



Social Lemon + Planable:

How To Manage 50 Social Media Pages and Drive More Traffic for Your Clients

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Introduction

For the dynamic industries, innovative tools always appear. Social media is not a special case. There are dozens of social media management tools out there. But each team, each agency, each brand has certain needs. And like any love story out there, it takes time to find THE ONE.

There are many specific needs that a social media team might have. We believe that a particularly important need is collaboration. Planable believes in time well spent. We believe in strategic planning, in creative ways and efficient teamwork. We think that close to no minutes should be wasted to manually create previews and follow feedback processes.

And that is exactly why we created Planable. So that any professional managing or approving social media content can spend their time delivering top-notch ideas, not getting lost in spreadsheets and email threads.

As we said, it takes time to find THE ONE. So how did Social Lemon found theirs?

The Agency That Has No Time to Waste

Social media is here to stay, that's what Isabelle Soete understood back in 2014 when she founded her first company, Social Lemon. Social Lemon is a solid and dynamic agency in the heart of Belgium. Isabelle is focused on developing social media strategies, workshops, and training for local companies.

She's managing more than **50 Social Media Pages** at the same time, including Facebook, Instagram and LinkedIn for her customers.

Social Lemon's customers include City of Kortrijk, VATsquare and CGK Group. Our team scheduled a call to understand more about the challenges she had before using Planable and how she managed to onboard her clients on Planable.

"We were already looking for a few months for an approval platform for our team. I wanted to keep all of our clients in one space and then receive their approval on each post, to confirm everyone signs off on the content. "

- Isabelle Soete, Founder

Too Many Tools or The Right Tool?

When she had no idea of Planable, Isabelle was exchanging dozens of emails to discuss each post separately. She had to message her clients on email, with the text and image, then go through the back and forth process of emails, wait for their feedback and finally get approval. Additionally, she was asking reminders for emails, to follow up with her clients if they did not reply, and only then to schedule the post to social media. As she mentioned during the interview "it was a looooot of wasted time."

With Planable, everything is easy.



Isabelle Soete
Founder

"We started to look for a different platform that will help us achieve that perfectly organized feedback process.

I've tried Kontentino and Agora Pulse in the beginning, but none of them really helped me. It was all too cluttered for me.

Kontentino had too many features that I was not using and were not relevant for me. Too many steps, too many clicks and too many actions to get something right. "

From Hundreds of Emails to One

Planable is the easiest solution that I've ever worked with. Our clients receive an e-mail to join the workspace, click on the link and then they know all the information they need about the social media campaign, nothing more. In Planable they can see all their posts and they have only two actions to take - give feedback or approve the post. It's really clear to use.

" With Planable our interaction with the clients is a lot better, we're communicating clearly and everything is completely transparent. "

- Isabelle Soete, Founder

We also have a few older clients, who don't understand how Facebook or Instagram works, and for them Planable is the ideal platform because they can see how the images will look like within the post.

It's easier to communicate.

We're now sending only one email per month for a general overview of how the campaigns look like, where is the strategy going and reporting the results to our clients. Before Planable, our emails were forgotten, posts were not visible, clients were not communicating with us and sometimes they did not give us any feedback at all. We had to ask them directly "is that ok for you?" to make sure they sign off on each post and everyone is happy.

"We went from hundreds of emails a week to just one email a month. "

- Isabelle Soete, CEO

The Effortless and Painless Solution

We're definitely saving a few hours per month, not only with my clients but also within the team. Processes go very fast now.

My favorite feature is the feed view because it's very clear and simple and I'm constantly customizing it using filters, to see the posts in a certain timeframe or order, not to mention the comments section which is very straightforward.

"It's very effortless to work within Planable, that's what I love most. "

- Isabelle Soete, CEO

If I ever need to edit a post or change the date, it takes me just a few seconds to make a shift within the post.

You see it - You Approve. That's the main reason I chose Planable. It's very painless to work with.

"Besides Planable, we're using Hubspot, Awario, Chatfuel, Social Seeder. We're definitely saving money with this platform, Planable is the most cost-effective platform we used. We love that Planable is improving every month. Support is very fast. It's not perfect, but I see that they're working and improving the solution constantly."

- Isabelle Soete, Founder



Everything social media
teams need to move their
creative processes forward.

planable.io