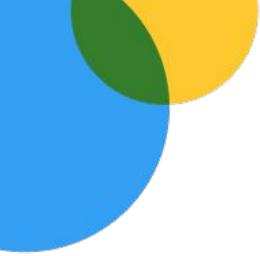


CASE STUDY

Social Media Sharks + Tomorrow Sleep

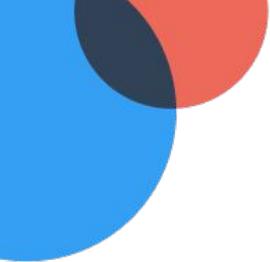




Tomorrow Sleep is a **connected sleep system whose mission is to help people sleep at their full potential to ensure a healthier future.**

Their goal was to create the perfect sleep environment and designed the first truly connected sleep system with the knowledge, research and engineering expertise of Serta Simmons Bedding.



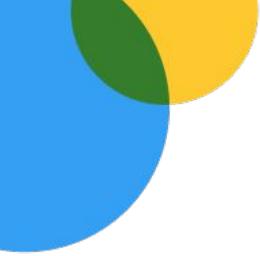


The Challenge

Tomorrow Sleep launched in the middle of 2017 but hadn't really started creating online content until the middle of 2018. They knew they needed a strategic way to compete with long-standing players in the market in order to have a chance.

A content strategy was planned with the help of Social Media Sharks to scale and manage the tactical side of content creation. Relying on measurement tools for tracking and monitoring keywords and positions was useful, and continued as part of the strategy, but they weren't enough to drive a meaningful, drastic impact.





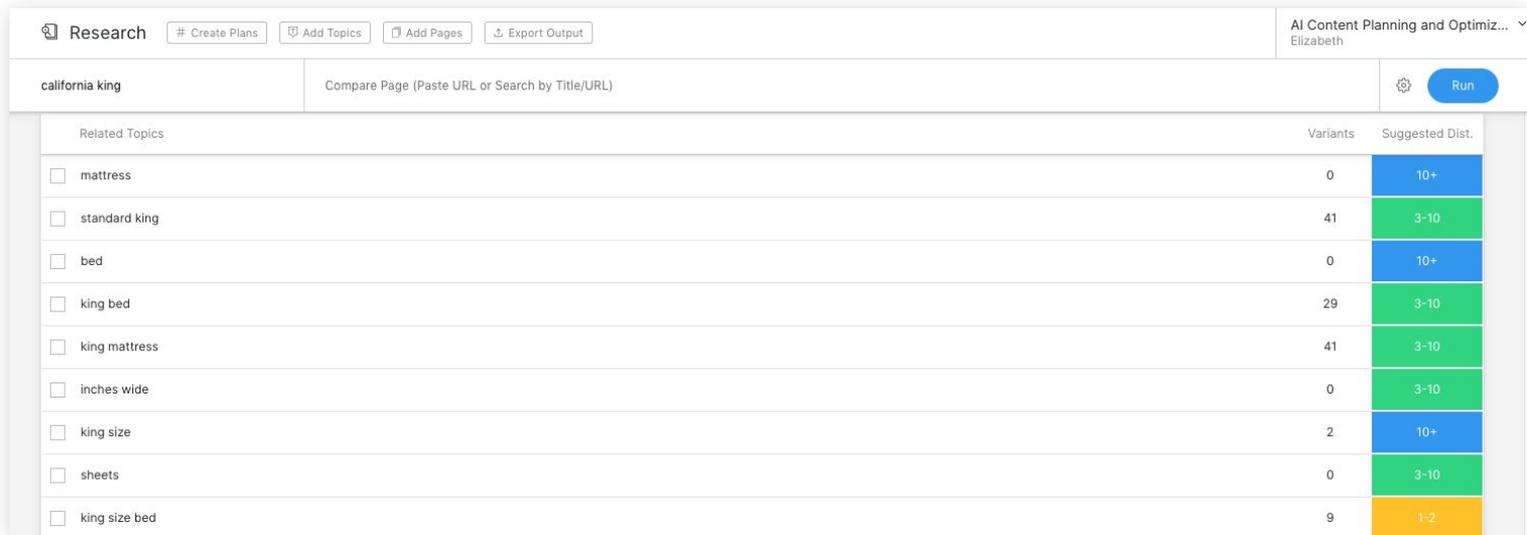
The Objective

- Drive high-quality traffic to the website.
- Rank for relevant keywords.
- Improve the amount of time spent on the website.



