



How L5 Transformed a Marketing Company's Digital Operations with ClickUp

How a web development agency runs client work in ClickUp, from initial build to monthly maintenance, content, and SEO, all in one workspace.



L5 Team

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Opportunity

A marketing company provides web development services to its customers, from initial website development to monthly maintenance, content development and publishing, SEO tracking, and periodic website refreshes. As the firm scaled, the digital operations team faced the daunting task of managing hundreds of active clients, each with their own projects and requirements. The team wanted to keep track of project status, deadlines, and support tickets. The company realized that it needed a new way to manage its web development projects that was efficient, transparent, and scalable.

Solution

L5 helped the company's IT team implement ClickUp, a powerful productivity tool, to streamline the marketing company's IT operations. By customizing templates and automating workflows, L5 created a new workspace that made task management, time tracking, and team collaboration more efficient and effective. This workspace gave the company real-time visibility into project status, enabling the IT team to prioritize and manage tasks more effectively. The team could now collaborate more seamlessly and effectively with clients, leading to better communication and higher customer satisfaction.

Results

Thanks to L5's expertise and ClickUp's advanced features, the marketing company's IT team achieved remarkable results. The new system significantly reduced duplication of effort and improved task management, resulting in higher productivity and efficiency. As a result, the team can effectively manage projects, team workload, and resource assignments and do better monthly reporting for its key stakeholders.

L5's successful implementation of ClickUp for the marketing company is an inspiring story of how a company can reshape its operations by embracing a new approach to productivity. By recognizing the opportunity to become more efficient and effective, the IT team achieved remarkable results with L5's guidance and ClickUp's powerful features. The new system enabled the IT team to prioritize and manage tasks more effectively, leading to better communication and higher customer satisfaction.