

# WebCheckout Case Study

## Repositioning a Niche Product into a Scalable Growth Platform

### The Problem

WebCheckout had strong product-market fit in film programs—but its growth story stopped there.

- Limited visibility outside core academic users
- Untapped opportunities across broader university departments
- Under-leveraged credibility with enterprise media & entertainment buyers
- Expansion revenue (add-on modules) not fully realized
- Website and brand messaging focused on features—not stakeholder outcomes

Bottom line: **the product was strong, but the story was too narrow.**

### My Approach

I focused on aligning the brand, messaging, and market strategy around how customers actually operate—not how the product was built.

#### Rebuilt the Website Around Stakeholders

- Rewrote content for faculty, IT, operations, and procurement
- Shifted messaging from features → real-world outcomes

#### Expanded the Addressable Market

- Identified and targeted new higher-ed departments:
  - Athletics
  - Makerspaces
  - Construction & facilities

#### Elevated Enterprise Positioning

- Strengthened credibility to engage enterprise buyers
- Supported leadership in developing stronger, more consistent RFP narratives

#### Realigned TAM / SAM / SOM

- Positioned WebCheckout as a portfolio kickoff brand
- Defined target markets and built high-value account lists
- Aligned marketing and sales around shared growth opportunities

## Built a Customer Community From Scratch

- Launched a combined forum + documentation hub
- Drove 700+ users in the first 6 months
- Turned support into active customer engagement

## Improved Retention & Expansion

- Developed light, informative campaigns for add-on modules
- Increased adoption without adding friction
- Maintained very low churn

## The Solution

A full repositioning of WebCheckout's brand and go-to-market strategy:

- **Website overhaul** aligned to stakeholder needs and decision-making processes
- **Segment-specific messaging** for new departments and industries
- **Enterprise-ready narrative** to support larger deals and RFPs
- **Community platform** to drive engagement and peer-to-peer value
- **Creative direction shift:**
  - Show students and teams in action (not just software)
  - Position the product as an enabler of real work
  - Reflect the customer's world back to them

## The Outcomes

- **200%+ increase in qualified leads**
- Expansion into **new university departments** (athletics, makerspaces, construction)
- Growth in **enterprise media & entertainment pipeline**
- **700+ engaged community users** in 6 months
- Increased **add-on module adoption**
- **Consistently low churn**

## Bottom Line

Aligned brand + audience + market strategy

→ Turned WebCheckout from a niche solution into a **scalable growth platform**