



## SOCIALBEE

### CASE STUDY

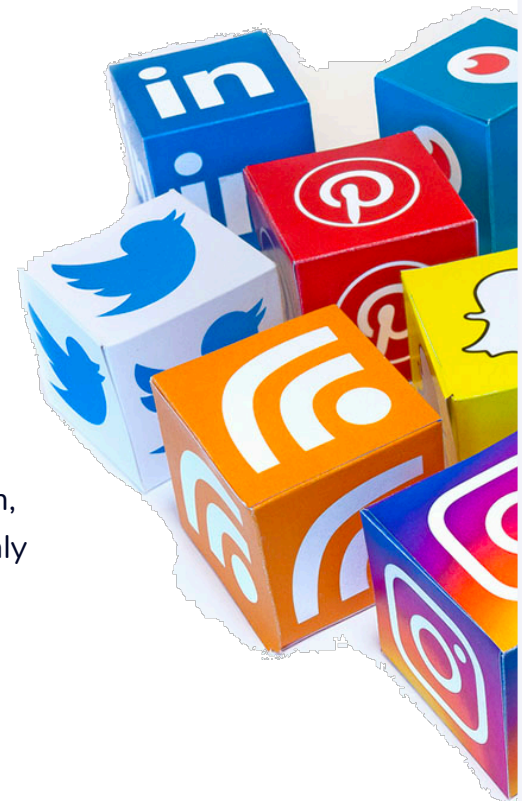
SocialBee is a B2B social media management company which offers full marketing management services to help over 17k customers close more leads in a more efficient manner by sharing more than 1M posts through the SocialBee platform, every month.

#### PROBLEM

SocialBee is undergoing rapid internal growth as a company, leading to multiple teams and departments creating accounts across a range of productivity and task management tools without alignment. This resulted in an overall monthly spending of \$810 for productivity SaaS tools alone. As a result of using many different tools across the company, cross-team and department collaboration got harder, adding expenses and friction to internal collaboration.

#### SOLUTION

SocialBee was able to bring all their employees, across teams and departments, to one platform, without sacrificing any of the features they had grown accustomed to. At the same time, monthly charges were cut by 60% and internal collaboration improved significantly, leading to revenue growth.



#### APPS IN THE PROJECT MANAGEMENT AND PRODUCTIVITY SOLUTION USED



Project Update Messenger



Productivity Kanban



To-Do Lists

#### PRODUCTS REPLACED BY NAOLOGIC

