

case study:

Supporting Small Businesses to Succeed on Social Media at Scale with Sam Murray from *your social*

Launching and scaling a small business isn't always an easy journey. Along with refining a target market, developing a unique offering and building a team, business owners need to have a clear plan in place to attract and win customers.

That's where marketing comes in.

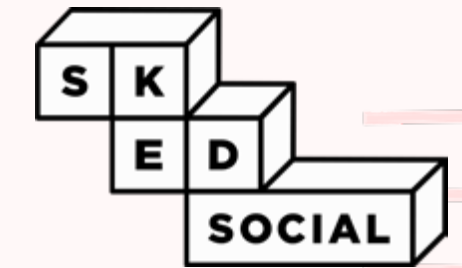
But with inflation climbing, operating expenses rising and business budgets under strain, more small businesses are cutting back on both in-house and external marketing support. While some are turning to options like freelancers, ensuring on-brand consistency can be a challenge.

This insight led Sam Murray to launch *your social* (part of [The Lab Group](#)) in

2019. Sam saw a gap in the market for a social-first agency that could offer the right mix of ongoing, on-demand and full-service marketing to small businesses at an affordable price.

In fact, *your social* proudly claims to offer one the most competitively priced social media management packages on the market. Which has helped the agency grow organically to a roster of more than 70 clients in 2023.

For Sam, growing a successful social media agency hasn't come without its challenges. After going all-in on



another social media management platform, *your social* had to completely rebuild their workflows and processes after deciding the platform wasn't right for them.

We sat down with Sam to learn why putting the right systems in place to unlock time and cost efficiencies was key to the viability of his agency's business model (and the success of his small business clients) as well as the secret sauce to acquiring new clients and nailing the perfect pitch.



The challenges faced by *your social*

Small businesses understand the value of a strong online presence in boosting brand awareness, building customer trust and inspiring conversion at scale. But many SMEs don't have the budget demanded by big marketing agencies to manage their digital marketing activity.

After building businesses from the ground up himself, Sam knew these growing pains first-hand. So he set out to address this market with *your social* by offering a tailored solution that would work for the budgets and needs of these smaller companies.

But, to effectively offer cost-effective social media services to SMEs at scale, *your social* needed to overcome two fundamental challenges: finding **time efficiencies** and **expediting cost efficiencies**.

FINDING TIME EFFICIENCIES

First up, Sam knew he needed to empower his team with tools that would save time in their day-to-day tasks. He also knew that without the streamlined processes and systems in place, client approvals could easily involve tedious and frustrating 'Sorry I missed you' emails back and forth. Plus, it was clear that spending hours on mundane tasks

(like manually posting Instagram Stories) was impacting employee morale and increasing the chance of team members losing interest in their work.

