



Case Study: Pronto Marketing

“We’re saving so much time and money without lessening our offering”

How an agency scaled their small business social media services

When Pronto Marketing began to offer social media services to their clients, they quickly realized that manual processes, reports, and managing hundreds of different social media accounts wasn’t scaleable and drained a lot of agency time and resources.



**112%
year to year**

*business growth after
consolidating into
Hootsuite Enterprise*



**115 working
hours**

*saved per month using
the Bulk Scheduler*



**22.2%
reduction**

*in average resolution
time on social media
tasks after moving to
Hootsuite Enterprise*

Pronto Marketing

After over 13 years of experience working with small business channel partners at Microsoft, Derek Brown founded Pronto Marketing in 2008 with his son Cory to help businesses with marketing execution. Based in Bangkok, Thailand, Pronto Marketing helps over 1000 small businesses—mostly across the US—with fully managed websites and online marketing services.

What They Did

Every small business owner increasingly needs an online presence in order to survive. But because they're busy and on a tight budget, they don't have the time, resources, or know-how to update their website and content marketing. The end result is often no web presence at all.

To conquer this challenge, Pronto Marketing started out by focusing solely on building and maintaining websites—the foundation of a small business' web presence. With more businesses requesting social media services, they needed to build internal workflow and reporting processes that scaled. Today, Pronto Marketing agents must ensure that their over 300 clients' social presence is active and accurately representing the brand in real time.

Tim Kelsey, the Director of Client Marketing Services, explained that he and his small team of three used to manually search and share content and build individual reports through 150 separate Hootsuite free accounts—all with individual login information. Not only was this unscalable, but it lacked collaboration, strategy, and took so much valuable time and resources away from other client services.

In order to increase client base and scale their social media offerings as they grow, Pronto Marketing needed a collaborative, organized, and cost effective way to manage clients' social presence. Today, they use Hootsuite Enterprise. With a central platform to manage over 300 of their small business clients, they've been able to drive results for their clients while reducing the cost and time spent on manual tasks.

How They Did It

Consolidating efforts

The first step to success was to get organized. With the help of Hootsuite Customer Success, Kelsey transferred over all of the 150 individual accounts and added the additional clients into the fold. Setting up a Hootsuite Organization with Teams, permissions, and assignments allowed them to start collaborating effectively and efficiently from one dashboard.

Training

[Hootsuite University](#) training and educational videos armed the team with the knowledge, skills, and confidence to manage the sheer scale of listening and sharing. As an agency, Pronto Marketing is in the business of building and selling their expertise, so having an easily accessible channel where agents can become Hootsuite and social media experts is huge. "Training videos explained aspects of Hootsuite that would have been complicated and time consuming to learn on our own," says Kelsey. "The lectures have helped me train new team members to get them quickly up to speed."



"At one point we had 150 different Hootsuite accounts to manage our clients' social, it was crazy. Now we have Hootsuite Enterprise to collaboratively manage 300 accounts easily. What once would have taken 35 or so agents now takes three—we're saving so much time and money without lessening our offering."

Tim Kelsey, Director of Client Marketing Services, Pronto Marketing

Decreasing time spent on manual tasks

From there, they allocated one Hootsuite Tab per client, wherein they can monitor that client's social profiles, @mentions, and relevant keyword searches to monitor for shareable content. This way, the team can work together to listen across hundreds of social profiles for any new activity and notify clients of messages that require a response.

Pronto Marketing uses this same workflow today to search for relevant content for each client. While Kelsey and his team monitors social media activity on a daily basis, they'll often catch great content that would resonate with a client's target audience. By keeping track of this, once a month the team uses [Hootsuite Bulk Scheduler](#) to upload and schedule up to 50 pieces of content at a time for up to 350 cumulative messages across any social profile. This allows them to spend an allotted time every month scheduling out content that will fill each client's social feed, every day.

"Every month, we have to schedule dozens of posts with trackable links for hundreds of clients," says Kelsey. "Without Hootsuite Bulk Scheduler this wouldn't be possible, let alone quick and efficient. In fact, I couldn't imagine doing any of what we do without Hootsuite."

Using Hootsuite to source relevant content marketing and bulk schedule it out saves Pronto Marketing time and resources to focus on strategy, reporting, and other client services.

The Impact

Today, the biggest solutions that Hootsuite provides Pronto Marketing is scalability and time saved. They first launched their social media program with only a few clients enrolled. Now they're managing over 300 clients with the same sized team, but more effectively and efficiently than ever before. This level of scalability makes the social media program very cost effective for the company, allowing them to pass on savings to clients without diminishing the value of services they provide.

Pronto Marketing uses Hootsuite Analytics to provide basic reports to each client every month. But as small businesses with minimal engagement and small followings, business results like follower growth and engagement don't amount to much. For a small business owner who doesn't have the time, resources, or know-how for social media, having active brand presence on social is the result. Not only does this help them reach greater and new audiences, but it drives SEO and ultimately brings more business through the door.



"As we launched our social media program, we knew we needed a platform that would be able to handle and scale with our increasingly complex needs—and scale with the ever-changing social media industry. Hootsuite absolutely accomplished this for us."

Tim Kelsey, Director of Client Marketing Services, Pronto Marketing

