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How Workamajig Empowers The Brandon Agency's Agile Remote Workforce

"One highlight has been transitioning from an in-office team to a remote workforce without any issues. We can use Workamajig to report on real-time data and see what every team is working on at any given time."

Lisa Capparella,
ACCOUNTING AND HR MANAGER, THE BRANDON AGENCY

the brandon agency

The Brandon Agency is a digital-centric integrated marketing agency. Founded in 1959, it continues to generate fresh ideas that help businesses grow.

Challenges

STREAMLINING PROJECT MANAGEMENT EVEN WITH A LARGE REMOTE WORKFORCE

Few agencies can match The Brandon Agency's long list of diverse service offerings. As Tyler Easterling, President of The Brandon Agency, explains:

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> "Some agencies occupy a niche. Not us. We offer everything from traditional advertising to digital advertising. We do strategic brand development, website and email design, PR and social media, media planning, and even e-commerce creation and management. We are fully-integrated, and we do pretty much everything in-house."

'In-house' looks a little different for a large company like The Brandon Agency. It has four offices around the world—in South Carolina, North Carolina, Florida, and Bulgaria—and many employees working remotely. Ensuring that every team maintains effective communication and collaboration is easier said than done.

In fact, according to Accounting and HR Manager Lisa Capparella, it was nearly impossible before Workamajig. Disparate systems that didn't talk to each other threw a wrench into The Brandon Agency's daily workflows.

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Lisa says, "Prior to Workamajig, we were constantly reporting in the past. Management and client services teams couldn't make strategic decisions because they were always working off of data that was already 30 days old."

"We had too many systems," Tyler agrees. "I said to Lisa, "We need to find a platform that can put everything together—especially the project management, billing, and accounting processes.'"

After dozens, if not hundreds, of hours demoing different ERPs and researching integrated agency management systems, Tyler and Lisa found Workamajig—the solution they'd been looking for.

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"We did tons of prep work. We'd heard too many horror stories about people having to completely redeploy when launching new software. We needed to avoid that," Tyler explains.

"After a long search we landed on one HR platform and Workamajig for everything else. Those are the two main platforms we use to manage everything within the agency.'"

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Solution

A FULL-FEATURED AGENCY MANAGEMENT SYSTEM

Workamajig enables The Brandon Agency's teams to operate at peak efficiency. Workamajig scales with The Brandon Agency's needs and makes it easy for everyone— even remote workers—to track conversations, upload files, review and approve changes, and manage projects of any size with confidence.

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Tyler says, "Workamajig has a robust file system that houses time sheets, creative files, copy... basically whatever we need for any given project."

"We've even started using it for our freelancers, so now they get assigned tasks through Workamajig and we don't have to manage them outside of the system. It makes everything so much easier."

Workamajig also facilitates client communication around projects. Client revisions and project updates used to be labor-intensive, requiring phone calls, emails, and round after round of back-and-forth communication.

> But Tyler says, "Now everything goes through Workamajig. We're able to house client comments on the creative work. We can easily jump in and view project history. Nothing ever gets lost in the shuffle when it comes to proofing."

On the accounting side of things, Workamajig makes life easier by tying time-tracking, billing, and project profitability together for Lisa and her team.

