



RedTag Digital

Location: Louisville, Kentucky
Industry: Digital Advertising Agency
Website: <https://www.redtag.digital>

RedTag is a full-service branding and advertising agency who build custom experiences for some of the biggest brands in the world from sports, retail, entertainment and home services.

How did the client or opportunity come about?

RedTag's CFO initially approached us with a vision of what he wanted and what his business flow needed to look like. They were using a very basic CRM tool initially (ClickUp) and their CFO could tell that based on the way his business was growing that there were already gaps in their process, which they predicted would widen as the business scaled. He needed more streamlined operations and cross functional visibility.

How did the client discovery period go?

CRM demand was discovered upon their initial enquiry but what really gave us insight into their business and helped solidify a trusting partnership was spending solid time down at RedTag's offices and chewing through the detail; having lunch, meeting the wider team, just generally hanging out, it really gave us the people and business optics to build that bedrock of trust that's required on a deal this size.

When we came back we positioned an architecture review, including how they could consolidate their incumbent tools into Salesforce and then we went about looking for a provider that could cater for the project management opportunity.

Why and when were Mission Control approached?

The partner we initially selected to help implement Salesforce recommended Mission Control. They had used Mission Control to manage their projects so had a very intimate understanding of its configuration and capabilities. RedTag's CFO had also pulled in some other platform names he'd heard about, but ultimately this Partner's recommendation and the CFO's follow up research made the decision a lot easier.

What helped you close the deal?

We had such a positive experience with Mission Control, and while I hardly knew the brand and team a few months ago, I now have absolutely no reservations in recommending Mission Control to any of my colleagues or clients that are looking for a project management tool. I'm a huge advocate.

Has there been any client feedback?

RedTag said they've had a great time, I think they were nervous considering the size of the transformation but everything we've done through discovery and implementation has, and is, going really well, additionally their CFO is a very straight shooter, I have no doubt he would be contacting me if anything was not going to plan, so clearly it is!

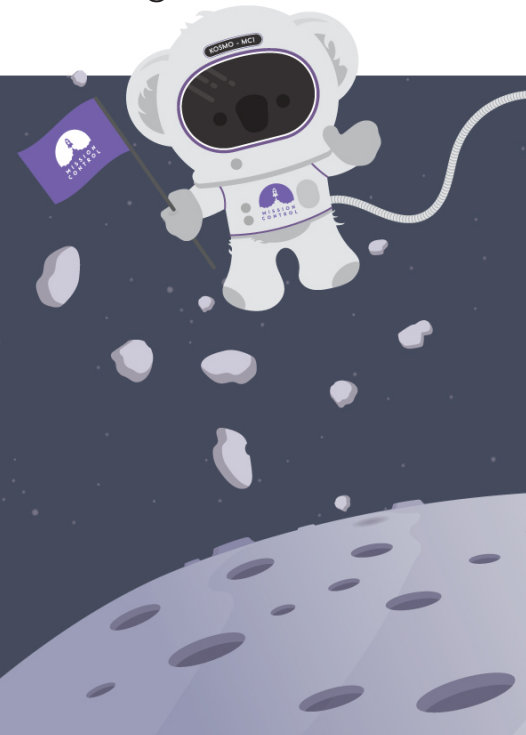
Learnings...

It might sound like Sales 101, but because we (Mission Control and Salesforce) were able to meaningfully sync prior to the live demo with the customer we could lock away our talk track, our story and discuss what was really important to the client - as opposed to pushing our own narrative. Ben was also just super responsive, from the pre-client discovery, to the live demos and client questions to quick returns on the number conversions and negotiations - this all ensured a really smooth deal cycle for all involved.

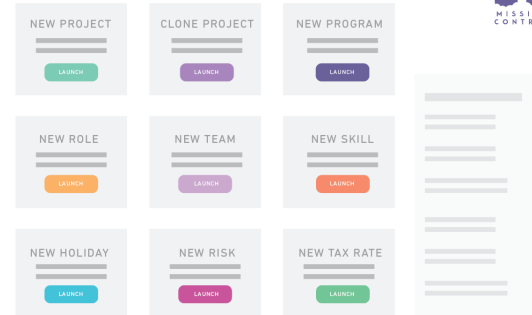


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