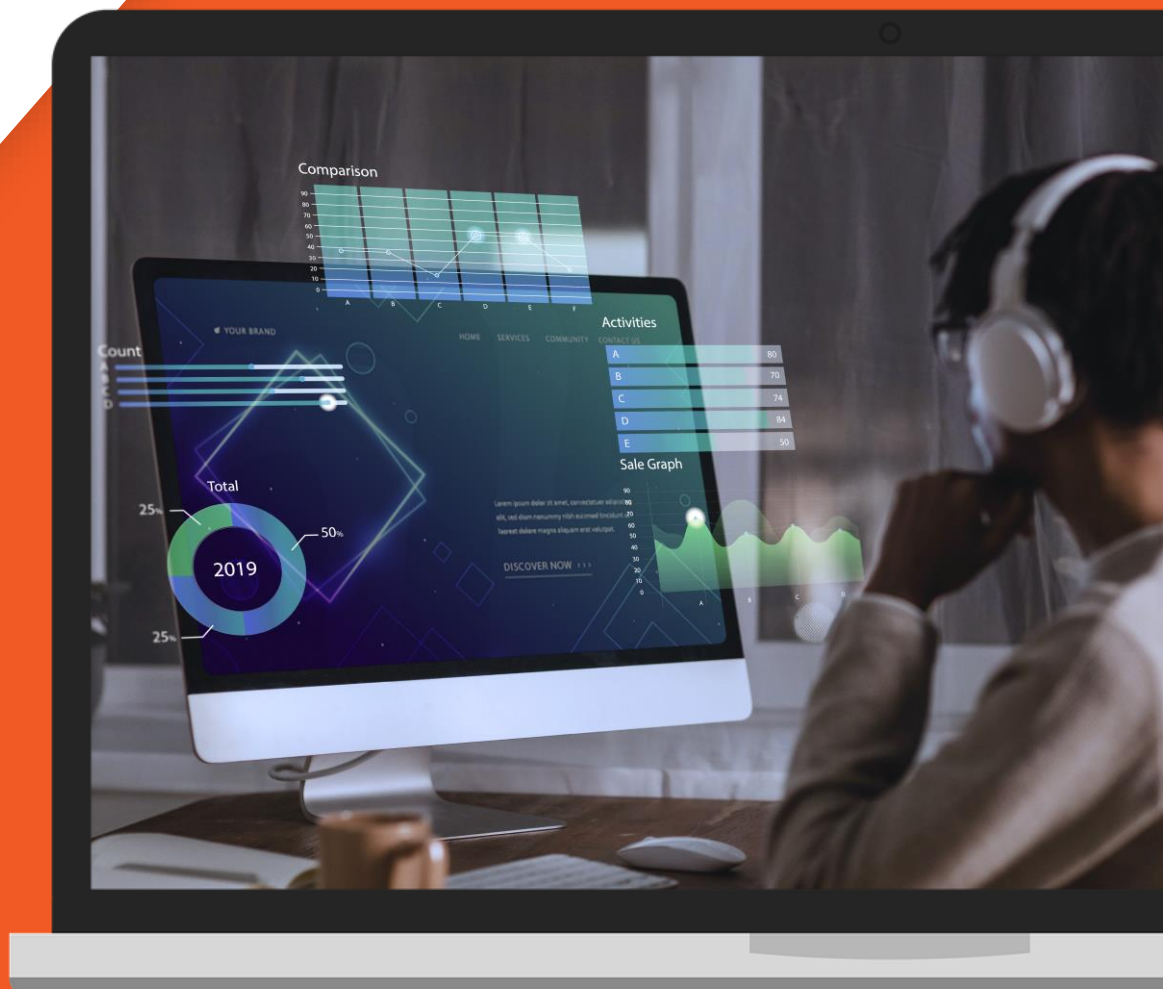


MAC's Marketing Insights:

Taking Internal Ops From
Chaos to Clarity

CASE STUDY



The Client

Our client is a leading force in the real estate education sector, fueled by a vision to empower and transform real estate professionals. Their comprehensive approach includes one-on-one coaching, live and virtual events, and flexible training programs.

