

# PROJECT MANAGEMENT

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SOFTWARE

A better way to get shit done!

# Process Comparison

Pmo gets a contract

Pmo ads to sugar - **30**

Pmo creates workback schedule for client - **45**

Pmo has to manually request and track the task, in a different software for each task type. - **15**

User does the task

User tells pmo manually the task is complete - **5**

Pmo has to manually update the task progress - **5**

Pmo has to manually request and track the task, in a different software for each task type. - **15**

Pmo has to manually update the task progress - **5**

**2:05**



Pmo gets a contract

Pmo ads to software, including adjustments - **5**

Users are assigned tasks and due dates - **1**

User does the task

Users mark tasks complete as they finish - **1**

Pmo monitors campaign progress dashboard - **1**

Pmo adjusts if tasks get stuck / new tasks added - **1**

Clients get custom view and can be given tasks - **5**

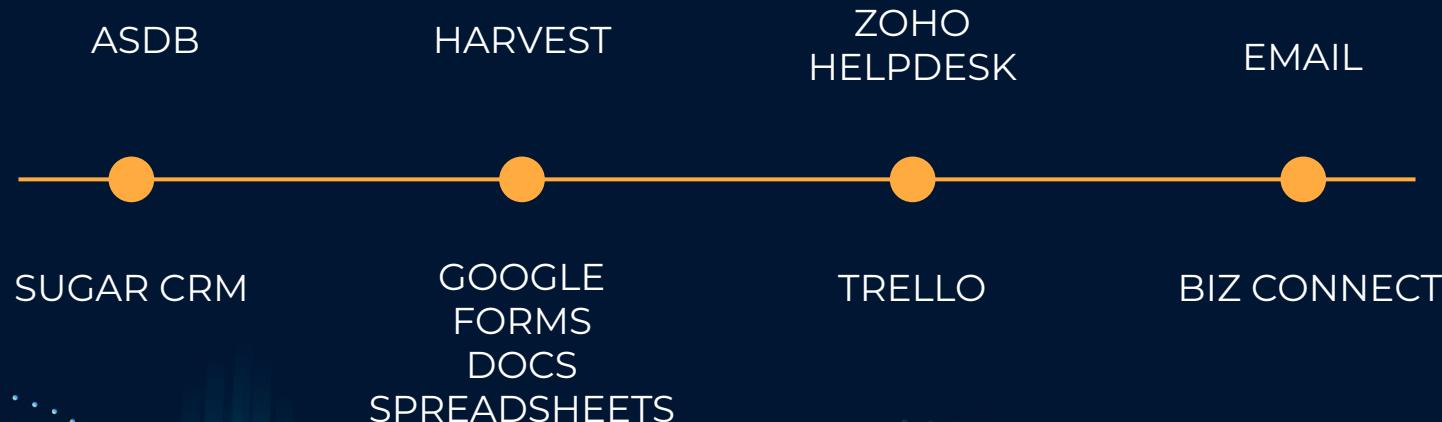
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**“When they started growing fast, their ad-hoc project management tool stack became a problem they couldn’t ignore”**

— How The Brand Leader™ ditched its disparate tools and conquered operational chaos

## THE PROBLEM

PMO struggles with many different products, process, repetition and makes tracking progress almost impossible.



# It continues...



## Project Priority List

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Replace a manual spreadsheet with an interactive dashboard and high level views of active projects and milestones

