

SUCCESS STORY

Myers Media Group Improved Team Productivity by 50% with Mavenlink



myers media group

THE MYERS MEDIA GROUP STORY

SEO for the Enterprise Site

Myers Media Group offers organic search products and services that help enterprise websites reach their broadest market share in highly competitive spaces. The company develops the core components of a sustainable SEO infrastructure, including the abilities to catalog and prioritize all SEO assets, optimize existing infrastructure, and generate and manage large quantities of optimized content.

With clients like Expedia, Advance Auto Parts, Sears, Home Advisor and Travelocity, Myers Media Group's technologies and tactics have achieved proven results for more than a decade, through all Google updates, and in the most competitive organic search markets. Myers Media Group finds new search market opportunities through big data, and implements technologies that close content gaps and deliver significant rank improvements across entire market segments. Their goal is to scale your search.

INDUSTRY

SEO Services and Software

COMPANY

Myers Media Group

SIZE:

30-50 Employees

WHAT MAVENLINK REPLACED

Asana, TeamGantt, Toggl, Trello

BENEFITS

- Improved Team Productivity by 50%
- Increased Utilization by 75%
- Improved Accuracy of Forecasting by 50%

“ We realized we needed to standardize our approach. Our mishmash of tools and workflows wasn’t enough; we needed to level up how we were approaching it from end to end.”

— TOM HOBBS, MANAGING DIRECTOR, MYERS MEDIA GROUP

THE CHALLENGE

A Hodgepodge of Free and Freemium Tools

Myers Media Group began as a boutique shop with one major client, but soon looked to expand both its client base and product offerings. The company used a number of different tools for tasks including project planning, communications, time tracking, collaboration and resource management, but the systems were not interconnected.

“We used a hodgepodge of free or freemium tools, none of which could be integrated to provide a holistic view of our portfolio management processes. We couldn't use them for resource utilization, planning and project tracking in any kind of coordinated manner — it all had to be run offline,” stated Tom Hobbs, Managing Director at Myers Media Group. “As a project manager, that for me was a was an area of opportunity ripe for improvement, and a potential quick-win in support of our planned expansion.”

This somewhat makeshift infrastructure created significant operating challenges:

- **Lack of a unified view.** Teams had no ability to correlate work, time and resources across all of the different tools being used.
- **Too many ways to communicate.** There wasn't a lack of ways for internal team members to communicate, but that in itself was the problem. Too many options meant different team members used different platforms, leading to situations where not everybody was on the same page. “There was no clear centralized place to communicate about the scope of projects and assigning tasks.”

FROM THE SOURCE

“Sometimes tools are built around the way the developer thinks about the way work should be managed. Mavenlink gives us the ability to do our work, our way.”

— Tom Hobbs, Managing Director,
Myers Media Group

“Customer service at Mavenlink has always been one of the best professional customer service experiences that I've had. Not only is the support team highly responsive, but the product team takes into account the voice of the customer in a way that I haven't seen from any other vendor.”

— TOM HOBBS, MANAGING DIRECTOR, MYERS MEDIA GROUP

THE SWITCH TO MAVENLINK

Looking For the Perfect Web-Based Solution

When Myers Media Group decided it was time to find a solution that gave teams a more holistic and web-based solution, it considered a handful of options. FinancialForce and a number of other off-the-shelf tools were both considered, along with building its own in-house solution. In the end they selected Mavenlink.

There were specific needs the new system needed to address:

- **Visualization.** Myers Media Group wanted automated generation of Gantt views, as well as other task flows and lists. They wanted the ability to see a project in a Gantt view along with multiple ways of visualizing workflows.
- **Connectivity.** The team previously used TeamGantt for Gantt views, which was not integrated with Asana, where the teams tracked tasks. To track time they also used Toggl, which was disconnected from the other two tools. In order to get a unified view, the team had to map all of those things offline using a complicated tracking process in Excel.
- **Web-based.** Using Excel to track each element that goes into a single project is difficult enough when everybody is in the same geographic location, but it's nearly impossible when workers are distributed across the country. For this reason, Myers Media Group wanted a web-based solution that could connect workers across the country and clients around the world.

“Somebody might be based in Irvine, someone else in Nashville, and the rest of us are in San Diego, but we all need access to the same information in real time.”

FROM THE SOURCE

“Mavenlink strikes an excellent balance between flexibility and predefined use cases that map to the way we do business.”

— Tom Hobbs, Managing Director, Myers Media Group

“The fact that Mavenlink is growing its feature set in ways that matter to its clients is huge. The genesis of the product came from solid pedigree. Coming from a consulting background, they have a broad and deep level of expertise that applies to most businesses. You marry that with the voice of the client being injected into the product roadmap, and it feels pretty unusual.”

— TOM HOBBS, MANAGING DIRECTOR, MYERS MEDIA GROUP

THE RESULTS

A Proactive Approach to Running the Business

Improved Planning and Portfolio Management

Thanks to the ability to run various scenarios in Mavenlink to forecast potential outcomes, Myers Media Group has improved its resource allocation and overall planning capabilities. It is also now much easier for the company to run status reports for both internal use and to present to clients. This has therefore improved their accuracy of forecasting by 50%. “In terms of ROI, it’s fair to say we’ve seen a 75 percent increase in utilization.”

Nearly Company-Wide Use

Since implementing Mavenlink, nearly every employee at Myers Media Group uses it. The lone exception is the sales and marketing team, although some people on the sales team use it from time to time to track project status on existing or prior sales to gauge progress. However, every other department at the company — Project Management, Client Success, Product Development, Client Delivery and General and Administrative — regularly makes use of Mavenlink in some way. In addition, Myers Media Group has found that despite its flexibility, Mavenlink is easy to use and also intuitive when it comes to training others and getting them up to speed without sacrificing productivity. “Oftentimes you find solutions that are flexible, but also complicated. Mavenlink is not. It’s easy to train people, and it’s also easy to customize.”

Improved Analytics, Optimization and Productivity

Mavenlink has allowed Myers Media Group to run workflows the way they need to in order to increase productivity. The team enjoys its ability to track time intelligently and directly map gauged work to KPIs so they know if they are operating efficiently and meeting targets. “Even just the out-of-the-box analytics package is really robust. Throw Business Insights on top of that, and you have an amazing ability to do analytics and optimize.” As a result, Myers Media Group has improved team productivity by 50%.

