

My Vision for wave's Growth

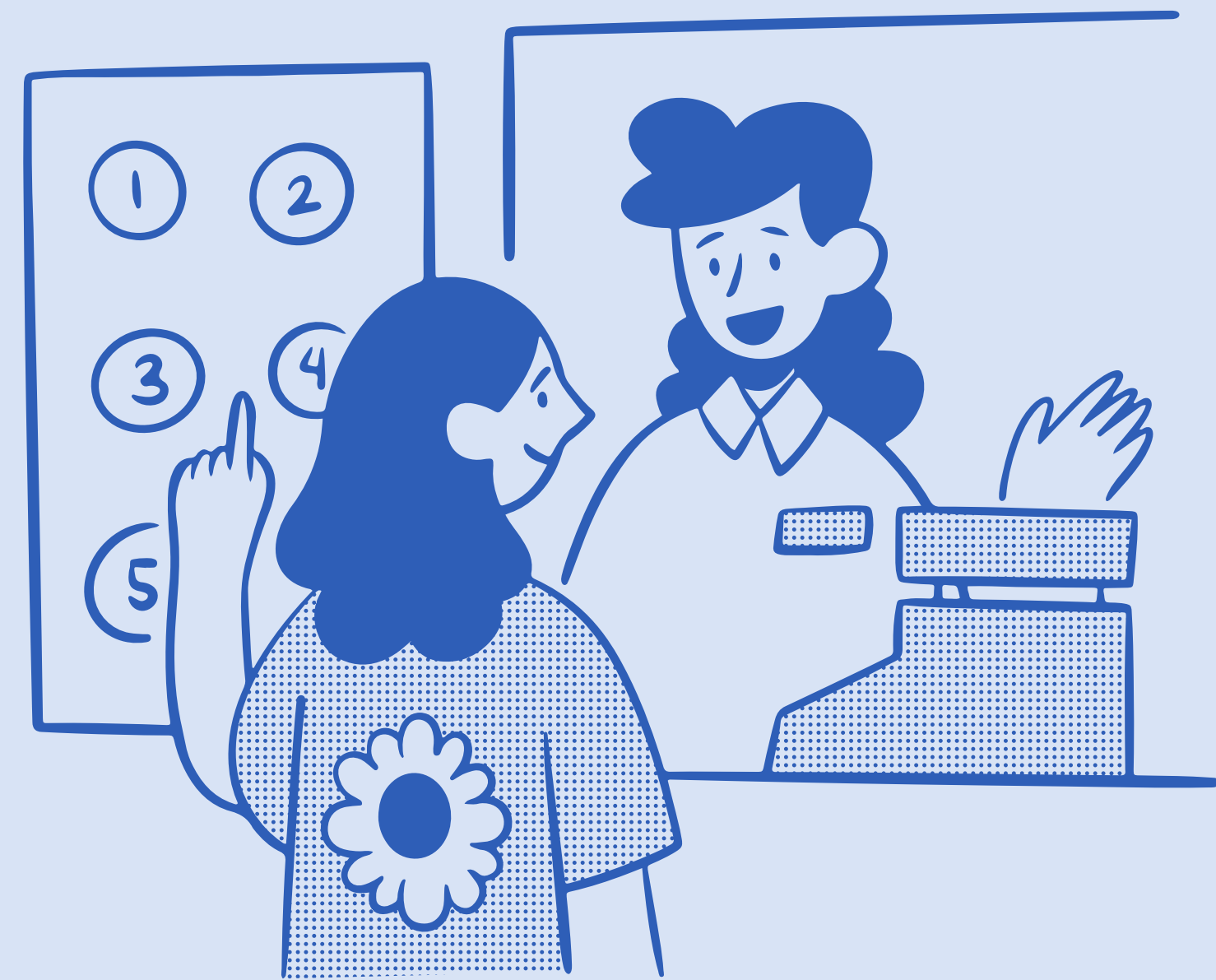
How I can help make Wave unmissable to small
business owners and freelancers

what's the opportunity?

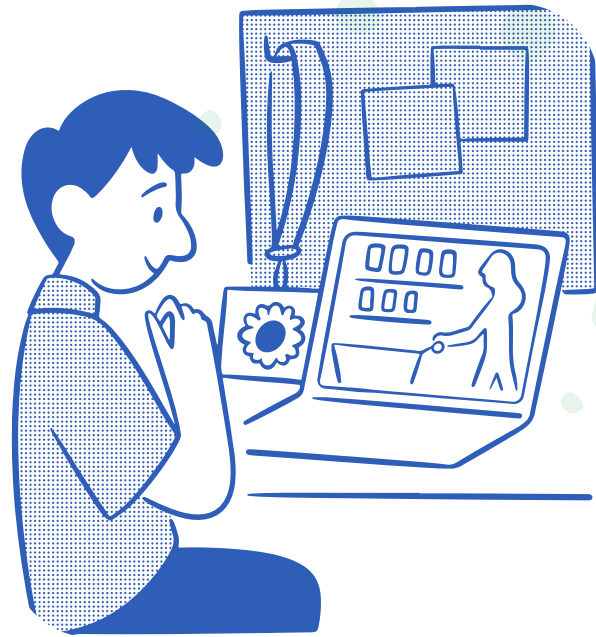
Wave already has the product-market fit and a mature content program.

