

Marketing Agencies

CASE STUDY



In today's dynamic business landscape, marketing agencies are faced with the continuous challenge of evolving their strategies and practices. As brands vie for consumer attention in an increasingly saturated marketplace, both in-house and external marketing teams are expected to adapt and innovate while operating within tighter budgets

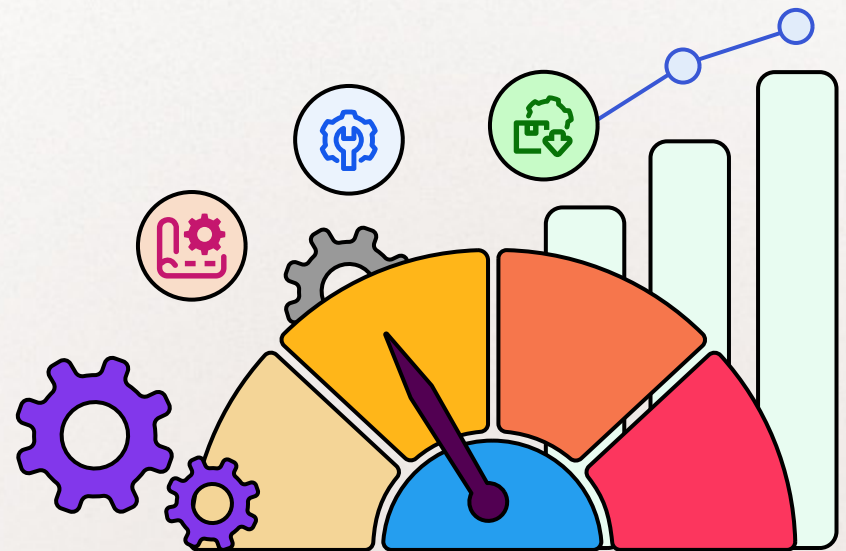
and resources. Amidst these heightened expectations, client demands for impactful creative campaigns, seamless execution, and transparent return on investment only serve to propel the industry forward. Yet, countless agencies persist in using disjointed management and billing systems, depriving decision-makers of a cohesive understanding of

their operations. In a time when marketing agencies require enhanced productivity and agility in order to thrive, it is imperative that systems evolve to address the traditionally fragmented areas of resource management and client billing.

Elevating Performance and Resource Efficiency

The landscape of marketing agencies is constantly evolving, primarily due to the growing emphasis on digital strategies. As traditional revenue models, such as retainers and mark-ups, are replaced by fee- and performance-based structures, it becomes crucial to optimize employee productivity and meticulously track time and costs. However, numerous agencies continue to depend on an assortment of disconnected management and billing systems, hindering the ability to obtain a comprehensive and actionable perspective for decision-makers.

Deskera's cloud-based marketing agency solution simplifies your entire agency process, from proposal to payment. Offering a 360-degree view of your organization, you can enhance quoting and staffing, boost resource utilization and adaptability, make informed decisions backed by data, and ultimately, increase profitability. All of this is delivered through a cloud infrastructure that is nimble, reliable, and secure.



Enhancing Performance

Marketing agencies today face a highly competitive landscape, with clients constantly seeking effective campaigns that deliver great results. Establishing meaningful connections with clients and winning repeat business is essential to sustainable growth. Deskera, a comprehensive business management platform, offers tailored solutions to help marketing agencies gain a competitive edge and achieve operational efficiency at all levels.

Key Benefits



Comprehensive project tracking and insights:

Deskera enables marketing agencies to manage multiple client projects efficiently while keeping track of budgets and timelines. It provides complete visibility over project progress, resource planning, and cost management, ensuring that all campaigns are delivered on time and within budget.



Streamlined business processes and communication:

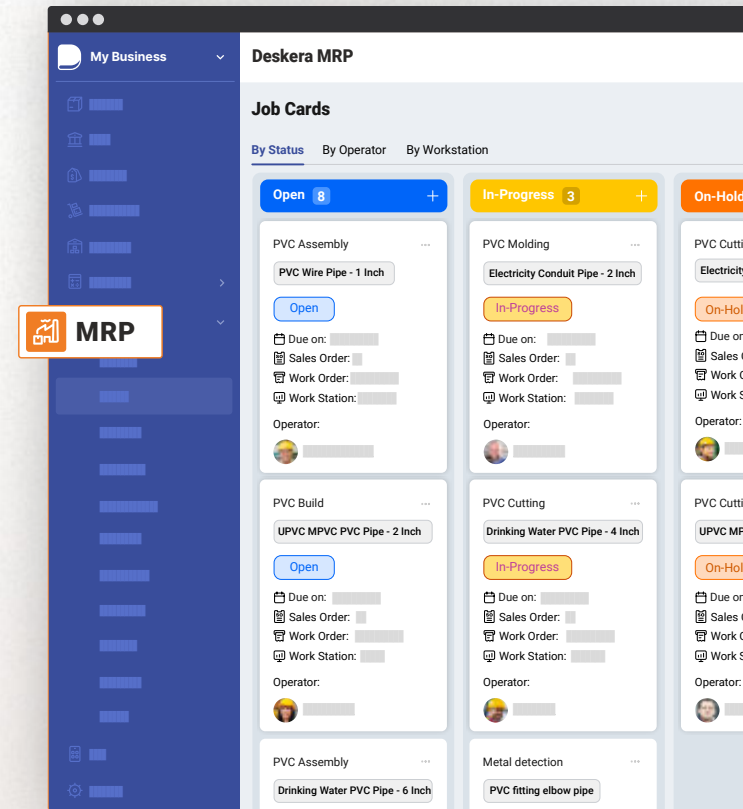
With Deskera's integrated platform, agencies can centralize all communication, documentation, and file sharing, making collaboration seamless and more efficient. This not only streamlines internal processes but also enhances communication with clients, ensuring their satisfaction and increasing the chances of repeat business.



