



# Katana Rebrand and Web Upgrade



katana



# 01

## **Purpose of the work**

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# **Objective: Move upmarket from serving micro manufacturers to small to medium-sized businesses (SMBs)**

Katana was founded 2018 as a material resource planning (MRP) software solution for micro manufacturers. And our vision was to build software manufacturers love as much as the products they make.

To achieve this vision, Katana's roadmap included progressively introducing more functionalities to make it beneficial to larger customers, facilitating upmarket movement. At the beginning of 2021, Katana's feature-range was expansive enough to support small manufacturers — the first stage of tackling the SMB market (the S).

**The goal of this project is to support the company-wide objective of increasing the proportion of revenue from SMB customers to exceed that from micro-businesses.**

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# Why rebranding and a new website was the key

Until 2021, minimal effort was put into branding and the simple visual identity was enough to attract micro manufacturers. However, bigger companies are looking for more reliable and established software companies — an impression formed when experiencing the brand and website. Clear communication of the value proposition and appearance is essential to stand out from competitors who are also targeting a more critical and complex customer segment.

The previous website made it difficult to scale content as the teams were growing, resulting in low performance. Multiple teams (Content, SEO, Product Marketing) needed a website that enabled them to scale content production, optimize web performance, and maintain a strong brand identity as Katana grows.



# 02



**Steps in  
further detail**

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# Process: **Rebranding** > Web Upgrade > Messaging > Content & SEO > Agile iterations

## **Rebranding**

Katana's branding process started with heavy hands-on workshops to refine the mission and map the target audiences. To gather valuable insights, we also interviewed both Katana's team and clients, and over time, we've done even more workshops to map the emotions and build the narrative and story-telling element throughout the brand. As the brand is scalable, the team has regular design and copy review meetings, to ensure visual consistency and stylistic language.



# Process: Rebranding > **Web Upgrade** > Messaging > Content & SEO > Agile iterations

## **Web Upgrade**

As a parallel track, Katana's marketing also includes web development. This process has also been agile and iterative. From the first lines of code, the main principles have been scalability and optimization so that the website could keep up with Katana's ambitious marketing and content objectives.

Over time, the web development team has added countless dynamic content modules to the website to enable flexibility when creating new web pages for SEO, performance marketing, and other campaign pages. To keep up the performance, the website code is also constantly being updated to ensure security and technical optimization for the best possible SEO results.



# Process: Rebranding > Web Upgrade > **Messaging** > Content & SEO > Agile iterations

## **Messaging**

In a growing organization, it is important to strike a balance between product and brand messaging — both should align and serve separate purposes in a unified manner. Katana's internal teams and stakeholders collaborated to ensure that messaging delivers the right product value propositions that resonate with our target audiences — and in the tone of voice that aligns with Katana's brand principles.



# Process: Rebranding > Web Upgrade > Messaging > **Content & SEO** > Agile iterations

## **Content & SEO**

Introducing a skilled growth team allowed Katana to scale content and SEO activities without compromising quality and brand identity. After the core website was launched, large volumes of content were revised and published to drive more organic traffic while ensuring core messaging remained intact.



