

# Always Automations x Medstar Media

Transforming Media Operations & Automation



MEDSTAR MEDIA

## THE GIST

- Medstar Media, a leader in aesthetic marketing, sought to optimize operations and streamline processes.
- Always Automations provided strategic automation solutions to enhance efficiency, project management, and reporting.

## Key Results

- **Operational Efficiency Gains:** Improved productivity with automation and dashboards.
- **Reporting Enhancement:** From 0 reporting to full team and agency KPI metrics.
- **Agency Hand-Off Improvements:** Delays reduced from 85% to 23%.
- **Onboarding Delays Reduction:** Delays dropped from 159% to 19%.
- **Marketing Campaign Efficiency:** Delays cut from 72% to 11%.



Always Automations



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



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

## CHALLENGES



- Fragmented project management system (Basecamp).
- Inefficient media operations processes causing delays.
- Lack of automation in CRM, reporting, and admin workflows.
- Cumbersome onboarding and client lifecycle management.
- No structured issue log or centralized tracking dashboards.

## SOLUTIONS IMPLEMENTED



1. **Project Management Migration:** Transitioned from Basecamp to ClickUp with structured folder infrastructure, task templates, and automation strategies.
2. **Media Operations Overhaul:** Defined roles, improved organization structure, streamlined hiring, and automated onboarding with request forms.
3. **CRM Automations:** Integrated Zapier to optimize workflows and lead management.
4. **Admin Process Improvements:** Enhanced email management for better response tracking and prioritization.
5. **Lifecycle Process Optimization:** Improved onboarding, weekly reporting, and client offboarding with automation.
6. **Issue Log Management:** Created and implemented structured issue tracking in ClickUp.
7. **Dashboard Implementation:** Developed real-time tracking for project progress and KPIs.

## MEASURES OF SUCCESS



- Implemented executive and team reporting dashboards for tracking KPIs.
- Established benchmarks to drive self-motivation and performance visibility.
- Created a structured approval system for faster decision-making and reduced bottlenecks.

## CONCLUSION & NEXT STEPS



- Always Automations successfully streamlined Medstar Media's operations, setting a new benchmark for efficiency.
- Continued monitoring and process refinement will further enhance productivity.
- Future roadmap includes AI-driven automations and deeper analytics integration.