



Kelermedia + Planable:

Behind-the-Scenes:
How This Agency Saves 30 Hours
Per Month With Its Social Media Sharing

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Introduction

For agencies, acquiring and retaining clients is about the people, the team, the quality of work but also about the processes and the types of workflows that they build.

Clients don't want a service, they want a partner. They want someone to trust and to empower to deliver good results with limited time and effort from themselves.

Agencies struggle to get in touch with their clients, to get their feedback and opinions - to keep a close relationship. But everyone is busy, and reading and replying to emails can only take so much of one's day.

Planable is the solution for social media agencies and their clients. Feedback shouldn't be a burden. More so, feedback shouldn't be complicated to track.

Kelermedia wanted feedback, wanted to improve and to be better for their clients. Planable was the way to do it.

The Company that Wanted to Stay a Freelancer

We sat down for a coffee with Alex, the founder of Kelermedia, a professional that became an entrepreneur without actually wanting to start a company. His professional career began in 2015 as a social media freelancer. He was asked for help with content marketing, newsletters and brand promotion in the local communities, therefore acquiring his first client.

Alex knew back in 2015 that the strongest field of digital is social media and it still is in 2018. Nowadays, it's where most brand awareness comes from. Slowly, he evolved from working with part-time freelancers that helped sustain the company's growth and 2/3 clients, to acknowledging that it's time to start a company. Back then he thought of himself as more of a freelancer.

He says: "I've registered the company as "Kelermedia" in August 2016 making the first steps towards working with full-time employees. I never had a sales team, all of my clients come from connections within the community and recommendations from friends and past clients. I've took part in several pitches and was active in community groups and events to sustain my brand."

"It started as a headache.

We had to go through "e-mail ping-pong" to clarify social media calendar and operations with clients and stakeholders.

We'd go back and forth, ending up in situations where clients didn't get the spreadsheet or the entire calendar."

- Alex Kelerman, CEO and Founder

An Agency with a Fresh Competitive Advantage

Their biggest issue was working on A LOT of spreadsheets and emails. Before Planable, their social media planning was a headache for the whole company. The main challenge was the infinite number of spreadsheets and emails gathered over time, which was completely inefficient, and meant sometimes lost information and scattered communication.



Alex Kelerman
CEO and Founder

“I don’t think the best benefit at Planable is scheduling, there are dozens of tools for that. To have a tool to communicate with clients is what makes Planable a gold mine.

Providing a professional solution to see mockups of posts and to give feedback, seamlessly, in one place is exactly what makes our clients happy and therefore our agency happy.”

Planable gave us a competitive advantage because we’re being perceived as a professional team. We use a platform where clients log in and give in-context feedback to each post, as opposed to competitors - hundreds of messy files and endless e-mail threads.

Since Planable, we’re planning social media posts weekly/ monthly/ sometimes even quarterly and up to 120 posts for one campaign. We love to play with content and constantly experiment. We first approve the posts internally, make sure everyone loves the copy and visual assets, check all the links and then message the clients to ask for their feedback and approval on Planable.

More Feedback Means Faster Progress

We were constantly struggling with spreadsheets. It was a mess. With Planable, we receive 4x times more feedback, because it's so easy to share thoughts. It's not something that the client buries in their e-mail. We used to call them to ask for feedback and then implement it, but with no record of it whatsoever.

In the past, we didn't receive any feedback sometimes, just the approval. We ended up asking ourselves "Was it good, bad, or they don't even care?". Our biggest pain was to track the feedback with several tools. Today, we have everything in one place.

It's called Planable and it's beautiful.

One of our clients has a coffee shop, he loves to get involved in the social media strategy and really cares how the brand looks in the digital space. Planable helps us both give context to the story we're building and follow the same narrative. If we'd have another communication channel, like email - we'd never reach this level of synergy between us and we'd waste 3x more time.

The best thing about Planable is managing multiple clients through one platform in a professional way: show the mockups, share the feedback, implement changes, all seamlessly on one platform.

Alex shared that one of client's reaction when seeing the platform was "Oh, cool, it makes things a lot easier, right?!". Alex explained to them that their social media profiles, with the cover photo, profile picture and social media assets is right here and they never had any friction with the client.

100% More Productive With the Right Tool

I think we're 100% more productive. It would take us double the time with the previous workflow, with creating new folders, constantly renaming them with the new versions, match everything and use other tools to do the actual publishing. Now we do everything in one place. It definitely cuts the time in half.

"I'd say we're saving up to 30h a month. In calendar view, you just "boom-boom-boom" and done!"

- Alex Kelerman, CEO and Founder

Kelermedia adds up to 5 people per workspace: Alex, strategic planner, who gives brand directions, the copywriter and 2 people from the client side, usually a Founder /C-level executive and a marketing or project manager. Alex maintains the relationship with clients and approves content internally.

"It's really simple, and we never had any drawbacks with our client."

- Alex Kelerman, CEO and Founder

We work with up to 10 clients at a time. Everything went smoothly from the beginning. Planable has been used full-time as part of the team, beside other tools like Google Drive /Dropbox, Asana, Slack.

While wrapping up, Alex commented on the importance of Facebook and social media today: "I think quality content triumphs everything. We've had pages with up to 1M organic reach per week, and never went lower because of the new Facebook Algorithm. It's about the core of the content, and how good and creative your copy is. It's not about the scheduling tool you're using."



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