


CASE STUDY

“ How I transformed EZnet Scheduler from a stalled startup into an enterprise-ready SaaS brand. ”



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Overview

Company

EZnet Scheduler

Industry

Software as a Service (SaaS)

Project Duration

January 2020 - Sept 2021

Background

When I joined EZnet Scheduler at the beginning of the pandemic in 2020, the company had been in business for eight years, stalled in a pseudo-startup mode with only 400 customers, many of which were free-trial accounts, not paid subscribers.

The CEO's vision was ambitious: attract Fortune 500 enterprise customers, convert free-trial customers into paid subscribers, and launch EZCovid Scheduler.

The problem was the substantial disconnect between the CEO's aspirations and EZnet's market perception as a scheduling tool for youth sports practices and very small businesses.

Challenges

- Outdated brand identity and website experience
- Fragmented brand architecture: 27 industry-specific websites in addition to the main EZnet Scheduler brand
- An ineffective free-trial nurture sequence
- Limited thought leadership content
- Low conversion rates from free trial to paid subscription
- Lack of enterprise credibility

Goals

- Update the brand identity and reposition EZnet Scheduler as a scalable scheduling platform capable of serving enterprise-level customers
- Convert the company's 400 free trial customers into paid subscribers
- Launch EZCovid Scheduler and position it as a challenger brand to Skedulo (Salesforce)

Strategy

I led a rebranding initiative to modernize EZnet's identity and market position and to establish a foundation for sustainable growth:

1. Unified Brand Identity

The company marketed EZnet Scheduler plus 27 industry-specific schedulers, each with its own brand and web page. I consolidated these properties under a branded-house model, with EZnet Scheduler as the primary brand and each industry scheduler as an "Edition."

2. Thought Leadership

I elevated the company's perceived expertise and authority via thought leadership content that was relevant to enterprise customers, including data security, operational efficiency, and workforce productivity.

3. Redesigned Trial Conversion Experience

Free-trial users who attended a complimentary setup session were statistically more likely to become subscribers. But the challenge was motivating prospects to schedule and attend their setup session. To increase participation, I created the "Coffee and Donuts on Us" personalized email campaign wherein free-trial users received a \$10 coffee and donuts gift card after scheduling their setup session. The tone of the emails was like a friend extending an invitation.

At the same time, I revamped the free-trial nurture campaign, paring it down from 27 emails in 14-days to 10 focused on education, value realization, and setup session participation. Fewer emails with focused messaging = less customer fatigue + increased open and clickthrough rates.

4. GTM Campaign for EZCovid Scheduler

Finally, the GTM campaign for EZCovid Scheduler was a hyper-personalized email nurture that targeted independent pharmacy chains across the U.S., achieving 20% open and 8% clickthrough rates.

Results

Improved Trial Conversion Performance

The "Coffee and Donuts on Us" campaign converted approximately half of the company's 400 free-trial users.

Enterprise Customer Acquisitions

Goodyear, Home Depot, United Healthcare

Successful Launch of EZCovid Scheduler

Six independent pharmacy chains and Prescription Center of Hollywood.