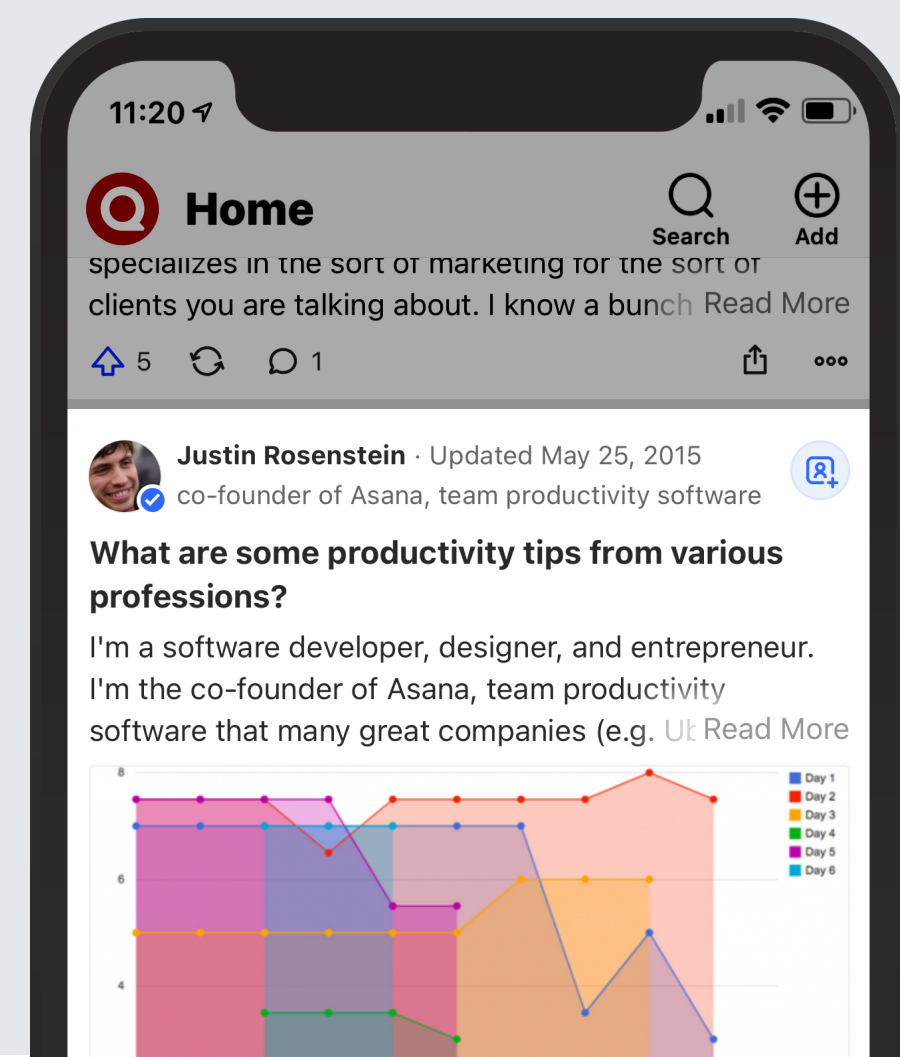# asana

Using Quora to help teams get work done

432k

answer views

7.7k

answer upvotes

Their goal

Drive brand awareness

Asana is a fast-growing app that makes it easier for teams to track their work to achieve greater clarity, accountability, and efficiency. To build awareness for its brand and product, while at the same time creating and defining a completely new industry segment within the collaboration software space, Asana turned to Quora.

Their solution

Unite paid ads & thought leadership

Asana used Topic Targeting to place ads next to content about project management, product management, productivity, and of course the Asana topic itself.

Asana also built an organic presence through the voice of their co-founder and head of product, Justin Rosenstein. His answer to a 2015 question on top productivity tips was viewed more than 432,000 times and was featured in articles from Forbes, Inc., Time and Quartz.

Their creative

Contextual relevance is key

The Asana team created ads that emphasized how their product could help people "work smarter" and eliminate emails, calendars and sticky notes. They also included the term "work tracking," to help build recognition for the emerging category.

