



INDUSTRY

Marketing Agency

TEAM SIZE

Fewer Than 10 Employees

FRANCHISEE CLIENTS

16 Clients



Key Outcomes

With newly simplified social media management, the team saves time while crafting and scheduling over 120 unique posts per week.

They can now work on projects a full month in advance, giving them extra time for crucial client review & revisions.

The team can easily manage social media accounts for 16 franchisee clients while letting them each choose their content.

How This Marketing Agency Drives Social Media Growth For 16 Franchisee Clients

Amp My Brand craved simplification. With 16 social media profiles to manage for franchisee clients, the agency spent valuable time jumping between tools. Content creation was challenging and client review happened at the last minute. **After unifying their social media in CoSchedule, the team creates and schedules 120+ posts each week for all 16 franchisees.**

CHALLENGE

Tool-jumping wasted valuable time + prevented team and client growth

Before CoSchedule, Amp My Brand attempted to manage clients' social media profiles using several tools. Content creation was time-consuming. Client review was labor-intensive. The team struggled to take on a higher capacity of work while poisoning franchisees for growth.

SOLUTION

One central location for more efficient content development + delivery

After implementing CoSchedule, Amp My Brand centralized their social media efforts in one place. They could efficiently create unique content for each client, make revisions, and publish directly in the platform. And they could easily track projects and support franchisee growth.

Simplified social media management with less chaos and more control

The team now produces 120+ weekly social posts in less time. They can take on more work 30 days in advance, giving them time for crucial client review and revisions. And 16 franchisees each have the ability to control their own content--and grow where opportunities arise.

“CoSchedule allows us to give our clients complete control over their social media content. That's unique. It's critical to the strategic, long-term success of our company and gives us a competitive advantage.”

SARAH DONNELL,
PRESIDENT OF AMP MY BRAND

BEFORE COSCHEDULE



WITH COSCHEDULE