# 03

**Results, meeting  
the objectives**



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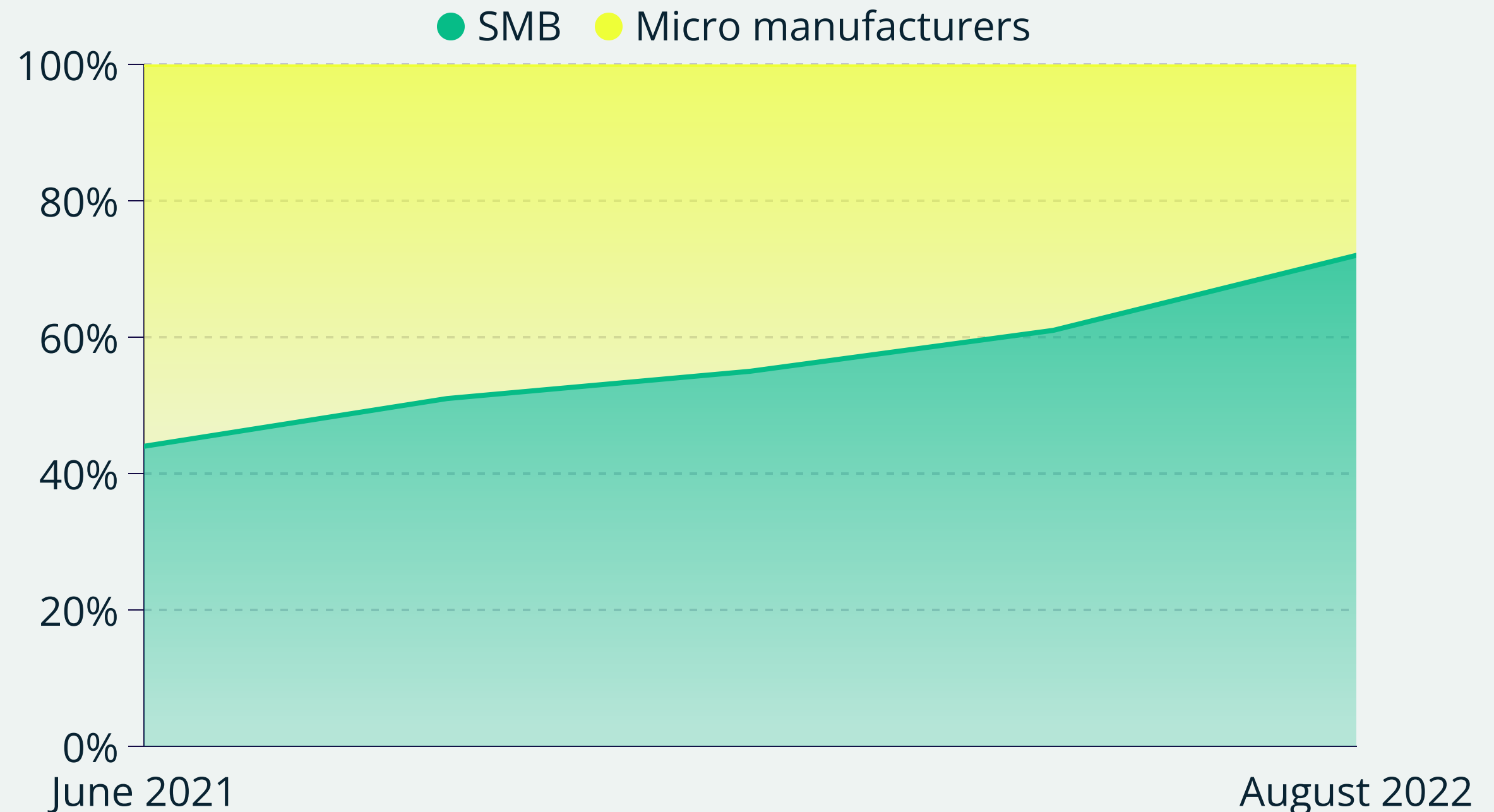


# Monthly recurring revenue SMBs vs micro businesses

Following the launch of the new brand and web, the ratio SMB manufacturers compared to micros **increased by approximately 20%.**

This resulted the proportion of monthly recurring revenue (MRR) from SMBs to rise, making this segment Katana's primary source of revenue in line with the desired end-result.

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# Increase in monthly recurring revenue (MRR) from SMB customers

Between June 2021 to August 2022, Katana saw **300%** MRR growth from SMB customers, indicating that Katana's brand and web effectively attracted and retained S-sized customers.





# Increase in average revenue per account (APRA) from SMB customers

In addition to seeing a growth in monthly recurring revenue, Katana also saw a **26%** rise in average revenue per account.

Bigger companies spend more and require more user seats and features. As a result, they sign up for higher pricing tiers that offer more functionalities.

