

Yellow Line Digital on How They Stay Organized with HeyOrca!

 San Diego, California

With Meg VonFeldt, Account Manager

Yellow Line Digital is a digital agency focused on serving purpose-driven organizations. Because Yellow Line Digital works closely with their clients to deliver their story so clear communication is a key factor in their client relations,

Challenge:

Before HeyOrca, Yellow Line Digital was using spreadsheets to manage and track their client's social media campaigns which caused a lot of confusion and disorganization.

The account managers would then add the content to their clients social media calendars natively which required double the work to make sure the clients were able to effectively review the content before it went live.



"For us, we were living in piles of spreadsheets and taking a lot of time to build a spreadsheet for internal use and then getting them made into clean client-facing content calendars. It took a lot of time and resources."

Solution:

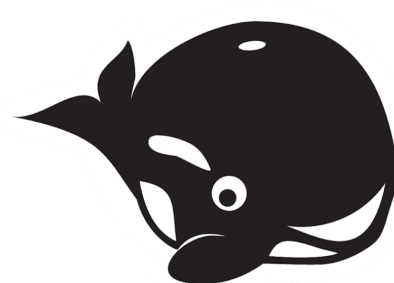
HeyOrca allows Yellow Line Digital to keep all their client calendars and content in one place that the whole team is able to access.

Results:

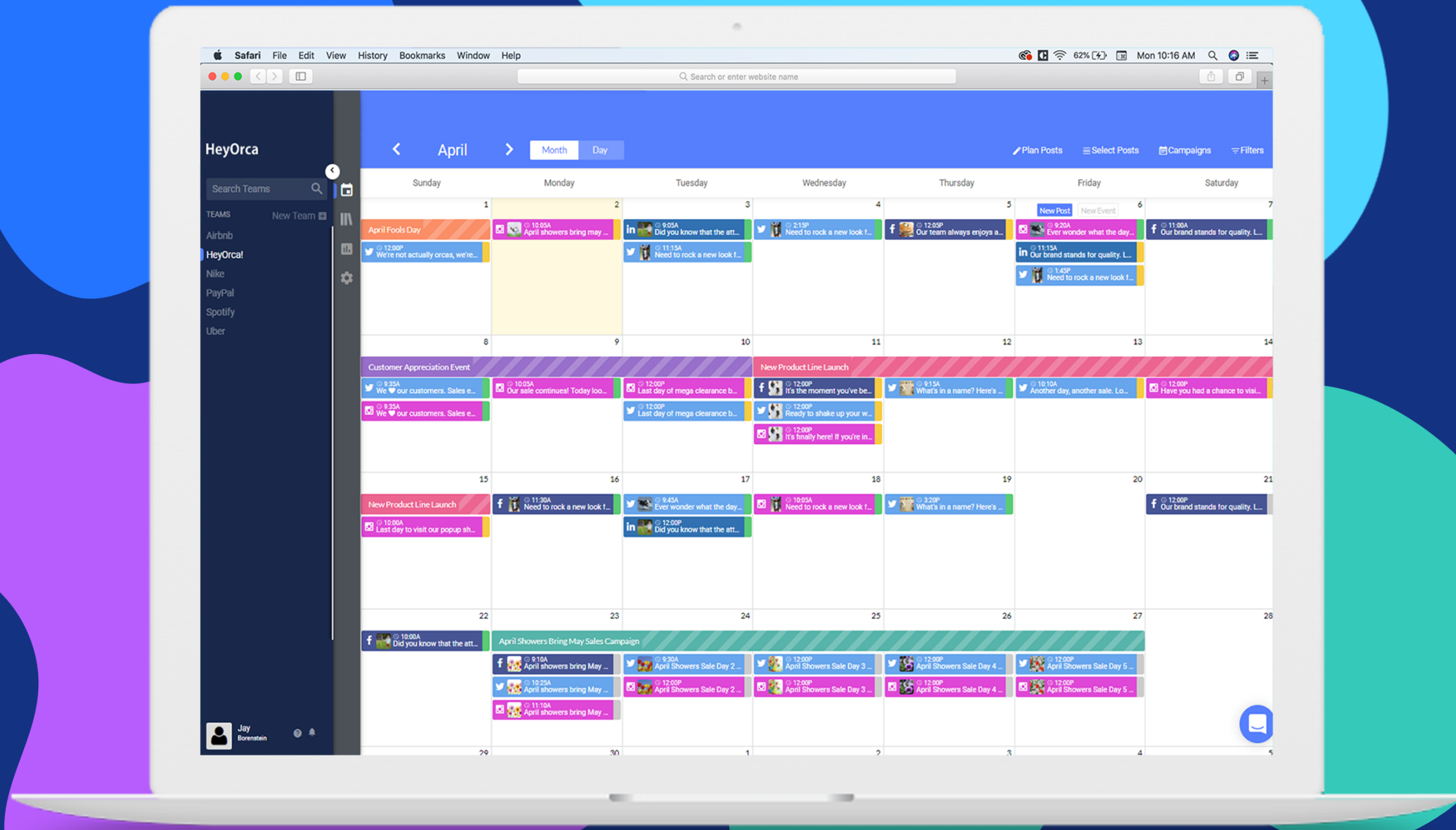
"Now we create, share, and post all our content through HeyOrca. It was easy for our clients to learn and our team loves it."



HeyOrca allows Yellow Line Digital to ditch the spreadsheets (and double the work) by keeping content and publishing in one place. Plus their clients are easily able to review content exactly as it would appear online. Now, Yellow Line Digital can focus on bringing their clients a great marketing strategy while HeyOrca takes care of the rest!



HeyOrca!



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