The Challenge

Organizations of all sizes feel the effects of turnover or talent gaps in their internal operations. This can happen for many reasons, including:

- **Short-term** maternity/parental leave, medical leave, longer term vacations
- **Long-term** sabbaticals, retiring, career changes, or even personal illness

Many organizations struggle to operate while these vacancies occur. The results can be severe...

Chaos. Confusion. Delays. Errors. Missed opportunities.

You get the picture.

This is what our client was faced with. Due to unforeseen circumstances and a bit of back luck, our client found themselves with several critical team members missing.

With high turnover and extended absences, their processes were in disarray:

- Responsibilities were unclear.
- Operations were reactive and sporadic.
- Fragmented communication led to confusion and missed opportunities.
- Important tasks slipped through the cracks.

The chaos affected their ability to serve their clients and achieve business goals. They needed a solution—**and fast**. They didn't have the time to go through weeks of hiring, onboarding, and training. They needed a team who could plug in as an extension of their team, and pick up where they left off, immediately.



The Solution

It was time to bring order to the chaos!

MAC stepped in and took ownership of our client's internal operations. We helped by:

Clarifying Roles and Responsibilities

Realizing the importance of a structured framework, we implemented processes that clearly defined roles, responsibilities, and workflows. No more unnecessary confusion!

Streamlining Project Management

To streamline operations further, we introduced a project management tool, creating an organized system for task allocation, monitoring, and review. This tool helped us ensure that no task was overlooked and that everything progressed on schedule.

Creating a Calendar of Deliverables

We also collaborated with the client to build out a comprehensive marketing calendar. This proactive approach allowed us to anticipate needs, plan in advance, and execute marketing strategies effectively.

Training the Internal Team

Recognizing the value of knowledge transfer, and recognizing that the client's long term goal was to hire internally, we invested time in training the client's team members who were hands-on with operations.

We provided them with templates and documentation that guided them through each process, minimizing the chances of error or delay.

In addition, we developed training videos, enabling team members to absorb information at their own pace and refer back to it when needed. These videos proved to be a valuable resource—not just for their immediate learning but also for training new staff.

Through this comprehensive solution, MAC brought the ship back on course, transforming chaos into clarity. We steered our client back on track to success!



The Outcome

Our solution improved internal operations and business performance for our client, including:

Enhanced Email Outreach

- Increased total emails sent in 2023 by 20% (a total of 10,000,000 emails).
- Achieved an open rate that surpassed the industry average of 54%.

Optimized Email Marketing Strategies

- Developed tailored templates and workflows to implement a consistent daily email cadence across various marketing channels, including:
 - Blogs
 - Podcasts
 - Webinars
 - Events
 - Newsletters

Webinar Optimization

- Transitioned from quarterly to monthly webinars with client partners.
- Leveraged templates, workflows, and integrations to increase webinar attendance by 20% compared to 2022.

Efficient Onboarding Process

- Streamlined onboarding time for new team members from 3 months to 1 month.
- Utilized training videos, documentation, and templates to facilitate a quicker and more effective onboarding experience.

Project Management Efficiency

- Increased internal Asana board utilization by 25%.
- Slashed turnaround time for deliverables in half by optimizing processes and workflows within the Asana platform.

Through the time we spent with our client, they emerged stronger and more organized than ever before, capable of navigating the stormy seas of turnover and extended absences.

Don't Let Short-Term Absences or Turnover Disrupt Your Business!

Plan A isn't enough. When you partner with MAC, you'll get a comprehensive Plan B, C, and even a Plan D! (We hope you'll never need it, but if you do—you'll be ready!)

Whether you're facing short-term absences or long-term turnover, we'll keep your operations running smoothly and efficiently. Our team will set you up for success, no matter what challenges come your way.

Need help?

[Contact Us!](#)