

Apples & Oranges on How They Build Great Client Relationships with HeyOrca!

 Vancouver, BC

With Michael Despotovic, Director

Apples & Oranges Analytics and Marketing, or A & O for short is a digital marketing agency that specializes in data-driven marketing campaigns for organizations that express culture (through social, ethnic, or spiritual values).

Challenge:

A & O is very involved with their clients whether they are creating digital campaigns, tracking social media metrics or helping them craft their brand.

Because A & O is so intertwined in their client's story – it was difficult to keep their clients involved every step of way. It was especially challenging showing clients how something would look before it went live.



"Often, our clients want us to do the heavy-lifting of creating content and tailoring it to the platform, but they still want to be involved in the edits and/or revisions."

Solution:

Because of HeyOrca's simple design and flawless client experience, A & O's clients are able to be involved in the edits and revisions without bogging down the process.

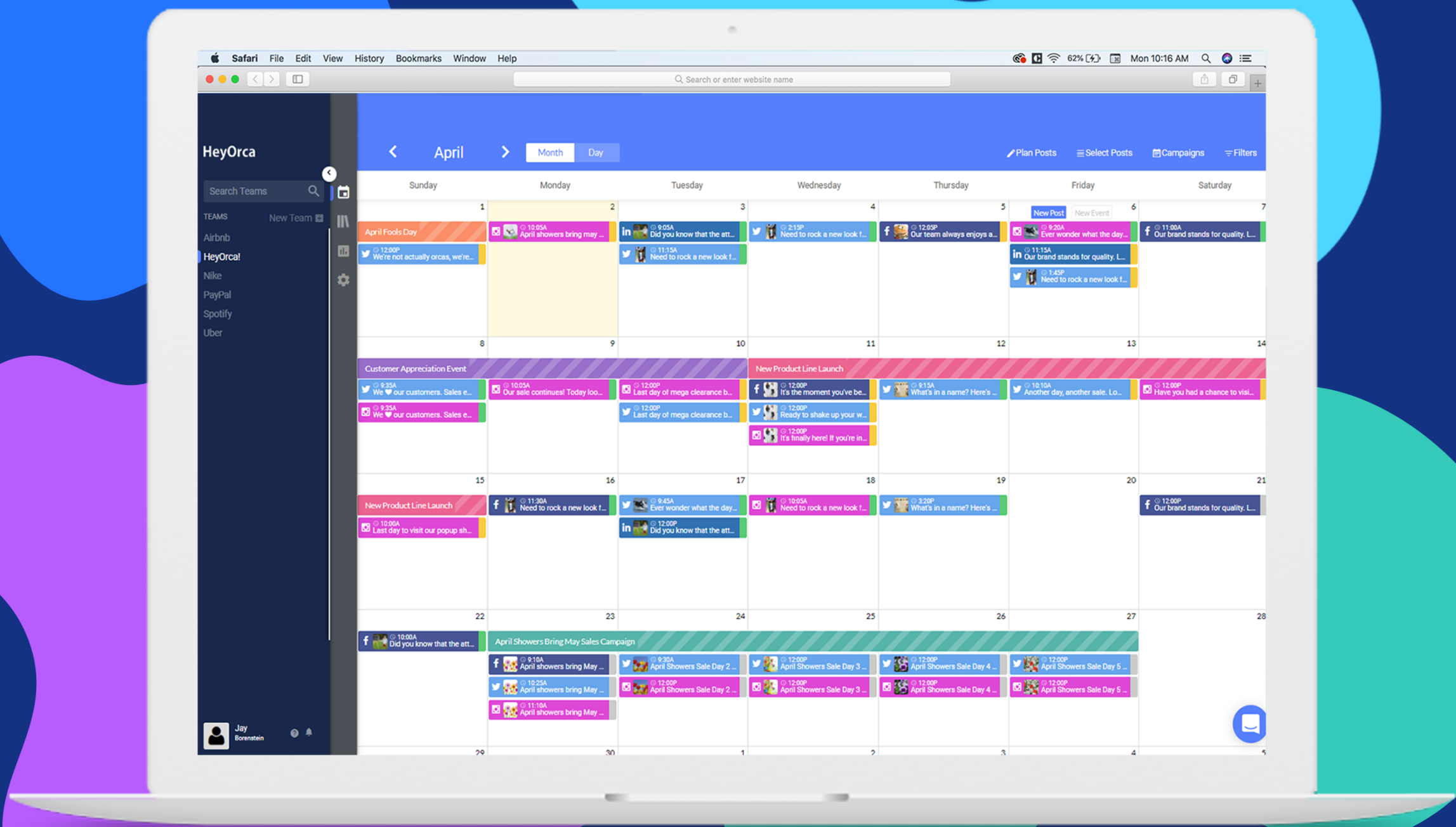
Results:

"Thankfully, HeyOrca allows communication between our clients to be rather seamless. Oh, and we really like the ability to post on Google My Business, too."



Since A & O covers a wide variety of features for their clients it's important to keep their clients in the loop on important decisions. HeyOrca allows A & O to organize all of their digital campaigns in one place while allowing clients to view all changes along the way.





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