

Process Alteration in a Marketing Agency

Marketing agency gives up three spreadsheets and software to reduce costs by switching to Ninox.



Lemon Dog Project is a full service marketing and branding agency providing clients with graphic design, website design, marketing campaigns and advertising services. Created in 1989 the team at Lemon Dog Project is committed to bridging technology and creativity to provide practical services which deliver great results for their clients.



 ldogpro.com

CHALLENGE

Lower costs, more possibilities

Lemon Dog Project owner Cynthia Pinsonnault was keen to improve the firm's processes and reduce costs. A combination of Excel and other licensed software products were both expensive and inefficient ways of managing clients, storing their information and images and tracking each project from conception to completion.

Power through software

With help from our local agent Cynthia has developed a powerful Ninox solution, which has changed the way her business operates. Creating the initial database was quick and easy and Cynthia is able to regularly upload information and graphical assets to the platform. Important project data is entered once (previously there was a lot of duplication of data entries) and spreadsheets have been eliminated completely. Using custom modules it is easy to quickly locate very specific information and imagery.

Key Features

- ✓ Time saving
- ✓ Data management
- ✓ Process management

Benefits

Since switching to Ninox, it's far easier to upload information and graphical assets to the platform regularly, so nothing ever gets missed. Important project data is only entered once, saving time for employees as well.

What's more, there has been the complete elimination of the spreadsheets, upgrading the workflow for everyone involved. It's now easy to quickly locate very specific information and imagery within the system, so work is improved and made more efficient at the same time.

2

hours per project
saved

\$300

saved each month

3

spreadsheets
replaced



I had no idea how powerful Ninox was,
it has transformed the way I run my
business and my personal life.

Cynthia Pinsonnault
Owner

Get in touch

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Ninox is a collaborative, cloud-based platform for business teams. We empower users to build business applications and automate back office workflows with drag and drop tools.