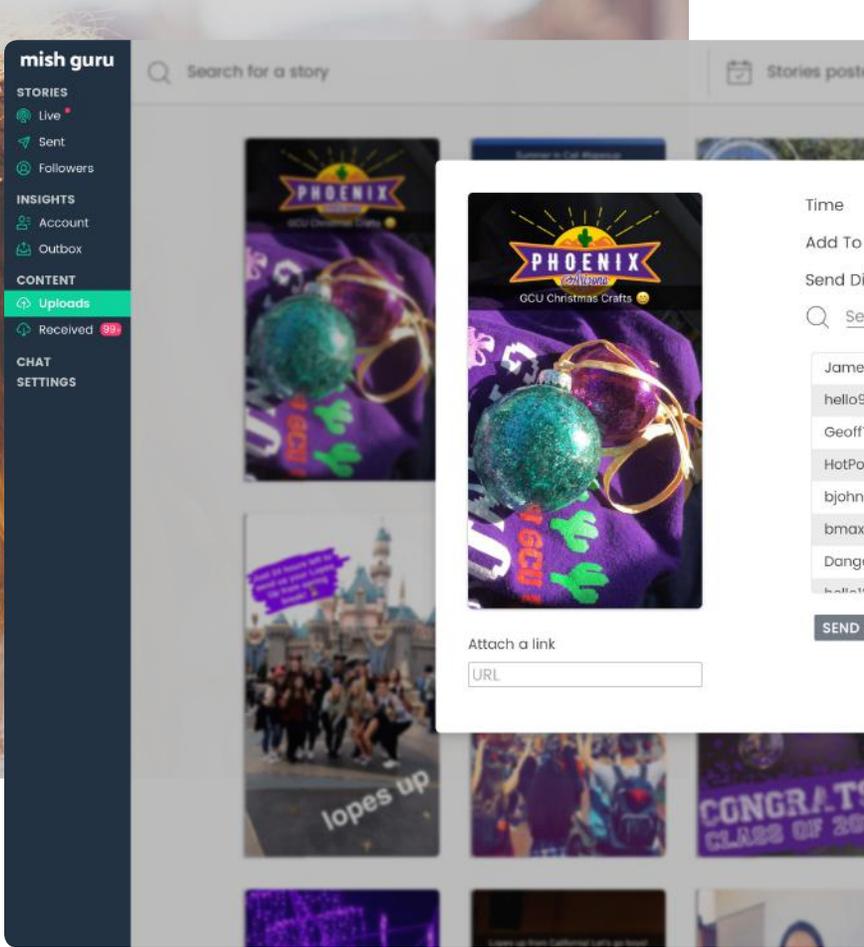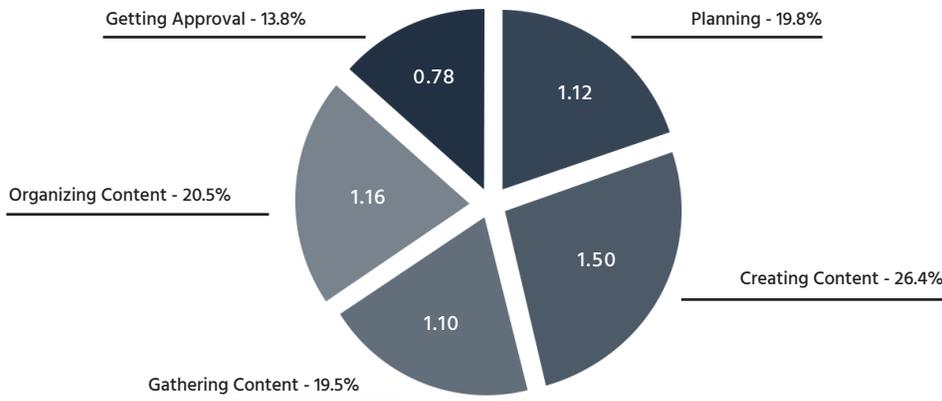# THE VALUE OF MISH GURU.

Mish Guru could save your marketing team $30,469 per Instagram or Snapchat account you manage.

Based on data from hundreds of social media teams we work with, we've found the following impact on workflow, resource and overall team impact.

The average IG Story takes 6 hours to create:

Getting Approval - 13.8% — 0.78
Planning - 19.8% — 1.12
Organizing Content - 20.5% — 1.16
Creating Content - 26.4% — 1.50
Gathering Content - 19.5% — 1.10

The average brand or university posts ~5 stories per week
That's 30 hours per week -- or 1560 hours per year.

