Scorch Agency is changing B2B content marketing through its innovative approach to how companies curate and strengthen their online presence.

Scorch has been the agency behind numerous disruptive marketing campaigns for some of the most recognized brands in the world since 2009. These strategic content marketing decisions are focused on engaging, educating, and inspiring audiences, which is made possible through Scorch’s focus on developing deep insights about their clients’ audiences. The interactive experiences, videos, blogs, ebooks, whitepapers, social content, public relations, and other marketing materials created by Scorch have made a massive difference in the long-term success of countless clients.

“It was critical that we found a system that was frictionless and made it easy to do our jobs. Mavenlink understood the fast-moving agency world.”

Molly Buehler, Managing Partner, Scorch Agency
THE CHALLENGE

Success Has Its Challenges

As Scorch Agency found continued success and received numerous awards for its work, the company grew into a global operation and hit critical mass in 2014. Clients and business processes moved very fast and centered on projects that were too big for the platforms the company was using.

Scorch initially relied on Basecamp to manage projects, but switched to Workamajig in hopes of alleviating the issues it was experiencing. The agency soon realized Workamajig could not provide the support needed for a growing global businesses and Scorch began searching for a better solution.

Scorch’s outdated and overburdened systems created distinct problems that only increased as the agency grew, including:

**Difficulty Tracking Resources**
Scorch had consistent issues ensuring that team members from all departments and offices around the world completely tracked their hours. Without an easy and complete time tracking solution, Scorch didn’t have the data needed to make critical improvements to business processes and resource management strategies.

**Inefficient Communication**
The agency relied on email-centered communication within and between departments instead of having a dedicated communication channel that connected resources with their projects, which was very inefficient. A new project management solution would need to provide improved communication.

"Mavenlink is a versatile platform for agencies. Mavenlink stepped up and coordinated the front end of the agency where the work is being done with the back end of the agency where accounting is done. As a result, Mavenlink has helped us grow as a global content marketing agency."

Chris Buehler, CEO, Scorch Agency
I can honestly say the business doubled in the year we adopted Mavenlink thanks to the processes that we were able to have because of this new solution.”

Chris Buehler, CEO, Scorch Agency

Scorch Agency chose Mavenlink as its project management solution to fulfill business needs and provide critical tools for future success. Not only did Mavenlink support the business in ways it had long needed, but it was quickly adopted by team members throughout the company. “Ease of use and being able to get the team to subscribe and adopt the platform was like drinking water, said Scorch CEO Chris Buehler. “It works so well and makes us move faster as a company.”

Scorch needed the new project management solution to support it in several key ways, which Mavenlink provided:

**Utilization Insights**
Mavenlink provided Scorch with detailed utilization rates in order to better understand how individual resources could be better utilized from day to day. Applying this data means that the company has become more efficient and streamlined.

**Easy Time Tracking**
Scorch experienced a common agency problem - incomplete and inconsistent time tracking by team members. With Mavenlink’s time tracking system, departments across the organization began inputting time more consistently for a better understanding of profits and expenses.

**Project Burn Rates**
Being able to see project progress and budget spend through burn rates in Mavenlink helped Scorch more effectively manage work and make critical changes to keep margins healthy. The result is greater profitability with each project and for the company as a whole. “Mavenlink makes it easy to see a global view of the projects and their progress,” said Buehler.
THE RESULTS

Reaching True Potential as an Innovative Agency

Years of Accelerated Growth
When Scorch first began using Mavenlink in 2014, the agency was on its way to becoming a million dollar company. Since then, Scorch has tripled its revenue growth and has now passed $5 million in revenue each year since implementing. The management capabilities provided by Mavenlink along the way have helped make this success possible.

Detailed Project Insights
Mavenlink has helped Scorch deliver accurate project timelines for its many different types of marketing work, which prevents missed deadlines and slim margins. “Mavenlink helps us understand how long it really takes for our team to do something, so when we provide a flat rate to clients, we don’t under-bid and have to eat that cost,” said Buehler.

Consistently Strong Project Margins
The ability to track project burn rates and create a more efficient workforce has helped Scorch increase profit margins by 20%. In addition, the company has a greater understanding of the true cost and value of each type of marketing service that it provides, which has helped Scorch adjust pricing rates to better reflect the amount of time and effort needed from resources.

Increased Utilization Improves Profitability
Scorch has improved company-wide profitability by steadily increasing resource utilization rates. The ability to better identify top performers throughout the company and improve resource utilization aided Scorch in an agency-wide restructuring. The result is greater efficiencies, streamlined departments, and higher profits from projects that resulted in greater success as a company.

“Your business can only move as fast as your data and as accurately as the information contained within. One of our challenges was finding that balance so that we could have the information we need. With Mavenlink, you can easily drill down and get specific data to make decisions about your business. The team has greatly benefited from the efficiencies of Mavenlink.”

Chris Buehler, CEO, Scorch Agency

Visit mavenlink.com to learn more