I'm not here to turn that on its head.

My pitch focuses on introducing new content ideas that complement the existing strategy. The aim is to strengthen Wave's narrative and help it become the go-to accounting software for small business owners and freelancers.



goals



**Increase search
visibility**



**Get new
customers**

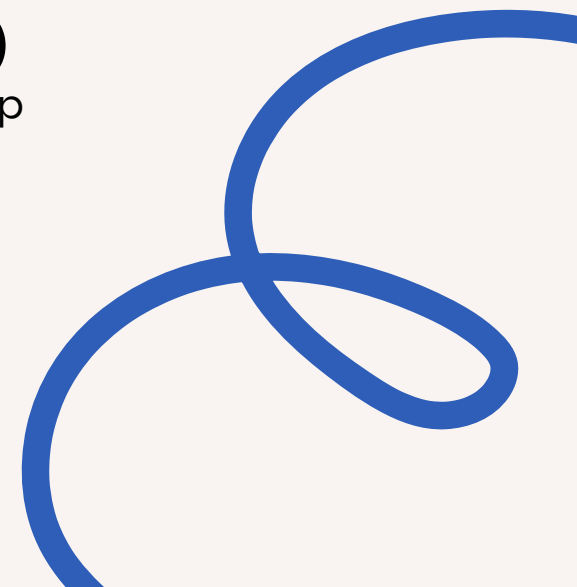


**Boost customer
retention**

what do I propose?



- **Double down on the email newsletter**
Outcome: Improve retention and reactivation of dormant or casual users
- **Publish customer success stories**
Outcome: Increase conversions by offering social proof
- **Create a small business hub (Similar to The Freelance Hub)**
Outcome: Boost product activation and reduce support queries
- **Build a glossary of financial terms**
Outcome: Capture top-of-funnel organic traffic from “what is X” search queries
- **Create a province-specific tax guide / hub**
Outcome: Build trust and increase discoverability among localized SMBs (especially in Canada)
- **Launch Money Talks – Expert Q&As (Blog Series or Podcast)**
Outcome: Improve brand authority and time-on-page through thought leadership



But hey! we're not going to boil the ocean

I know what you're thinking: *"Okay, love the ideas.. but why should we do all this."*

Well, we're not going to do all of them (at the same time).

We'll focus on these three (I'll explain why in the upcoming slides)

Customer stories*

Revamped emails newsletter

Small Business Hub

* Structure for customer stories



okay, but **WHY?** (1/3)

Customer stories*

Help potential users **visualize success with Wave.**

Increase purchase conversion by targeting bottom of the funnel keywords.
Competitors like Xero and Zoho Books each have 15+ customer stories attracting high-intent buyers

Huge scope to repurpose for socials, email, or support sales team

| Summary | | | | | | |
|-------------------------|---------|-----------------|---------------------|---------------|---------------------|--|
| Target | Visits | Unique Visitors | Purchase Conversion | Pages / Visit | Avg. Visit Duration | |
| ● waveapps.com | 4.8M ↑ | 1.4M ↑ | 0.06% ↑ | 7.2 ↑ | 11:55 ↑ | |
| ● freshbooks.com | 1.8M ↓ | 781.4K ↓ | < 0.01% ↑ | 6.6 ↓ | 15:11 ↓ | |
| ● xero.com | 24.4M ↑ | 5.8M ↑ | 0.13% ↑ | 14.8 ↓ | 21:06 ↓ | |
| ● zoho.com | 58.2M ↑ | 12.7M ↑ | 0.18% ↑ | 13.3 ↑ | 25:16 ↑ | |
| ● quickbooks.intuit.com | 14.1M ↑ | 8.1M ↑ | < 0.01% ↓ | 1.8 ↓ | 03:10 ↓ | |

* [Find my detailed explanation here](#)

okay, but **WHY?** (2/3)

Email newsletter*

I know we already have a newsletter, but I am not sure about how active it is.

I am proposing to make newsletter a key content asset to drive engagement and own the space. None of our competitors has a dedicated newsletter for small business owners in North America.

There's a **huge opportunity to build a community that doesn't exist yet**—one that freelancers and small business owners would be genuinely excited to join.

[* Find my detailed explanation here](#)



okay, but **WHY?** (3/3)

Small Business Hub*

- Diversify intent capture as the hub will cover information, commercial, and navigational topics – giving us opportunity to be present at every touchpoint
- Can serve as a cross-functional asset that brings
 - organic traffic
 - support newsletter & social channels and enable sales & customer success team
 - generate tons of backlinks
- Capture around \$10,000+ worth of traffic

* [Find my detailed explanation here](#)

Keywords by Intent

CA | Domain | waveapps.com

| Intent | Keywords | Traffic |
|---------------|----------|---------|
| Informational | 6.5K | 5.4K |
| Navigational | 2.0K | 87.2K |
| Commercial | 2.0K | 5.1K |
| Transactional | 1.5K | 24.1K |

We should focus on increasing the keyword coverage for commercial and transactional keywords

Ambitious, but practical.