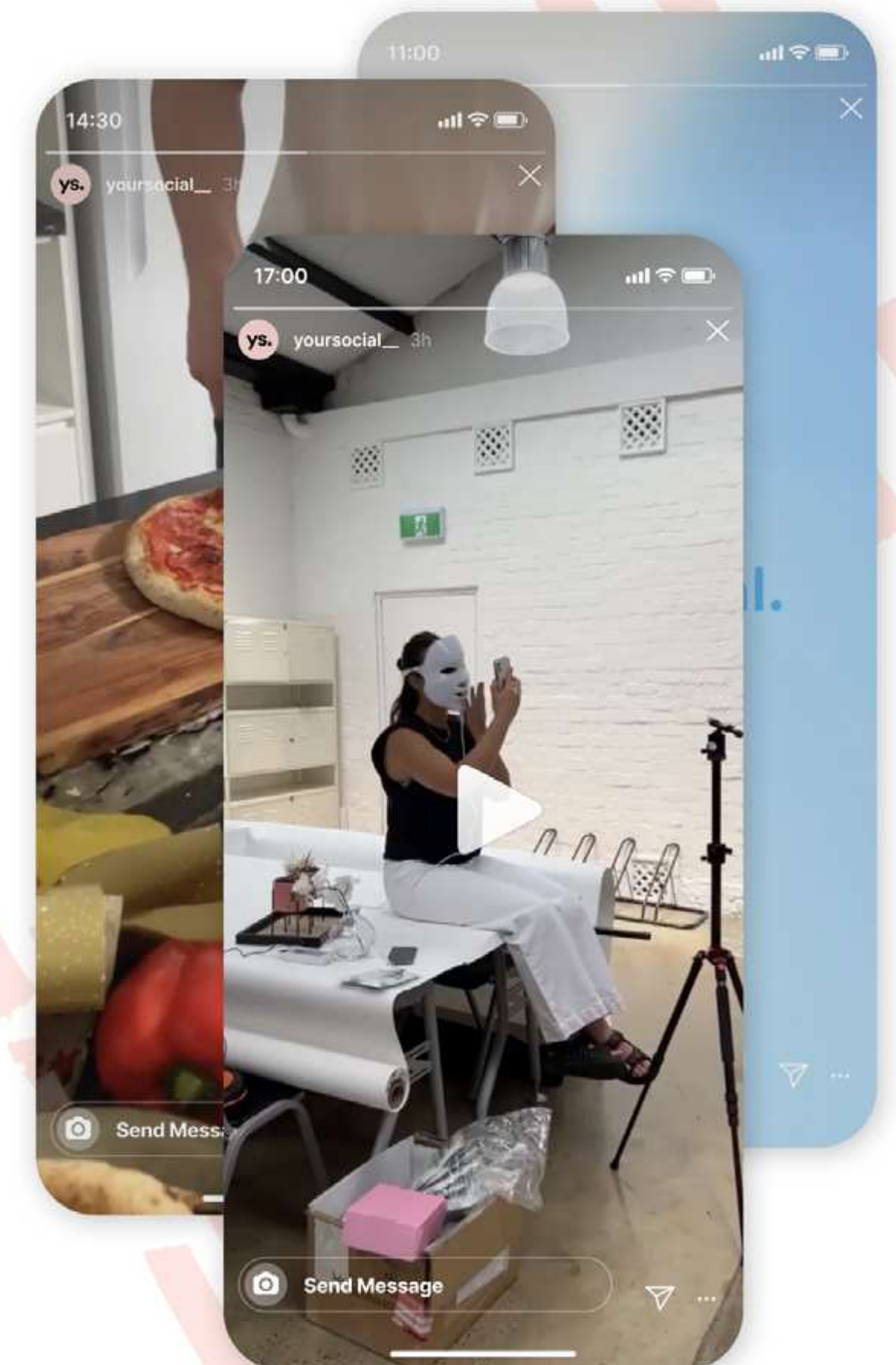
Sam needed a platform that could help them move quickly and work efficiently as a team. One that would enable his staff to ditch slow tedious tasks, reclaim hours in their week and refocus their energy on more engaging, value-adding work.

EXPEDITING COST EFFICIENCIES

Keeping costs down was another key challenge for *your social*. To offer what Sam envisioned as the most affordable social media management package on the market, he needed an all-in-one platform that understood, and met the needs of B2B agencies dealing directly with business owners and marketing managers.

Paying for multiple different tools would easily blow their budgets and slow down their workflows. The team also didn't believe in paying for "56 extra features that would never ever get used".

To achieve their ambitious pricing model for SMEs, the agency needed a practical all-in-one platform that could provide high ROI. This was crucial to maintain a lean spending process for social media management and marketing.



Scoring time and cost savings with Sked Social

Sam had used Later for social media management, and was being actively approached by many social media management providers at the same time. However, he found none that provided the comprehensive functionality and automation he needed to achieve his time and cost efficiency goals.

Until he discovered Sked Social.

STREAMLINING AND FAST-TRACKING WORKFLOWS

Sam knew that busy business owners didn't have time to waste on reviewing clunky content calendars and leaving feedback.

With Sked, *your social* could easily build their bespoke review and approval workflows, customizing them to ensure "99% foolproof plan of no deficiencies in our work"

Sam explains, "we also had to find some thing that wasn't overbearing in terms of time", ensuring "were able to get three weeks of content reviewed in 10 to 15 minutes."