Data-driven decision making for enhanced growth:

Deskera gathers valuable insights from various aspects of the agency's operations, allowing management to make informed decisions based on real-time data. This helps in identifying areas for improvement and ensures that the agency stays ahead in the competitive marketing landscape.








As marketing agencies face increasingly challenging environments and demanding clients, Deskera offers the perfect solution to optimize operations, enhance client relationships, and gain a competitive advantage. With a comprehensive range of features designed specifically to cater to marketing agencies, Deskera empowers businesses to drive success and accomplish exceptional growth.

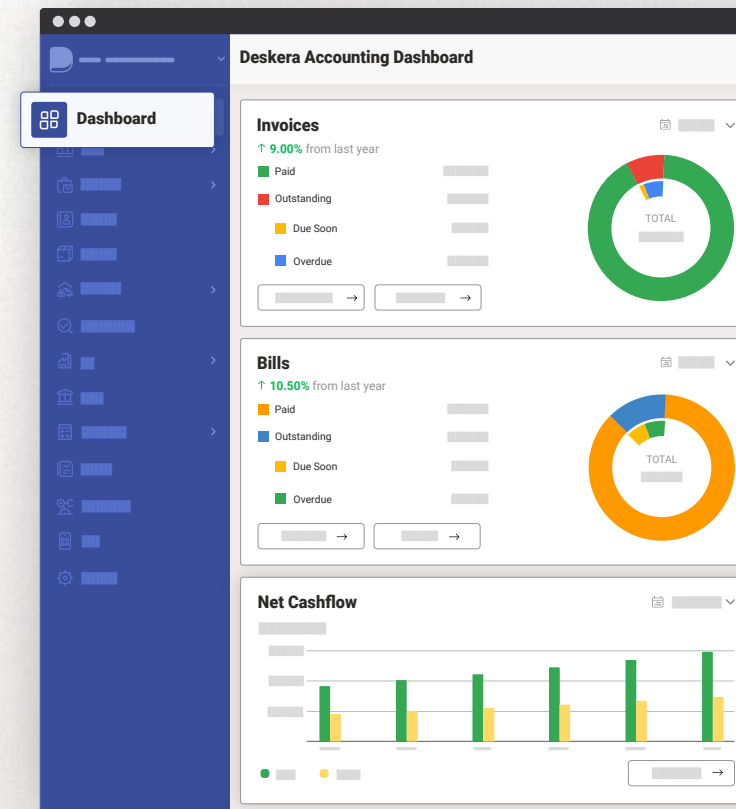


Better Resource Optimization and Campaign Execution

Deskera ERP's integrated platform empowers marketing agencies to efficiently manage resources and execute campaigns with precision. Utilize your team's skills effectively, deliver exceptional results within budget, and achieve high client satisfaction.

Benefits for Marketing Agencies:

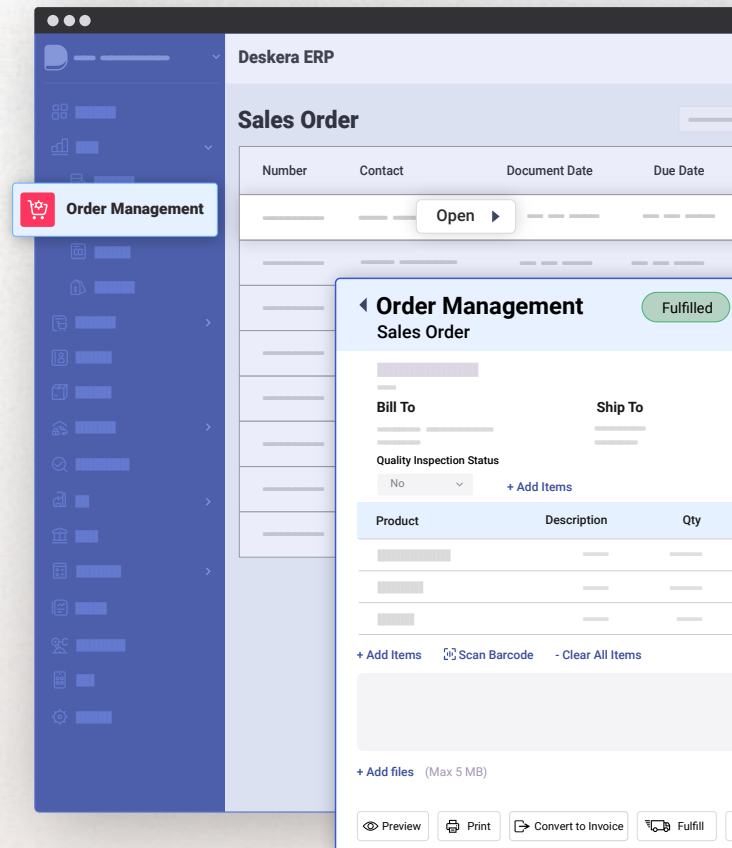
-  Streamlines talent management with the ability to forecast resource requirements as campaigns progress, assigning the most suitable team members based on skills, industry knowledge, and other criteria.
-  Provides real-time insights into project status, enabling informed decision-making and proactive adjustments as needed.
-  Encourages collaboration and communication among team members, fostering a culture of innovation and creative problem-solving.
-  Identifies potential bottlenecks in campaign execution early, allowing for timely intervention and mitigation of risks.
-  Supports time and expense tracking through web-based, mobile, and offline channels, ensuring accurate and up-to-date data at all times.
-  Automates approval processes, reducing administrative workload and increasing overall team productivity.
-  Integrates seamlessly with online advertising platforms such as Google Ads and other media buying systems, simplifying ad cost management and enhancing campaign performance tracking.



Maximize Efficiency and Drive Strategic Growth

Leverage the full potential of Deskera ERP to make impactful decisions and enhance the overall performance of your marketing agency. Gain a comprehensive understanding of key business metrics through 360-degree visibility provided by Deskera, and streamline your operations to drive success.

- Holistic View for Data-Driven Decisions:**
 With complete integration of CRM, project management, and finance/accounting, Deskera ERP enables marketing agency managers to make informed strategic and operational choices.
- Streamlined Workflows:**
 Optimize processes and improve efficiency by automating workflows with Deskera ERP.
- Accelerated Cash Flow:**
 Enhance revenue collection through improved billing and invoicing processes, resulting in faster cash flow.
- Timely and Cost-Effective Service Delivery:**
 Deskera ERP ensures that projects are executed within budget and on time, leading to higher customer satisfaction.
- Global Reach:**
 Cater to clients worldwide, along with in-built features for local country tax compliance.
- Rapid Implementation and Lower TCO:**
 Experience a hassle-free implementation with Deskera's cloud-based solution, without the need for a significant upfront investment or ongoing maintenance costs associated with on-premise systems.



Deskera is the all-in-one SMB-focused platform that helps your customers run and scale their respective businesses in a more efficient, scalable, and cost-effective manner. We provide a cloud-based Enterprise Resource Planning platform that integrates accounting, CRM, inventory, human resource, and manufacturing operations into a single and unified platform currently used by over 300,000+ customers across the globe.

Deskera has been in business since 2008 and has raised over \$80M in funding from high-profile investors including Cisco, Jungle Ventures, and Naver.

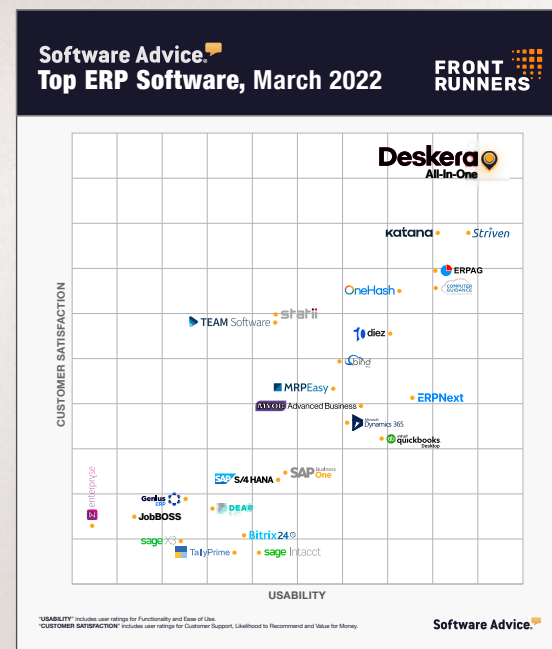
With a presence in the USA, Singapore, India, Malaysia, Indonesia & Philippines, Deskera has established itself as a trusted global partner for SMBs.

A winner of multiple awards, Deskera has consistently outperformed competitors on customer satisfaction ratings, go-live time, and cost of implementation. The award-winning Deskera mobile app has made it easier for SMBs to run their business from anywhere, anytime.

In 2023, Deskera decided to aggressively promote/sell its platform in the US and Canada and has opted to set up a network of channel partners, especially for Technology Distributors who sell into the SMB/SME market. Deskera already sells via channel partners in Asia and the expansion into the North American market is part of the next phase of its growth strategy.



Deskera Cloud has been an outright success with our users



Deskera

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