

# Project management in marketing agencies

## Challenges and solutions

Managing a marketing campaign is complicated.



### Challenges

Most often, there are many resources involved and many variables. Deliverables must be handed over on time, and customers want to be closely involved. At the same time, there are a multitude of activities that you could do and countless channels that you could use, all competing for your limited attention and resources.

Without a systematic process, managing your marketing campaigns can become chaotic.



### Solution

However, there is a solution that can help marketing teams, large and small, to achieve more, in less time, a tool for resource and project management, which helps manage all of these factors.



The complete solution for resource and project management!

## Planning

45%

of projects don't fit in time and budget



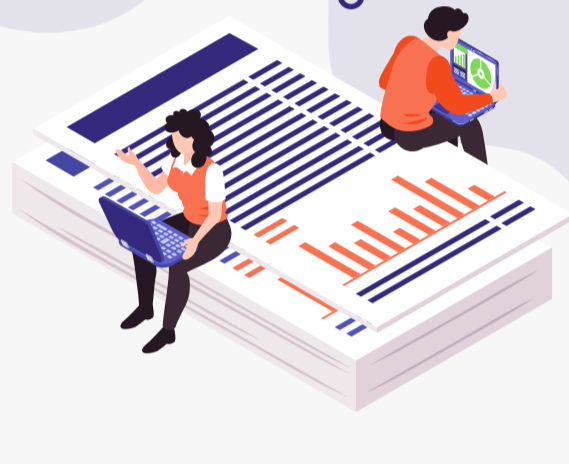
Study Source | PMI 2021

27%

of projects don't meet their initial objectives



Study Source | PMI 2021



### Challenges

- Unorganized information
- Micromanagement
- Insufficient visibility on the workflow

### Solutions

#### With SocrateRM:

- Create, assign and track tasks
- Document your work in one place
- Give access to up-to-date information
- Report hours and expenses effortlessly
- Get notified when changes and updates occur

## Resource allocation

37%

of projects have budget losses



Sursă Studiu | PMI 2021

9%

of investments are wasted due to poor project performance



Sursă Studiu | PMI 2021



### Challenges

- Inadequate budget management
- Inefficient allocation of resources
- Lack of transparency on project resources

### Solutions

#### With SocrateRM:

- Identify, plan and oversee the necessary resources
- Gain visibility into project information and budget
- Track load and resource allocations
- Get access to complex reports on budgets, resources, and teams

## Communication

33%

of projects fail due to inefficient communication



Study Source | PMI 2021

50%

of project results are affected by poor communication



Study Source | PMI 2021



### Challenges

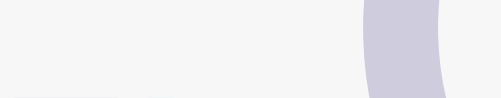
- Inefficient communication
- Lack of collaboration
- Absence of well-defined roles and responsibilities

### Solutions

#### With SocrateRM you can:

- Work together with the team in real time
- Receive role-based notifications
- Add comments and files and make it easier to access information
- Provide personalized experience to team members

With SocrateRM you can eliminate these frustrations by solving complex project management issues, from resource allocation and project task assignment to invoicing and performance analysis.



The complete solution for resource and project management!

Start a free trial today!  
[rm.socratecloud.com](https://rm.socratecloud.com)

SocrateRM este un produs

