establish a social presence would be the ultimate win for our team.

A VERY GOOD TIP: [How to make the most of your content on social media.](#)