But.. how will we know it's working?*

Customer stories

- Time on page
- Social shares
- Influence in onboarding emails

Newsletter

- Engagement (reads, opens, replies)
- Subscriber growth

Small Business Hub

- Organic traffic
- Backlinks

* Find the [detailed content roadmap here](#)

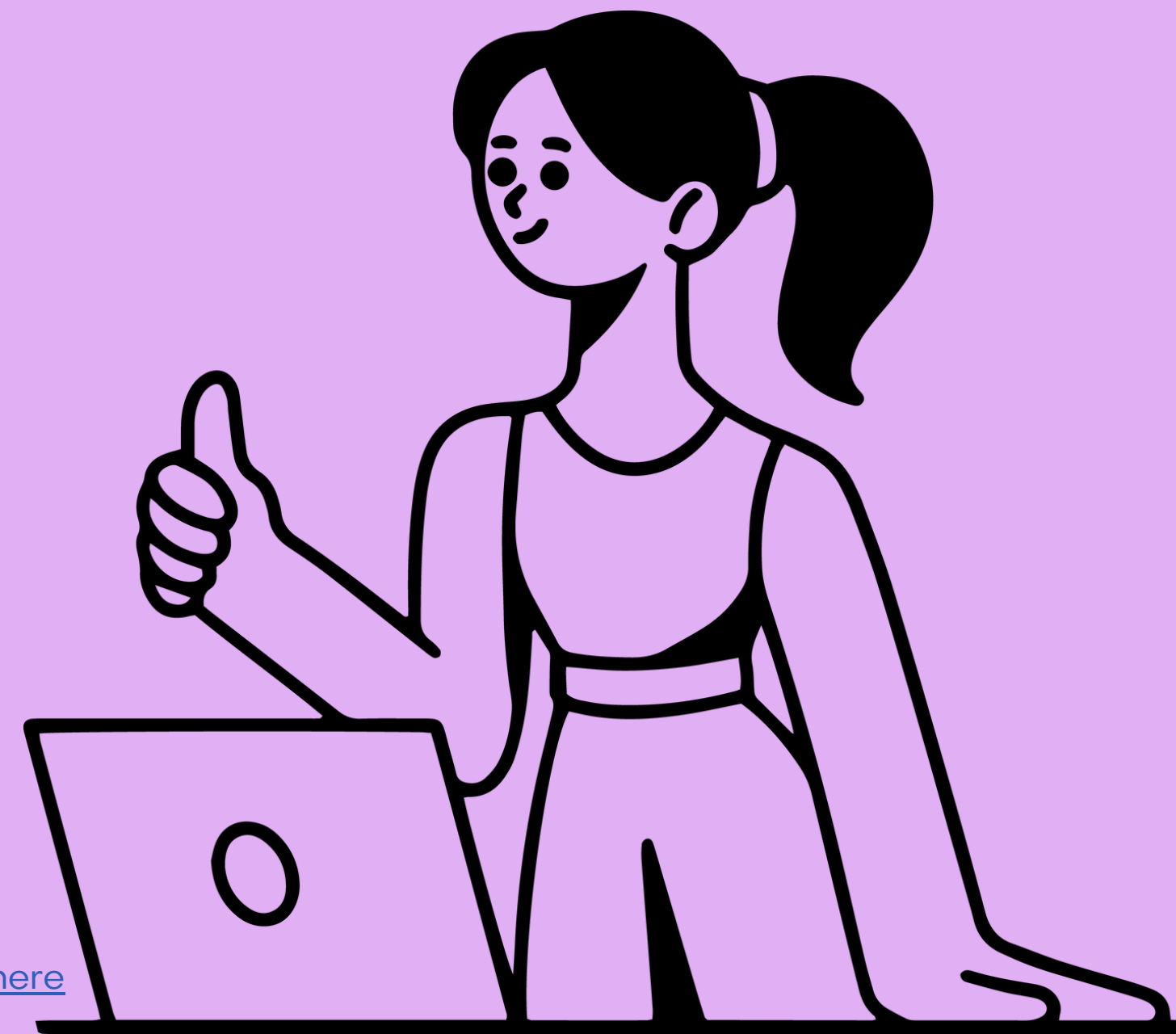
okay, but why am I the right person?*

- I'm both the audience (a freelancer) and a marketer — meaning I bring a customer-first mindset to create content that resonates
- I have exceptional project management skills that help me plan, execute, and coordinate with minimal supervision
- I genuinely love Wave's user-friendly interface—my invoicing has never been easier. This hands-on experience makes me Wave's one of the biggest advocates.

“
“
*Within a year, Nupur was part of a team that helped Mailmodo generate **more than 40K users per month, amassing a net growth of around 40 times in a year.** And she became a full-fledged content marketing manager in the team. Her work helped build brand awareness among our target audience and **generate revenue from content.***

~ **Zeeshan Akhtar, Head of Marketing at Mailmodo**

[* You can find my cover letter here](#)





If you like your content strategic, a little nerdy, and unapologetically human, we'll get along.

So, Wave team, what do you think of me working as a content strategist with you?