



PROJECT MANAGEMENT

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**

VS

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**

0:14

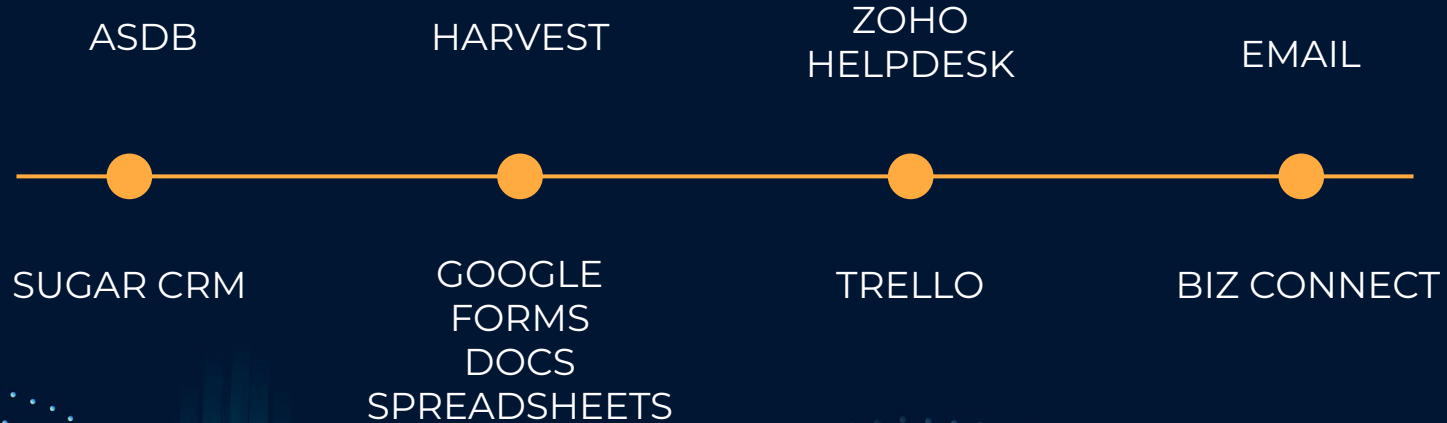
2:05

“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

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

Outsourcing

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

Newsletters

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

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

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

/ 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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