

# Nasuni Turns to Demand Spring for Guidance on Website Journey Optimization

**FOCUS:** WEBSITE AUDIT AND JOURNEY OPTIMIZATION





Great websites balance business needs with what the audience desires. Exceptional sites keep the entire audience journey in mind – a site that loads quickly; where the content on every page speaks to them and supports their buying journey; a site where they can easily find what they’re looking for. Nasuni was looking for an audit of their current website, and recommendations on best practices that could be implemented easily and would be effective for the organization.

#### CLIENT PROFILE

Nasuni is a leading hybrid cloud storage solution that powers business growth with effortless scalability, built-in security, and fast edge performance using a unique cloud-native architecture. Like many organizations, Nasuni relies on their website presence to help them make a good first impression with prospective customers.

#### BUSINESS SITUATION

The awareness marketing team at Nasuni is focused on top of funnel general knowledge about the company and its product offerings. By building general brand and company awareness with the wider market, their goal is to make it easier for sales to pick up the phone or walk into a meeting with a prospective customer and have that prospect already know a bit about who Nasuni is and what they do.

A company website is one of the first points of contact for many prospective customers, so the structure, content, and design need to make a good first impression. The Nasuni team reached out to Demand Spring because they knew that their website was not optimal, and they needed some guidance on a complete revamp.

*“Our website was not intuitive and we needed to give it a complete redo,”* said Parrish Blaszk, Senior Director of Corporate Marketing with Nasuni. *“We knew we had the opportunity to create a better website experience and utilize it as both an awareness tool and a conversion platform.”*



Our website was not intuitive and we needed to give it a complete redo. We knew we had the opportunity to create a better website experience and utilize it as both an awareness tool and a conversion platform.”

**PARRISH BLASZKA**

Senior Director of Corporate Marketing with Nasuni





## WEBSITE AUDIT AND ANALYSIS

The Nasuni team wanted to preserve what was working on the website, scrap what was not working, and make some decisions on the rest... but they needed a place to start. That's where Demand Spring came in. As part of their Website Optimization Service, the Demand Spring team conducted a detailed website audit that included looking at on-page SEO, keywords, performance backlinks, usability, and conversion rates. The team also looked at competitive websites, and talked to various stakeholders - both internal and external - to get their thoughts and insights on website usability and messaging.

*"The team did an amazing job in terms of talking to internal stakeholders, including sales and the executive team, to get a good sense of what other people internally thought was working on the site, and where some of the challenges were based on their distinct viewpoints," said Parrish Blaszk. "The Demand Spring team also spoke with customers to gain their perspective which was really helpful. And they did a lot of due diligence in terms of site functionality - how it was functioning as a resource for sales, and as a resource for PR and communications in general."*

## PAVING THE WAY FOR OPTIMIZATION

Just as Demand Spring's intensive analysis was wrapping up and recommendations were being made, Nasuni was starting work on corporate rebranding, so they were able to take Demand Spring's recommendations and implement them immediately.

*"In tandem with finishing up the audit phase and going through Demand Spring's findings and recommendations, we were ramping up with our brand agency that was going to be undertaking development of new branding and messaging. It was a great opportunity to pull all of the pieces together," said Parrish Blaszk. "The Demand Spring team was incredibly open and collaborative with our brand agency, willing to share insights and give them access to their findings. We were on a tight timeline for the new website launch so that collaboration and openness was incredibly helpful."*

## FINAL THOUGHT

*"The Demand Spring team was great to work with – incredibly responsive and professional. Everything ran smoothly from beginning to end, and they were completely thorough with the analysis and recommendations. I know that other parts of the organization are already calling on their expertise in other areas, and are working with them on additional projects. I would definitely recommend Demand Spring to other organizations – I think anyone would enjoy working with this team!"*

### PARRISH BLASZKA

Senior Director of Corporate  
Marketing with Nasuni

Demand Spring is an integrated Revenue Marketing consultancy that helps marketing organizations stand taller by enabling them to scale their ability to contribute to pipeline and revenue. Our team of Revenue Marketing Strategists, Content Marketers, and Marketing Technologists help our clients transform their marketing practices, deliver exceptional customer experiences, and drive revenue.