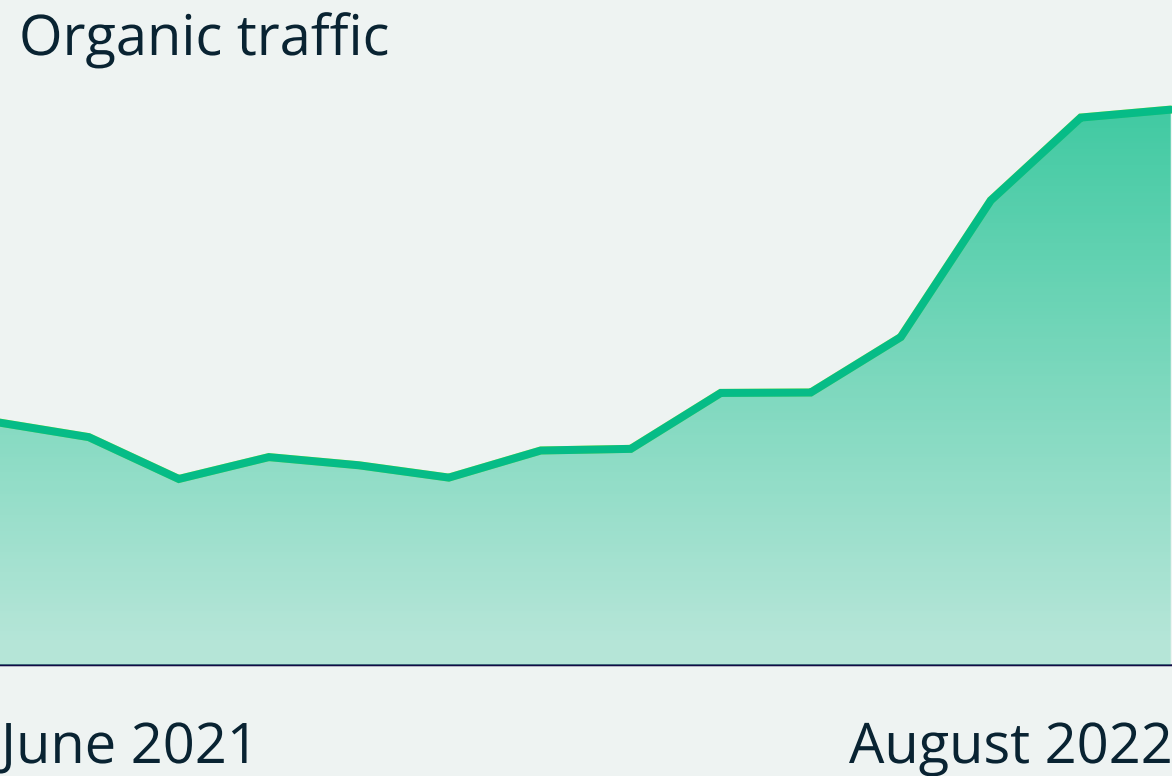




# Organic growth

Katana's new website was built to easily scale high-quality, on-brand content. This facilitated SEO and content activities that resulted in:

**280%** increase in **monthly organic traffic** since the launch



**200%** increase in number of **top 10** ranking keywords on Google SERP



Source: Ahrefs



# 04



## Highlights



Like most fast-growing startups, Katana's marketing efforts are fast-paced and agile. On the other hand, the team invests heavily in developing a meaningful and consistent value framework to keep the scaling company aligned with its core principles.

For a scaling startup, being able to align many stakeholders in workshops related to mapping emotions and branding is a rare feat. While fun and adventurous, the process also incorporated academic literature and a scientific approach, a level beyond the average brand development process. And from a design perspective, diving deep into the brand narrative and exploring the idea of cutting-edge technology in visual form demonstrated a high interest in pushing creative boundaries that is atypical for a B2B startup. The result is a bold and distinctive cut-in-half motif that can be used in a myriad of channels, from employer branding to paid campaigns.

In addition to the branding aspect, the website's dynamic and technically scalable framework is undoubtedly worth mentioning — with over 70 different content modules, it provides Katana's team with an extensive toolbox to manage, customize, and manage content for various marketing and SEO purposes.