> "Quora is a high intent destination where people are looking for solutions to specific problems, that's why advertising on Quora is a natural fit for us. We're confident that people who see our ads on Quora are actively shopping for a great team solution, and it's a chance for us to leverage that moment and discuss the power of Asana's work tracking software."
>
> **Shaman Kothari**
> Head of Asana User Acquisition, Asana
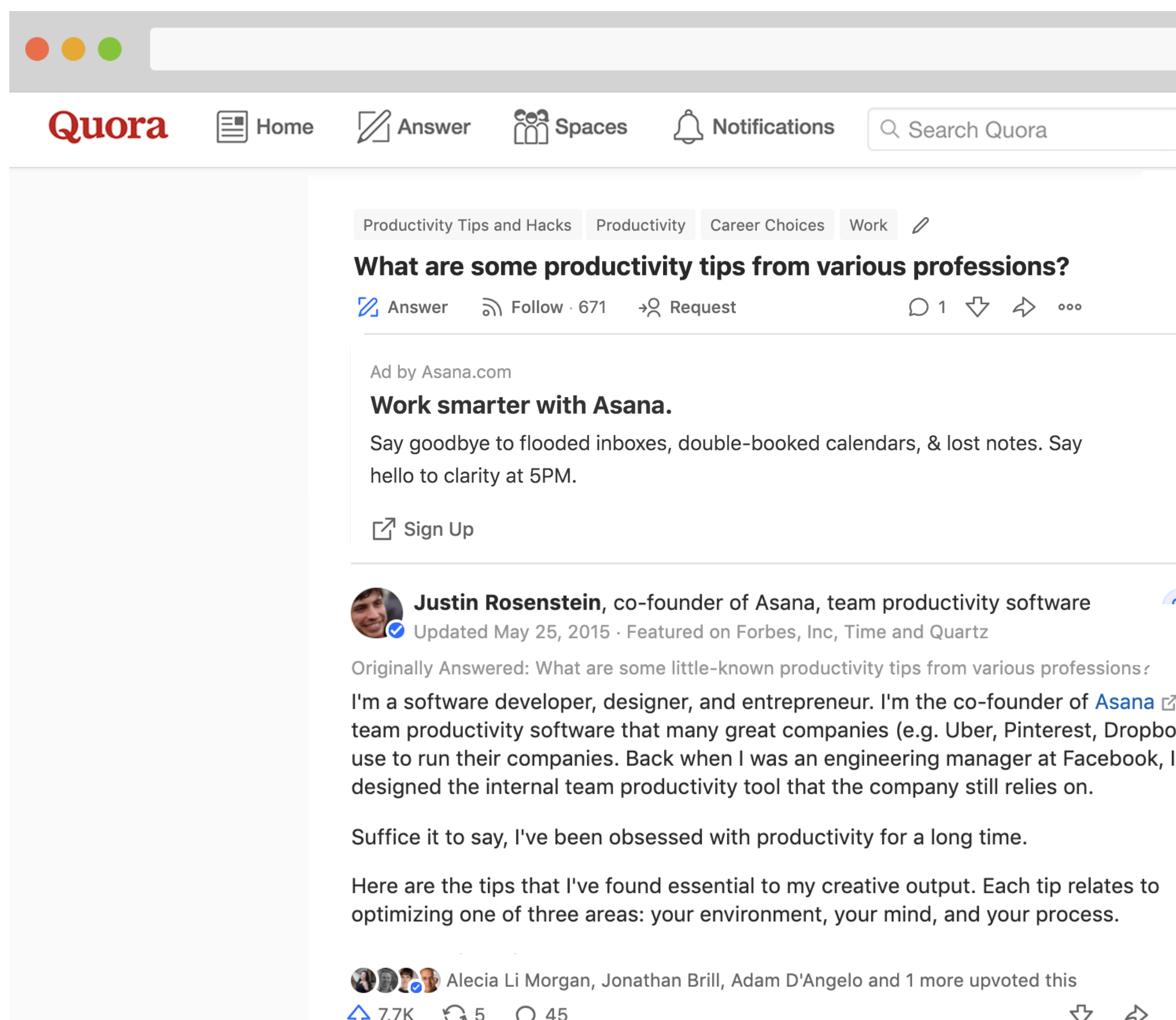
Their success

Higher quality traffic

Emilie Cole, who leads Communication & PR at Asana, notes that "Quora is at the top of the list, when it comes to places that are great for reaching the people we want to reach within the context of an authentic conversation. From the click-through rates, and the time they spend on the Asana site, it looks like people are interested in learning about our product. We're looking forward to continuing our investment as we build Quora as a core part of our customer acquisition program."

Quora for Business