Twitter Thread by andre ■■



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supercharge your agency's client fulfillment by leveraging SLACK and GOOGLE CHROME ■■

if you want your "boutique" agency making better impressions than the agencies on Madison Avenue...

read below :)

■ THREAD ■

let's start with SLACK (@SlackHQ)

Slack is the life line of our agency...

Slack replaces hard to find email threads by keeping the conversation happening in one central location

here's how we use Slack to communicate with our clients...

each client gets access to 3 channels

1. a private "calls" channel where we're notified of a new call being booked (using Zapier and Calendly)

2. a private "chat" channel where we can communicate with our clients effortlessly and casually

3. a public "announcements" channel that all our clients have access to so we can share company wide announcements

we also setup a private "replies" channel that only my team has access to so we can properly handle all email and LinkedIn replies for the client in real time

in addition to these channels, Slack is great for quickly sharing files, Zoom links, interactive polls to collect feedback from clients, automating workflows such as sending booked call notifications, new replies, and so much more!

the best part?

Slack is so much FUN!

clients will remember you for the experience you create, not just the results you generate

leverage Slack to create an interactive experience using features such as “reacting to messages with emojis”

emails are lame and boring :)

so again, use Slack to stay organized, automate workflows, stay in constant communication with your clients, and create a memorable experience that your agency becomes known for!

now let’s discuss GOOGLE CHROME

i’m sure you’re already using Google Chrome but most likely not to it’s full potential...

there’s one heavily under used feature in Google Chrome known as “USERS”

continue reading...

when managing multiple clients, things can get very unorganized, especially when working in large teams

you won’t be able to effectively manage a large client pool if you’re logging in and out of client accounts from one Google Chrome user

so what you’ll want to do is create a NEW Google Chrome user for each of your clients

they’re free to create and you can create an unlimited amount of users

all you’ll need is a Google account to create a new Google Chrome user

(which you probably already have for each client)

once you set up the new Chrome user, you can customize the profile with your client’s account name, a profile image, a “theme” and so much more!

in addition, what I recommend is that you setup a bookmarks bar so you can save all the relevant links for easy access

for our agency, we set up a bookmarks bar that includes the client’s website, their LinkedIn account, their email inbox, and their automation tool dashboard

once you have these bookmarks set up, you can simply access the Google Chrome user at any time and you’ll already be logged in to the client’s specific accounts

and it’s very easy and seamless to switch between Chrome users in seconds right from the same computer!

it’s basically like having a separate computer set up for each client, fully customized with everything you need to access to fulfill on your services

the best part?

any of your team members can simply login to the Chrome user from their device and pick up where you left off!

so again, use Google Chrome users for each client so you can focus more on needle moving tasks in tandem with your entire team and avoid the headaches of sifting through way too many tabs! ■■

so, just to recap...

1) setup Slack channels for each of your clients so you can easily communicate with them in a fun and organized way

2) setup Google Chrome users for each of your clients so you can quickly access accounts and tools to perform your services

if you got value from this thread, please do us all a favor by leaving a like and a RT

and if you’d like to receive more content like this on a weekly basis, give me a follow and sign up for my email list

thank you ❤■

https://t.co/E4GJqxNVkG