

# 3 Ways Marketing Agencies Can Win in an Uncertain Economy

Organizational efficiency and seamless collaboration is the key to a profitable agency, especially in unpredictable economic times.

When agency teams work to their full potential, productivity, innovation, and employee satisfaction soar. So, how do agencies maximize profit and retain and grow happy clients while providing a sustainable work-life balance for their teams?



Achieve **25%** more revenue using **10%** less resources with Wrike



**90%**  
reduction of email communication



**50%**  
faster project and process management



**50%**  
less review and approval time

## Meet Wrike



### Improve your profitability

- Accurately track and maximize billable hours
- Prevent your "A players" from burning out with effective resource management
- Improve accuracy of SOWs and proposals based on data



### Win market share with happy clients

- Eliminate scope creep and deliver client projects on time and on budget
- Elevate client experience with visibility into project progress
- Keep client projects secure and confidential



### Optimize operational efficiency

- Accelerate speed of delivery with expedited review and approval cycles
- Reduce non-billable work by automating internal processes
- Connect martech tools to allow your teams to freely access the data they need

Everything I see now in Wrike is live and in its current status, which is a big plus to me. We can jump on the job, look at the last couple of comments on it, and pick up the ball up and run with it from there.

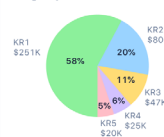
Ashley Risstrom,  
Senior Production Manager



#### Overall Performance

Total Actual Costs **\$423.1K**    Total Planned Budget **\$687.4K**    ROI **62.5%**    Remaining Budget **\$264.3K**

Budget by OKRs



Actual Spend by OKRs



⚙️	Status	Title	Progress	Budget, \$	Actual cost \$
	Preparing	> Cornwall United	50%	15,000	5,323.00
	Preparing	> Doublehow	27%	20,000	9,227.00
	Paused	> E-zentone	45%	27,000	12,102.00

Track profitability in real time

## 1. Optimize your revenue and spend

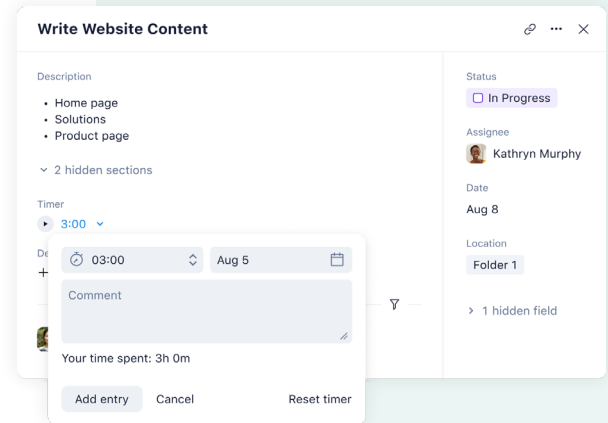
- Accurately scope, plan, and resource projects
- Get 100% visibility into your team's effort to optimize resourcing
- Balance your team's capacity, prevent attrition, and boost employee morale
- Track spend versus budget to ensure optimal ROI

## 2. Showcase your value to clients

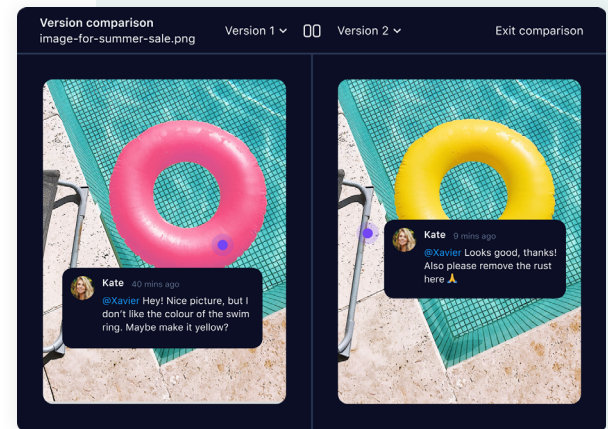
- Uplevel your communication, share automated reports and campaign progress, and create milestone dates to keep your clients in the loop
- Eliminate frequent calls and meetings and get more work done, faster
- Never miss a deadline by tracking dependencies and spotting potential delays before they happen
- Collaborate with clients securely in Wrike's Locked Spaces, without any risk of data bleedover between clients or projects

## 3. Scale your business & accelerate your delivery speed

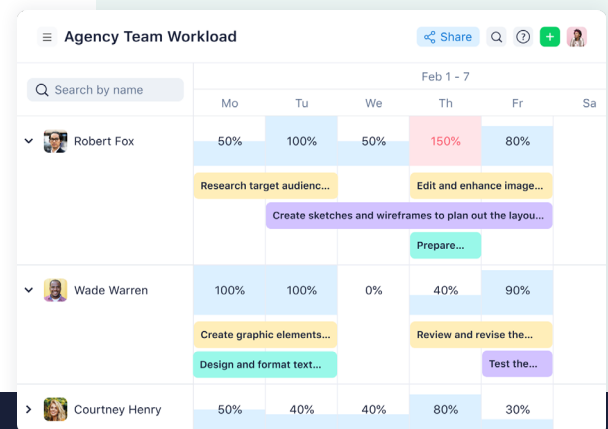
- Service more clients with automated campaign production and approval processes
- Drive higher campaign ROI with visibility into performance
- Kick off projects faster and eliminate time-wasting back-and-forth by getting all requirements upfront and auto-assigning work
- Gather feedback and collaborate on asset production in one place with our best-in-class proofing tool



Increase billable hours



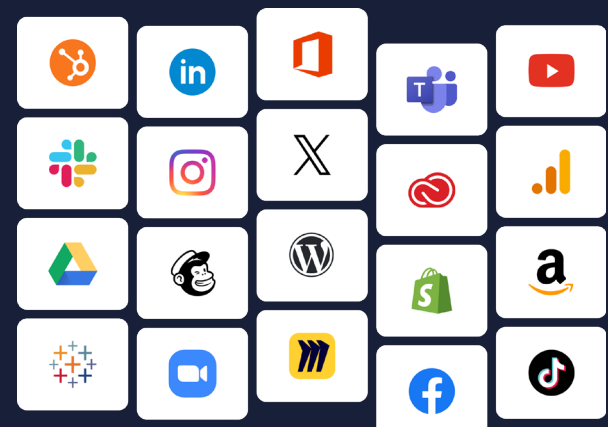
Gather feedback and collaborate on asset production



View team workload at a glance

## Your end-to-end agency work management solution for maximum efficiency

- Access 24/7 expert advice from multilingual customer support consultants via chat, email, and phone
- Unleash the full potential of your agency using 400+ seamless integrations with apps your teams and clients use every day



Try Wrike for Free

