



# CROSS BORDER PR

## CASE STUDY



### THE COMPANY

Cross Border Communications specializes in Public Relations for technology companies, helping them grow through strategic PR initiatives, content marketing, and social marketing. Clients include venture capital firms as well as some of the world's leading growth-stage technology companies.



### THE CHALLENGE

As a public relations and content agency, Cross Border Communications was using a combination of email, Skype, and Google docs and sheets to manage projects for multiple clients. Their team creates press releases, blog posts, eBooks, white papers, video scripts, infographics, presentations and more. "When you're tackling 20 or more pieces of content for a client, managing deadlines and team members becomes a nightmare," said Cross Border president Elena Verlee. "Versioning was also a huge issue, because different people had different ways of storing and labeling their work, not to mention keeping track of all the emails back and forth with document attachments."

The agency works as a distributed team with writers and graphic artists based all over the world, so intra-team communications is important. They used Skype for team meetings and to message each other with quick questions. But the

real problem was sorting through the email and spreadsheets and the lack of visibility into the overall team workflow. Verlee knew there had to be a better way. "We started to turn down work because it was difficult to keep up with all the emails and changes to our project management spreadsheets," said Verlee. "I couldn't tell where the bottlenecks were, and whether we were over-resourced or under-resourced for our projects. We are known for our excellent client service, but projects were falling through the cracks and I didn't want clients upset due to missed deadlines or poor communications."

That's when she decided something had to change. She went looking for a content marketing platform to keep the team on track. Elena assessed several content marketing solutions including Divvy, Kapost, Co-Schedule, and Mintent. "At the time, Divvy did not have a custom workflow tool, Kapost was too expensive and had a lot of features that we didn't need. Co-Schedule seemed like a good fit, but their workflows were not robust enough for our distributed team with so many different roles. We also found they had no customizable tags which was an important factor for us when dealing with so many clients. Mintent had all of the features Cross Border needed, for a price that a boutique agency like Cross Border could afford", said Verlee.



## THE SOLUTION

Getting everyone set up on Mintent and developing content types and custom workflows took just a couple of days. Then Cross Border was off and running. "In the first week using Mintent, I felt like a huge weight was lifted off my shoulders," said Verlee. "For the first time in months I felt that I could just set a project in motion and everyone else would take care of what they needed to do, without me asking or micromanaging. I could literally set it and forget it and projects would pop out on time – and if it didn't, I could easily see where it got stuck."



***"Now I have more time to do what I do best – cultivate clients and hire new creatives to service more accounts."***

***- Elena Verlee***



## THE RESULT

### **Productivity**

Cross Border writers are more productive because they don't spend half of their day looking for documents. Everything that they need to write a story lives in Mintent. Comments from others and mark-up documents attach to a project, so no one spends time hunting for emails or searching through Google docs. Agency clients aren't aware of competing time pressures serving multiple clients. Nor should they be. "Mintent has improved content delivery times by around 20 percent due to more effective team communication. Complete information for each project including creative brief, theme and target persona is all available with one click," said Verlee.

### **Better Content Planning**

For each agency client, Cross Border sets up a different company under a single account. This means there are separate editorial calendars for each client that anyone with the right permissions can view. There is also a master calendar that Elena and content strategists can view. "I can see at a glance for each client what kinds of content we might need to create more of and which we might need to taper," said Verlee. "The reports I can pull show me - and more importantly our clients - a complete picture of what they are going to receive by when."

### **Growing the Business**

Since working with Mintent, Cross Border has increased revenues. "Before Mintent, I was turning away business because I was a spreadsheet slave," said Verlee. "Now I have more time to do what I do best - cultivate clients and hire new creatives to service more accounts."

Mintent gives you an easy way to manage your team and all of your client work in one place. Sign up for free today. Or, [contact us](#) to learn more about our Agency plan.



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