The Method

Primary topics upon which to focus were identified and analyzed within the MarketMuse Suite, an AI-powered content intelligence and strategy platform. Using the MarketMuse Research application, the team researched the topic landscape to understand what related topics should be considered and the distribution to apply within the content.



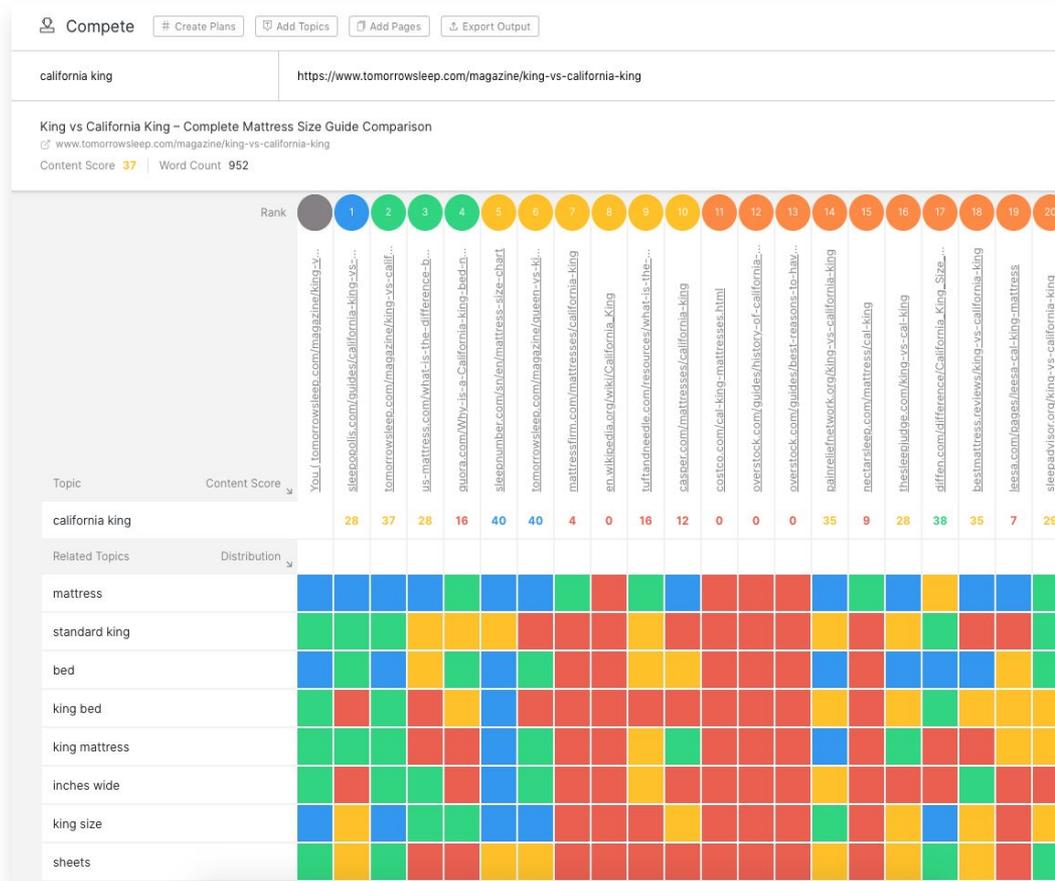
The screenshot displays the MarketMuse Research application interface. At the top, there is a navigation bar with the word "Research" and several buttons: "# Create Plans", "Add Topics", "Add Pages", and "Export Output". On the right side of the navigation bar, it says "AI Content Planning and Optimiz..." and "Elizabeth". Below the navigation bar, there is a search bar containing "california king" and a "Compare Page (Paste URL or Search by Title/URL)" field. To the right of the search bar is a "Run" button. The main content area is a table with the following columns: "Related Topics", "Variants", and "Suggested Dist.". The table lists ten related topics with their respective variant counts and suggested distributions.