## Outsourcing

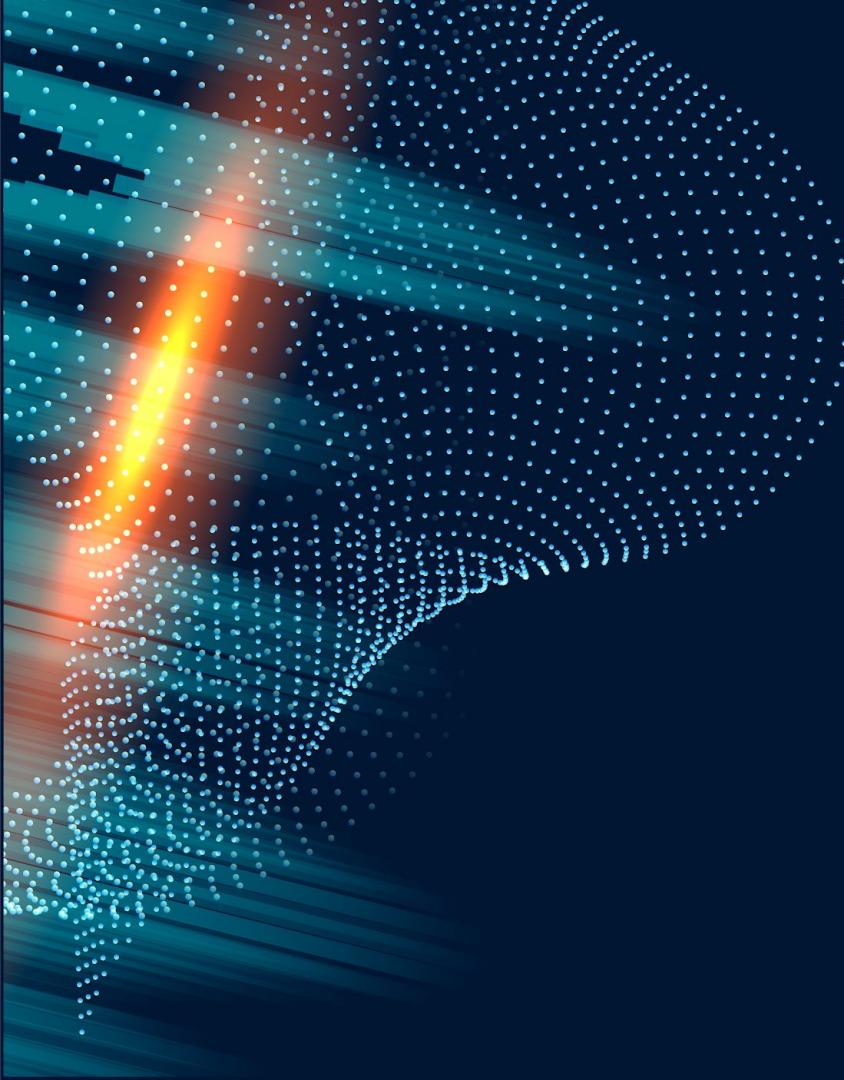
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Manage outsourcing as an auto assigned task at a specific stage. Monitor progress.

## Newsletters

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Replace the google doc of chaos. Manage newsletters, ads and eblasts as part of campaigns and as tasks



# SUMMARY

A better way to create and track campaigns and projects. This includes project setup, assigning tasks, completing tasks, monitoring progress and interacting with the client.

# GOALS



## LAUNCH

Easier to recreate and automate similar projects and tasks



## CREATE

Easier to keep track of your specific tasks and get tasks completed



## MONITOR

Manage projects in a single location and meet deadlines



## INFORM

Easier to interact with clients for tasks and campaign progress

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## WORKS FOR ANY CAMPAIGN TYPE

Flexible enough to match any campaign and custom templates and task list allow you to easily create projects for:

- Lead Generation
- Events
- Editorial
- Newsletters
- Custom Projects
- Tech rollouts

**And the most important thing:**

It's flexible enough to work for our **next project type**.



# 100

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A conservative estimate of Hours saved per month across teams, repetition and project setup vs the old process.



# IT'S DEMO TIME

**QUESTION:**

How long would it take to Create a new lead gen campaign with a workback schedule, add it to sugar, assign tasks and setup the project and timelines?



# \$500

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/ Month - Approximate cost

\$520 month - 20 users (6,280)

\$4,800 annually - 20 users

27% discount for yearly

End of October Incentive

# THANKS!

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