



Webbed Marketing Uses Vertabase® to Manage 3X Increase in Project Volume

Project management software enables firm to grow profitably

Case Study

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About Webbed Marketing

Since its founding in 2006, the Columbus, Ohio-based Internet marketing firm, Webbed Marketing, has experienced tremendous growth, tripling its staff and customer base over the last three years alone.

As it grew, the need arose for more formal project management processes and a system to control them. However, the thought of transitioning to an automated system was daunting. There were many associated risks: lost tasks, rework, the waste of potentially billable hours, lost revenue and reduced customer satisfaction.

Webbed Marketing knew it wanted a web-based solution, but it did not want a huge implementation cycle like some complex systems. The company didn't need anything that complex nor did it want to experience a lengthy ramp-up and the work interruptions that a complex solution would entail. It needed to avoid the risks of a cumbersome launch.

Webbed Marketing searched online and selected four affordable project management software solutions to further evaluate and demo. Of those candidates, Vertabase stood out to the firm because it appeared the easiest to use, and it held the promise of a pain-free launch, little downtime, and avoidance of all the other risks the firm feared.

Fast Launch, No Work Interruptions

Vertabase was implemented quickly and smoothly.

"I got the information set up myself very easily," explained Yvonne Rayburn, Webbed Marketing senior

"We got the whole system up and running without any business interruptions."

"Everyone from the CEO to an intern can use Vertabase with very little training or explanation."

"The time we used to spend tracking projects can now be spent on direct work for our clients."

project manager. "We were able to get the whole system up and running without any business interruptions. We could keep our growth going and not fall into any of the pitfalls typical of system launches."

More Revenue Generation

The built-in structure of Vertabase helps Webbed Marketing accelerate its project management processes. Everything can be accomplished faster. For a busy, growing firm, this translates directly into increased revenues.

"Vertabase is different from other project management software in that it is so easy to use, and this has helped us complete everything more quickly," said Rayburn. "Everyone from the CEO to an intern can use Vertabase with very little training or explanation.

Screen layouts are intuitive and easy to follow. They have a visual appeal, and everything is easy to comprehend. This is particularly important for us since most of our team members are creative, highly visual people."

Vertabase eliminates the need for many time-consuming, non-revenue-generating activities. For instance, the project schedule in Vertabase doubles as employees' individual task lists.

"We each used to have to track our own task lists individually," explained Rayburn, who oversees a seven-person creative team, "but now, we can each quickly pull our own tasks from a custom, personalized view that comes right off the master schedule every day. The time we spent on tracking our own tasks and manually generating reporting can now be spent on direct, revenue generating work for our clients."

In fact, because all project information is now housed in one central system accessible 24/7 to all employees, there's virtually no need to manually track anything. Users can store and sort documents so they are able to locate materials faster, providing more responsive service for their clients and achieving higher profitability.

No Rework or "Stepping on Toes"

With about 65 projects in progress at any one time, it is critical that the Webbed Marketing team members avoid stepping on each other's toes.

Vertabase project management software always provides the most recent, updated version of a document to a user, ensuring there's never a need for rework. When anyone is working on a document, that document is blocked from being opened or worked on by anyone else. This version control function prevents any unnecessary or non-sequential activities, so employees can never duplicate efforts or overwrite anyone's previous work.

This function is especially helpful to marketing firms like Webbed Marketing where many sets of changes often arrive all at the same time -- from different clients and from different reviewers at each client.

Clients See Our Responsiveness in Real Time

With Vertabase, Webbed Marketing's work is transparent to its clients and the firm achieves industry-leading customer responsiveness.

Clients can access automatically generated activity reports in real time. As soon as a Webbed Marketing team member completes a task or activity, he or she marks it completed and this updated status can be viewed by the client. Some clients take advantage of

this and, according to Rayburn, even those who don't view statuses directly have a strong sense of confidence in Webbed Marketing because they know activities are tracked in real time.

"Client access to all project details not only lends us more credibility, it also fits perfectly with the spirit

of our firm as providing world-class strategic marketing solutions," said Rayburn. "We can promote the fact that because we are an Internet-based firm, clients are able to conduct all of their business with us via the Internet. This distinguishes us in the market."

Excellent Customer Service

Webbed Marketing has been greatly impressed with Vertabase's uptime and its customer service.

Employees find that the software's "Help" function and video instructions provide excellent assistance. And they are particularly pleased with Vertabase's fast response times to inquiries.

Noted Rayburn, "You can buy a product with all the bells and whistles, but if you have a problem and nobody is available to help you, nothing else matters."

"When we call with questions, Vertabase experts respond very quickly, and they are very knowledgeable about the software," she continued. "I've worked with a lot of companies and I've rarely experienced such great customer service."

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This document is for informational purposes only and is subject to change. The following contains an actual customer case study. Your results may vary.