Related Topics	Variants	Suggested Dist.
<input type="checkbox"/> mattress	0	10+
<input type="checkbox"/> standard king	41	3-10
<input type="checkbox"/> bed	0	10+
<input type="checkbox"/> king bed	29	3-10
<input type="checkbox"/> king mattress	41	3-10
<input type="checkbox"/> inches wide	0	3-10
<input type="checkbox"/> king size	2	10+
<input type="checkbox"/> sheets	0	3-10
<input type="checkbox"/> king size bed	9	1-2



The Method

Then using the MarketMuse Compete application, the team drilled specifically into the top 20 search results for those primary topics to visualize the gaps and opportunities for content creation. The heatmap displays the topic distribution of related topics across each piece of content. This strategy provided insights to create new, in-depth content on existing topics in the space, establishing them as experts.

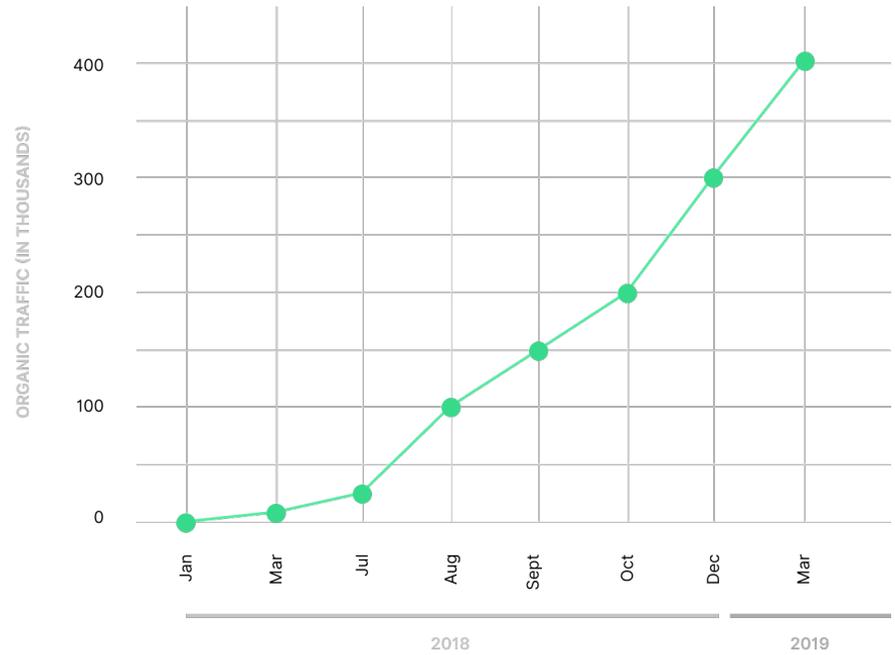


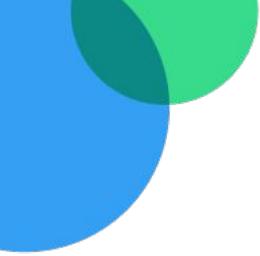
The Results

- Organic traffic increased from 4K per month to 400K within a year.
- Outranks their largest competitor (Casper) for primary topics.
- Holds multiple positions in a single SERP.
- Gained authority in the eyes of the search engine to obtain the featured snippet.

Organic Traffic Growth

SEMrush | tomorrowsleep.com | US





The Results

TomorrowSleep is now able to hold multiple positions in a single SERP.