REMOVING THE COSTS OF MULTIPLE TOOLS

Being able to consolidate all of their workflows and processes into one platform was key to unlocking time efficiencies while rationalizing costs.

By making the switch to Sked, *your social* has been able to **lower costs with a truly all-in-one solution.**

With all of their workflows on Sked and client reporting easily available, *your social* has been able to ditch multiple tools, including one reporting tool that was costing upwards of \$20,000 per month. They are now planning to migrate all client reporting to Sked.

SUPPORTING CLIENT BASE GROWTH

One of the tangential benefits of switching to Sked has been its impact on the agency's ability to drive new client acquisition.

Using Sked as the supporting platform in his sales demonstrations, Sam is able to showcase how his agency manages a seamless reviews and approvals process with clients.

In fact, Sam remarks that prospects are continually "blown away" by Sked's streamlined review process during business pitches, helping him get potential clients to 'yes' sooner.



By harnessing Sked, your social has been able to:

- **Put content publishing on auto-pilot:** not only could the team create content in advance, but they could schedule with confidence knowing the Sked would auto-post everything from feed post to Instagram Stories without any manual intervention.
- **Streamline team collaboration:** within the Sked workspace, your social's team of account managers, social media coordinators and customer success managers were always on the same page to ensure internal publishing processes remained watertight.
- **Offer frictionless client approval processes:** Sked's seamless Approvals feature made it easy for your social's busy clients to review and approve upcoming content in minutes (not hours) and keep a clear record of all communications in one place - saving most clients 1-2 hours per week.
- **Improve client experiences:** additionally, your social's team were able to easily generate topline analytics reporting that ensured clients gained access to all the information they needed, without overwhelming them with unnecessary details.

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Sam Murray
your social



Scaling a social media agency successfully

For *your social*, having the right support in their corner has been key to growing their client base. From acquisition to retention, having a centralized platform like Sked has enabled this team to boost performance, save time and unlock cost efficiencies.

For Sam, “it’s pretty clear that if you don’t automate the whole process you’re gonna be stuck spending way too much time trying to manage it all. And Sked solves 95% of those issues for us.”

The *your social* team point to three key features that make Sked a cut above the rest for them:

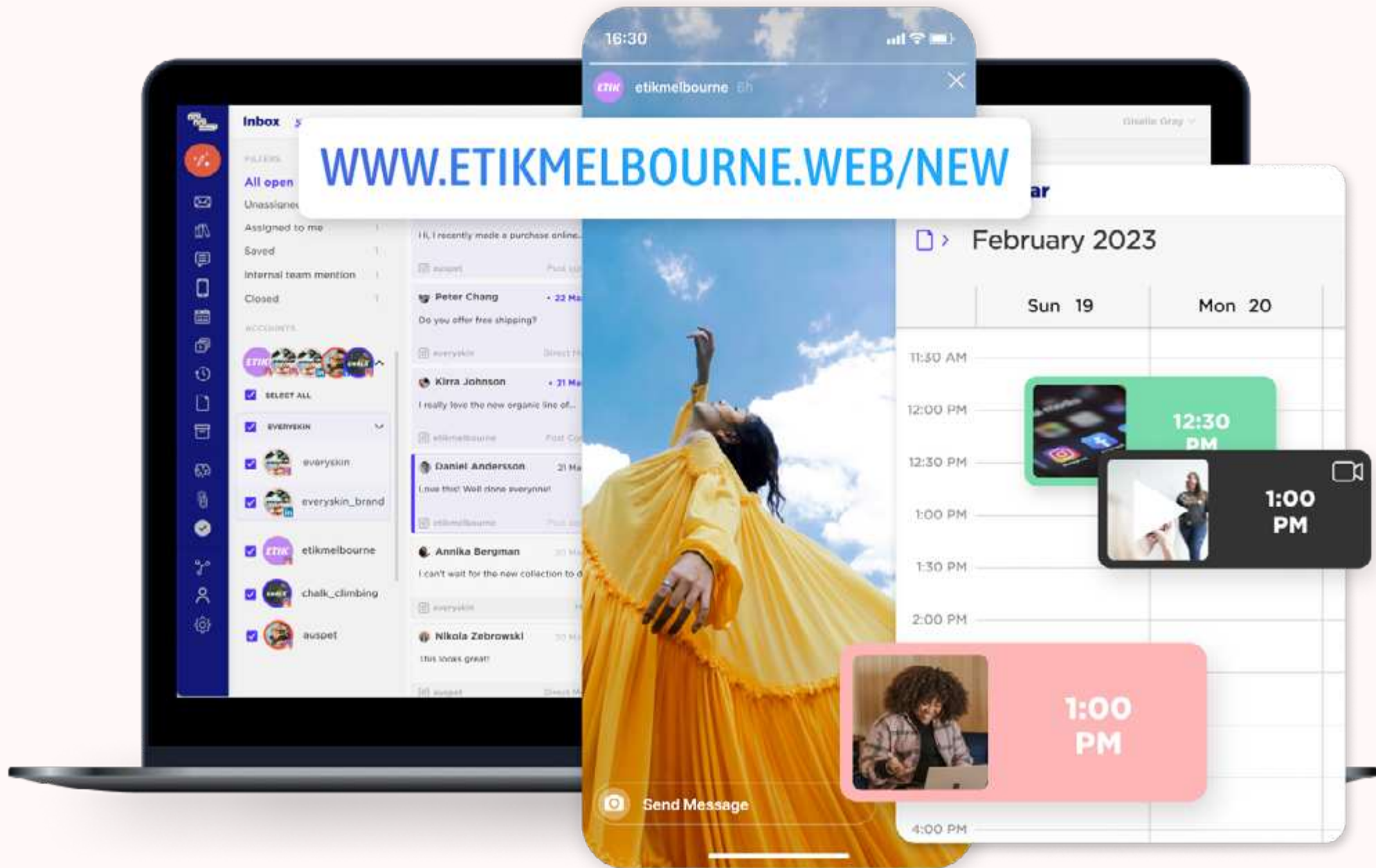
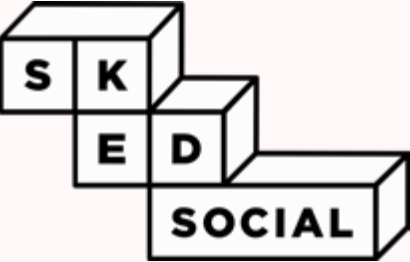
- **Auto-posting Stories:** with the ability to schedule Instagram Stories ahead of time, the team no longer needs to rely on push notification, calendar reminders or manual posting that disrupt their work days.
 - **Team collaboration and client approvals:** leveraging their own custom workflows within the Sked workspace means *your social* can work together seamlessly, from streamlining internal content publishing workflows to fast-tracking client review and approval processes.
 - **All-in-one platform:** from publishing to approvals and even in-depth analytics and reporting, Sked has allowed the *your social* team to simplify the number of tools they’re using, and unlock the time and cost efficiencies that come with that.
- An added benefit of switching to Sked has been its impact

on employee morale and team performance. With the more mundane aspects of team members’ roles taken care of (like manual posting and reporting), his employees are saving 3 hours per week each and are able to focus on more engaging, dynamic tasks that will move the needle to create value for their client’s businesses.

With ambitions to work with “120+ clients over the next six to nine months”, Sam knows how important it is that his team is focussed, energized and have the necessary tools they need to succeed.

There’s no doubt that *your social* is gaining attention for all the right reasons. With an industry-leading platform by their side, pitching for new business and delivering results for clients has become a breeze.

Sam’s agency is already seeing fantastic growth and an increase in client acquisitions, with many prospects pointing directly to the features offered within Sked as the deciding factor when choosing which agency to partner with.



Ready to grow your client base and streamline your service delivery as a social media agency or freelancer?

Discover how [Sked Social](#) can improve your client outcomes. Start a free trial or book a demo today!

Try it now!