> She says, "I tell every new hire, 'Now you're an accountant.' Each person helps me with accounting in some way, shape or form, even if it's just a production person marking tasks as completed or a designer filling in their daily timesheet."
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> "We do everything in Workamajig, from project estimates to financial reports. It saves us a lot of time and energy," she adds.
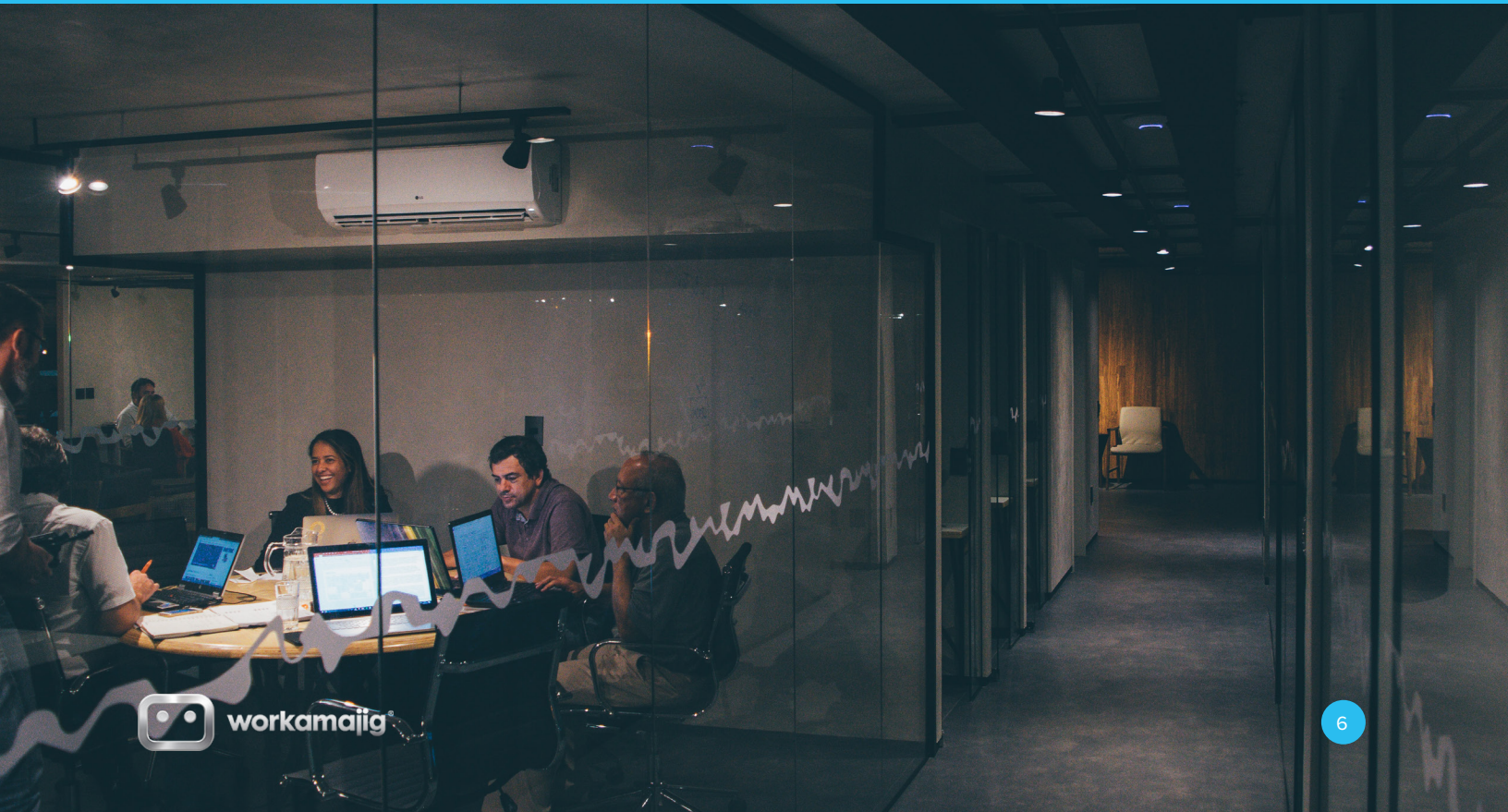
What this means is that critical recurring tasks—like billing or entering payments—are always executed accurately and on-time.

> "I love that account managers do billing through Workamajig and that we get to see invoices and proof invoices before they go to the client," Tyler says.

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Results

REAL-TIME INSIGHT & AN AGILE REMOTE WORKFORCE

Workamajig's robust reporting capability has been one of the biggest game changers for The Brandon Agency.

With everything flowing through Workamajig, it's easy for senior leaders to generate on-demand reports and get real-time business insight, whenever they need it. Everything from profitability KPIs to revenue forecasting are all just a click away.

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> Lisa says, "In the past, it always felt like management teams were working off of 30-day-old data. Now, having everything from small tasks to big picture project insight flow through Workamajig means that we can easily see what's going on, switch gears if we need to, and make better decisions on how to move forward."
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> "There's not a day that goes by that I don't pull some kind of report from Workamajig," Tyler agrees. "Between the robust reporting and the proofing system—which saves us from endless rounds of revisions—I'm not sure which feature I love more."

For individual designers, writers, and other team members, Workamajig has streamlined their day-to-day responsibilities. Each role has a dedicated dashboard that houses all the information they need to work efficiently—no matter where in the world they're located.

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> Tyler says, "Workamajig makes project management seamless. Having people out on sick-leave or vacation becomes a total non-issue. You don't need to worry about downloading huge files to work remotely or being unable to contact one key person."

As the world grapples with the COVID-19 pandemic, this has helped The Brandon Agency distinguish itself from other agencies that are struggling to meet deadlines and stay agile while employees work from home.

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With Workamajig, The Brandon Agency is able to serve its clients and maintain constant communication, collaboration, and workflow efficiency—no matter what life throws at them.

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if you'd like to learn more about these features & benefits, reach out to Workamajig support at

SUPPORT@WORKAMAJIG.COM