

# Always Automations x Design Show Marketing

Streamlining Marketing Agency Operations



## THE GIST

- Design Show Marketing, a dynamic marketing agency, sought to optimize project management and client handling to scale effectively.
- Always Automations provided consulting services to enhance efficiency, improve workflows, and support service expansion.

## Key Results

- **Enhanced Project Efficiency:** Reduced task management bottlenecks and improved agency workflow.
- **Increased Client Capacity:** Improved processes enabled the agency to support 30% more clients.
- **New Service Offering:** Successfully developed and launched a consulting service.
- **Improved Reporting & Client Relations:** Trained marketing assistant, leading to better internal communication and customer interactions.
- **Automated Client Onboarding:** Reduced manual effort, ensuring a seamless and scalable client intake process.



Always Automations



[www.alwaysautomations.com](http://www.alwaysautomations.com)



[partners@alwaysautomations.com](mailto:partners@alwaysautomations.com)

## CHALLENGES



- Lack of structured project templates leading to inefficient hand-offs.
- Limited capacity to support more clients due to operational bottlenecks.
- Need for new service development in marketing consulting.
- Training gaps for marketing assistants affecting reporting and client relations.
- Inefficient client onboarding processes in ClickUp and Dubsado.

## SOLUTIONS IMPLEMENTED



1. **Project Template Setup:** Designed structured templates to streamline hand-offs and task management.
2. **Efficiency Improvements:** Optimized workflows to enhance agency productivity by 30%.
3. **Service Development:** Assisted in the creation and launch of a new marketing consulting service.
4. **Marketing Assistant Training:** Provided structured training for improved efficiency, reporting, and client communication.
5. **Client Onboarding Optimization:** Automated and templated onboarding processes in ClickUp and Dubsado.
6. **Long-Term Partnership:** Established a framework for subcontract consulting clients, ensuring sustainable growth.

## MEASURES OF SUCCESS



- Increased agency efficiency and scalability.
- Measurable improvements in project management and task delegation.
- Higher client retention and satisfaction due to streamlined processes.
- Defined KPIs for long-term tracking of operational improvements.

## CONCLUSION & NEXT STEPS



- Always Automations successfully transformed Design Show Marketing's operational framework.
- Ongoing refinements will continue to enhance efficiency and client service delivery.
- Future focus on AI-driven workflow automation for sustained growth.