WP engine®

VNM USA

Agency
VNM USA

Featured Client
quharrison.com

Challenge
Scaling site to remain online against viral content

Results
15-plus hours a week saved not maintaining client sites, new ability to focus on growing brands, rise in team morale

"Not once while we were celebrating our moment of virality did we worry the slightest bit about the site handling all of the traffic. We knew WP Engine would hold up their end of the deal."

- QuHarrison Terry
Co-founder, VNM USA

When Virality Strikes, Amazing Business Results Ensue

AD AGENCY DISCUSSES THEIR RECENT WINS, INCLUDING IMPROVED TEAM MORALE, TIME MANAGEMENT, BRAND GROWTH, AND MORE

The Company

VNM USA is a full-service advertising agency specializing in Marketing to Millennials based out of Madison, WI. They focus on content marketing and helping clients get their inbound marketing strategy running like a well oiled machine.

The Challenge

Virality is the essence of boosting success online — it naturally drives traffic and new eyes to your website and can make a colossal impact on brand recognition and your bottom line. But when your site can't scale to meet these online demands...serious issues, like site downtime, can occur.

When digital agency VNM USA's client, QuHarrison.com, became one of the first independent online publications to break a story about Congress passing a bill letting ISPs (Internet Service Providers) sell consumer data, it showed just how important site uptime is when virality strikes.

"Within three hours, the article made it to the front page of Reddit's Futurism thread — over 50,000 people visited our site that day and the article had 14,000-plus shares to show for it," said QuHarrison Terry, Co-founder of VNM USA.
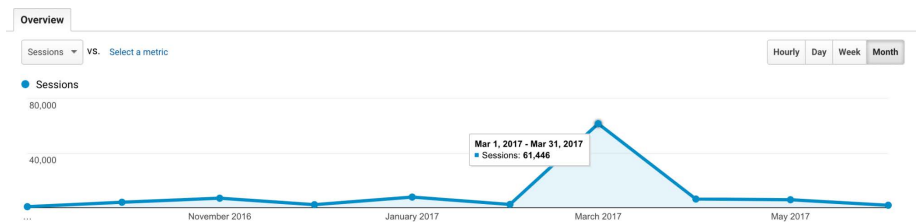
"Working in content production means you never truly know when the article or video you created will go viral. But, when it does happen, you want to make sure your website infrastructure can handle the massive wave of visitors," said QuHarrison.

The Solution

It starts with WordPress. According to QuHarrison, WordPress is the CMS of choice for the agency to develop client sites because it can be fully functional enough to build just about anything. "Regardless of the client, every time we accept a project, we do so knowing that WordPress will have something that'll fit their needs perfectly," he said.

Yet, as an agency with a growing client base, it can be tough to manage and maintain a ton of client sites so they remain secure and optimized to scale against traffic and perform optimally.

"As our client list grew, so did the frustration of maintaining all the sites. We found little value in hosting a number of sites on our own. When looking for a secure hosting platform, we found it difficult to place our trust in the various online providers. Eventually, we read up on WP Engine, contacted a few friends that were using it, and decided to invest in their services. There is a gang of brand-evangelists on the internet boasting about WP Engine, which eased any doubt in my mind at all," said QuHarrison.

When his personal website, QuHarrison.com, was hit with an onslaught of traffic from Reddit, according to Harrison, "not once while we were celebrating our moment of virality did we worry the slightest bit about the site handling all of the traffic. We knew WP Engine would hold up their end of the deal."

The Results

Remaining online against viral content is just one of the successes VMN USA has endured. Time saved is another huge win. According to QuHarrison, since switching to WP Engine the team has freed up 15 hours a week in website management maintenance.

He also discussed the most important result WordPress and WP Engine have delivered — a stark rise in company morale. "Our team of four used to argue and bicker about website problems constantly. Now, we move swiftly and cohesively as a team, not individuals," said QuHarrison.

Now that the team doesn't have to worry about maintaining the backend of their website, they can now solely focus on marketing efforts to grow their brand.

"One representative example of this improvement is Quick Theories, a weekly technology newsletter, which has grown by over 11,000 email subscribers in just eight months," said QuHarrison. (Noted in the graph below)
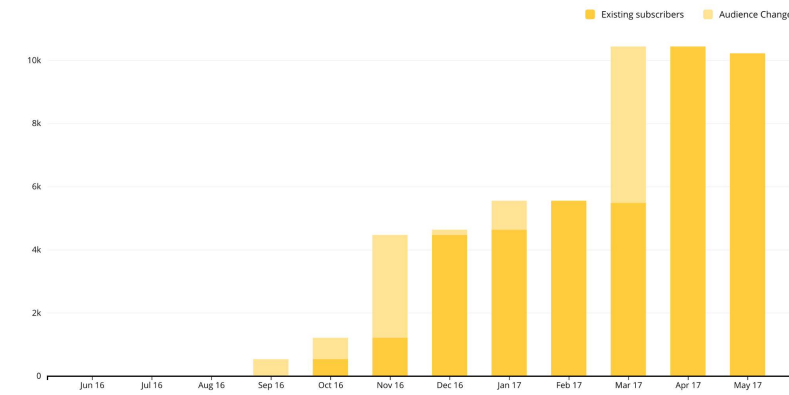
In terms of meeting their goals through WP Engine, QuHarrison provided this analogy: "Arches are a brilliant innovation in architecture — self-supporting, aesthetically pleasing, and practical. However, without a keystone to lock all the other stones in place, the arch couldn't bear the weight of a feather. As VNM USA pursues its wildest archways (dreams), WP Engine will always be counted on as the keystone."

About WP Engine

WP Engine powers amazing digital experiences for websites and applications built on WordPress. Founded in 2010, the company is headquartered in Austin, Texas and has offices in San Francisco, California, Limerick, Ireland, San Antonio, Texas, and London, England.