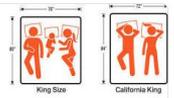
Google king vs cal king

All Images Shopping Videos Books More Settings Tools

About 172,000,000 results (0.49 seconds)

What's the Difference Between a King and California King?
www.tuftandneedle.com/
 ★★★★★ Rating for tuftandneedle.com: 4.8 - 2,776 reviews
 100,000 Reviews Rate Us 5-Stars. Starts @ \$350 + Free Shipping & 100 Night Trial
 Pillows - How Does T&N Compare? · Made with Care in the USA
 Twin Mattress - \$350.00 - Ships in a Box. 50 lbs - More ▾

The main difference between a standard **King** size and a **California king** mattress resides in both the length and width. A **California king** bed is slightly longer at 84 inches long and 72 inches wide. A standard **king** aka **Eastern King's** 80 inches long by 76 inches wide. Jun 8, 2018



King vs California King – Complete Mattress Size Guide Comparison
<https://www.tomorrowsleep.com/magazine/king-vs-california-king>

People also ask

- Will Cal king sheets fit king bed?
- Which one is better Cal king or king?
- How much bigger is a Cal king than a king?
- Can I put a king size comforter on a Cal King bed?



Google king vs cal king

King vs California King – Complete Mattress Size Guide Comparison
<https://www.tomorrowsleep.com/magazine/king-vs-california-king>
 Jun 8, 2018 - The main difference between a standard King size and a California king mattress resides in both the length and width. A California king bed is slightly longer at 84 inches long and 72 inches wide. A standard king aka Eastern King's 80 inches long by 76 inches wide.
 King vs California King ... · Queen vs King Dimensions · Queen vs California King ...

Images for king vs cal king



More images for king vs cal king Report images

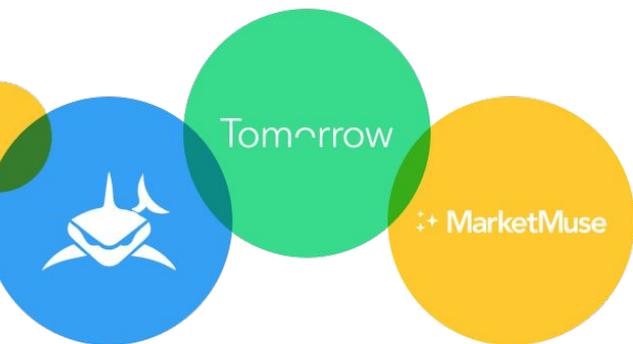
Queen vs King vs California King - How To Choose The Right Size For ...
<https://www.tomorrowsleep.com/magazine/queen-vs-king-vs-california-king>
 Aug 23, 2018 - Queen vs King vs California King – When choosing a mattress, there are more factors to examine than just price. Considerations that have a ...

California King vs. King | Sleepopolis
<https://sleepopolis.com/Mattress-Guide/>
 One of the most common questions and misnomers I hear when discussing mattresses with my readers is regarding the sizing of California King vs. King sized ...

California King vs. King Mattress - Do You Know Which One Is Bigger?
<https://www.sleepadvisor.org/Buyer's-Guide/>
 Jan 4, 2019 - Which is bigger? California King or a King sized mattress? This is a question which troubles a lot of people. Find out how the sizing compares ...

King vs California King Size Mattresses? - US-Mattress.com
<https://www.us-mattress.com/what-is-the-difference-between-a-king-size-and-a-califor...>
 Read all about the difference between King and California King size mattresses. Spoiler alert: one is 72 by 84 inches and the other is 76 by 80.





“Most people will say a domain can only own one position on Google for the query. We found that for a single query where we have the featured snippet, we also own position one and two across different articles.”

“The process wasn’t just about driving traffic but driving targeted traffic that’s answering the intent. We’re able to do this organically instead of buying traffic.”

“Over the last year and a half, we took six really big consumer brands and conducted a test between MarketMuse and Ryte. Not only did MarketMuse exceed what was best in class prior, but we couldn’t find anything to beat it. We always try to find the best tool and not become stagnant. MarketMuse beat them hands down. I don’t mean it functioned better or looks prettier, but the barebones results of rankings and positions were better.”

Ryan Monahan - CEO at Social Media Sharks