University of Colorado Boulder

"Mish Guru saves us 4 hours of time for every story posted"

- Brian from CU Denver

DEFINITION6

"We manage 7 instagram accounts and on average post 15-20 stories a week. Without Mish we don't know how we would do it!"

- Definition 6

OUR RESEARCH.

The research shows that our software saves users more than 3 hours of time per story posted.

Taking the average rate of 5 stories per week, that's a whopping 780 hours of time saved per year. Which is a lot of days and weeks spent creating stories -- but what does that equate to monetarily?

Here's a breakdown of the dollars and cents being spent on creating Stories.

| GEOGRAPHY	AVERAGE MARKETER SALARY*	PER HOUR RATE**	TOTAL $$ SAVED
USA	$65,000	$39.06	$30,469
Canada	$58,000	$34.86	$27,188
UK & Ireland	£34,000	£20.78	£16,209
EU	€43,500	€26.14	€20,391
AUSTRALIA	$67,000	$40.26	$31,406
NEW ZEALAND	$56,950	$34.22	$26,695

* Sourced from GlassDoor, figures are in local currency

** Taking into account a burden cost per employee of 25%

NZME. NEW ZEALAND MEDIA AND ENTERTAINMENT

"We have 2 digital content producers in our team, we all spend 3 hours each per day planning, creating, publishing and executing IG stories. That's 6 hours per day! 30 hours per week!"
- Trinette from NZME (ZM)
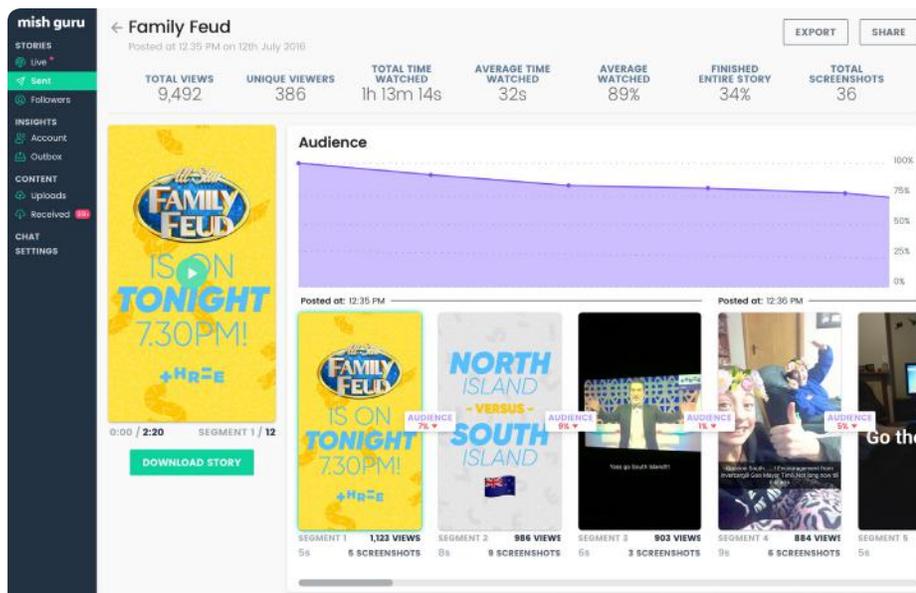
WHAT IS THE
OPPORTUNITY COST?

Monetary cost aside, there's a bigger picture here: the Opportunity Cost of your time.
What else could be done with those 780 hours? It's whoping 20 weeks of full time work.

Low-value activities like uploading content, storyboarding on pieces of paper, scheduling alarms to remind you to post, publishing, manually tracking metrics are not an efficient use of time.

You should be asking:
- What is the current state of managing stories costing the business?
- How much time/money are we actually spending on stories every week?
- If we were twice as efficient, what business positive activities could we do with the extra time?

"The challenge for marketers today is a deluge of comms channels, stories represent the frontier of reaching and engaging mobile audiences. Yet it's cumbersome to launch, optimize and understand value. This is where Mish's storytelling platform does an outstanding job of automating and streamlining these tasks - freeing up countless hours for marketers to put their brain to use on making sense of the information and planning even more compelling stories"
- Ben Young, CEO and Founder of Nudge

Marketers are too valuable to be logging in and out of apps, setting alarms to push content live, scrambling to get metrics before they disappear, double checking what's live, and operating in the dark without analytics or insights.