

Imagine Media on Increasing Client Satisfaction by Using HeyOrca!

 Atlanta, Georgia

With Margot Dukes, COO + Co-Founder

Imagine Media Consulting is a social media marketing agency that's hyper-focused on social media strategy and execution along with building strong, lasting relationships with clients. They plan to excite potential customers through fluff-free PR, know-how, honest advice, and hard work.

Challenge:

In the social media space, content is shared and engaged with almost instantaneously. This makes time one of the most precious resources at an agency. When multiple people from agency and client collaborate across a variety of tools, communication gets pretty hectic.

This usually resulted in a major time-suck and was a source of frustration for the Imagine Media team. This is also exacerbated when you introduce new people or processes to an already fragmented workflow.



“Not having everything in one place is tough. It would be great to have just one or two sources of communication and planning for clients to simplify things”

Solution:

Imagine Media uses HeyOrca to streamline agency-client communications and visualize their social media content for multiple clients.

“The biggest benefit would have to be the client communications piece. It’s the **best way to collaborate with your clients** in a seamless way and to have everyone on the same page.”

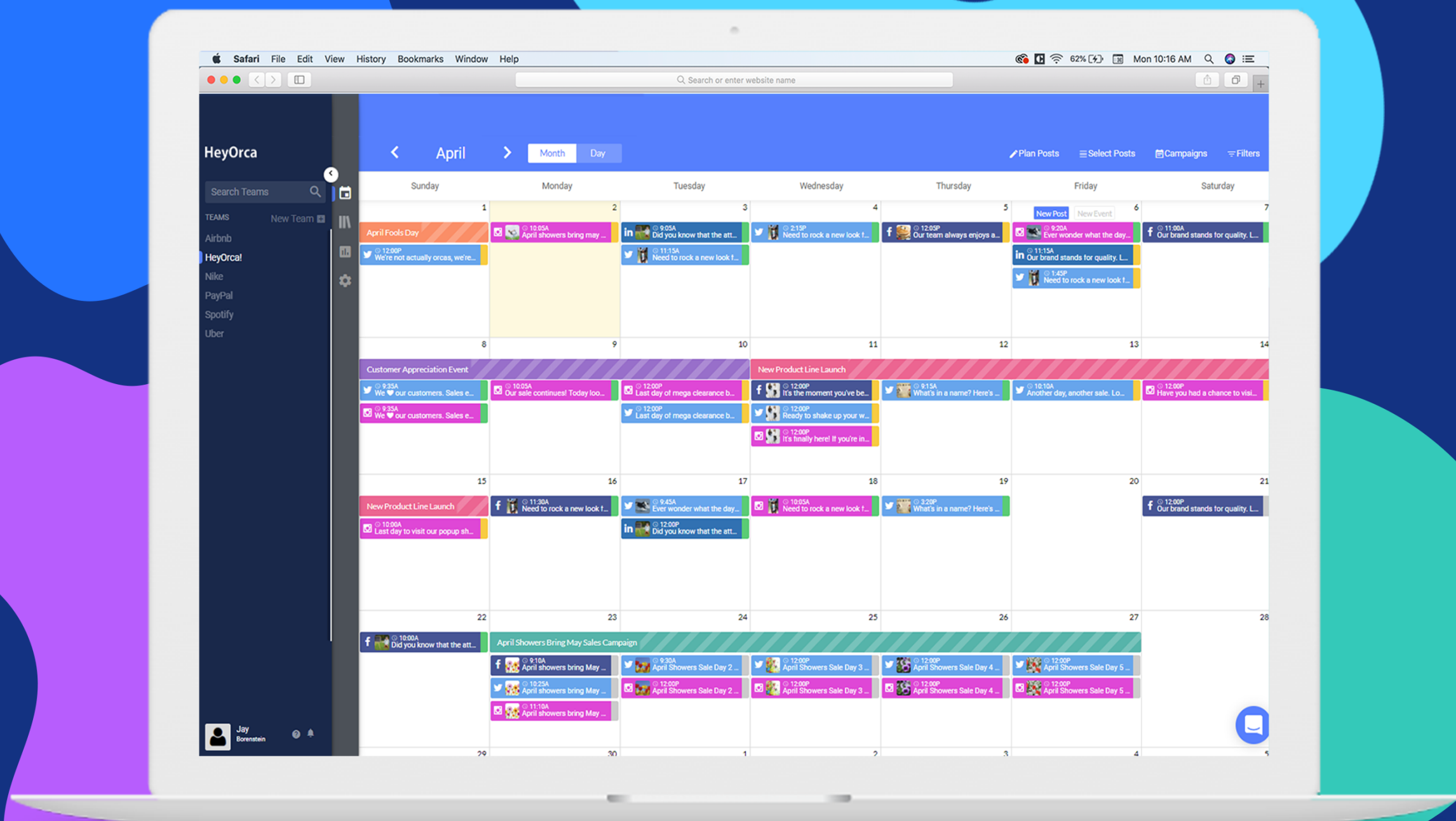


Results:

“With HeyOrca we’re saving **10 or more hours a week** on content planning and communications.”

HeyOrca consolidates client content calendars in one place. This lets Imagine Media centralize social media planning and communications, as well as significantly reduce unnecessary redundancies.





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