



Marketing Firm, Roundpeg, Saves \$1000 in Time per Week by Switching to WebNotes

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The Necessity of Research

Roundpeg, Inc is a full service marketing firm based in Indianapolis which assists small businesses across the country. Part of Roundpeg's mission is to help small businesses establish an online presence through the creation of a website and blog, allowing the businesses to increase their brand name recognition, establish authority in their respective fields, build stronger customer relationships, and improve their accessibility to the public.

For newcomers to blogs, however, the process can be daunting; many don't know how to set up a blog, or even what to write about. They struggle to find relevant information and deliver it in an appropriate writing style for the web. Further complicating the process is the necessity to ensure that this content will rank highly in search engine results, a process known as Search Engine Optimization. Thus, many businesses choose to rely on "ghost blogging", or the process of having an outside firm set up and generate new content on their behalf until the business can sustain its own blog.

However, as an outside marketing firm, Roundpeg faces several challenges associated with ghost blogging. Roundpeg must very quickly become knowledgeable in its customer's business domain, establish an authority on the topic at hand and a writing voice which matches the business' needs. Most importantly, writing between three and five posts per week for a client requires a significant amount of time spent on research and writing. To meet this need for new content generation, Roundpeg subscribes to over 300 RSS feeds (RSS feeds are an easy way to retrieve new information from a wide

variety of internet resources), and scours them daily to find relevant information for each client. Given the large number of customers requiring this service, Roundpeg's difficulty is multiplied.

The Process

Roundpeg's original ghost-blogging process included the following steps:

- 1) Sift through their RSS feeds on a daily basis and pick out the content that would best suit their clients' blogs.
- 2) The URL of the website would then be pasted into an aggregated Word Document and saved until the end of the week.
- 3) At the end of each week, Roundpeg would go back through the aggregated document, click on the URL and return to the original page they found interesting.
- 4) The content was reread and a post was crafted to send to their clients.

This intensive process included numerous problems. First, Word Documents provided a terribly inefficient way to organize content found online. Since notes were stored in one master document with several additional working versions, content that was updated in one file didn't update in all available versions, especially if these working documents were stored non-locally (ie. at home). This same inefficiency additionally precluded easy collaboration with clients, meaning that any client input would have to be emailed to Roundpeg, then copied and pasted into the master Word Document. Lastly, this methodology required the continuous rereading of content which otherwise should have only been read once, wasting time and effort that could have been spent elsewhere.

Roundpeg Implements WebNotes

Roundpeg adopted WebNotes into its workflow in December of 2008, which has allowed them to change their ghost writing process immensely:

- 1) After sifting through their RSS feeds, Roundpeg will highlight a few pull quotes from each article they find interesting, saving the time of having to copy and paste these quotes into another document.
- 2) Also while reading the article, Roundpeg will concurrently jot down preliminary blog post thoughts on sticky notes, eliminating the need to reread the article later.
- 3) All annotations are saved in the appropriate folder corresponding to each client and at the end of the week, Roundpeg constructs a series of blog posts in rapid succession. This occurs without the need to return to the original document, and with much of the post already having been created during the initial read-through via use of the sticky notes and highlighted pull quotes.

Aside from an improved workflow, Roundpeg benefits from the fact that annotations are saved "in the cloud" on WebNotes' secure servers. This means the ghost bloggers at Roundpeg are no longer tied to their local work computers in order to find valuable articles; content discovered while browsing from

home or on the road can be easily added to the WebNotes repository for later use. Additionally, using the WebNotes sharing features, important articles can be distributed across the Roundpeg team.

Roundpeg estimates that they have been able to **save 70% of their research time** through the increase in efficiency that WebNotes has provided. This has freed up 7 hours a week previously dedicated to research (which wasn't billed), and at a billing rate of \$150/hour, allowed them to save \$1050 per week in time.

To learn more about how WebNotes can improve your organization's workflow, visit www.webnotes.net/product

Background

Roundpeg, Inc is a leading full service marketing firm based in Indianapolis. Many business owners rely on Roundpeg to be their "marketing department" and use them to develop brochures, logos, eMail campaigns, websites and press releases.

Lorraine Ball is an award winning marketing professional who has been featured in The New York Forum, Contracting Business, The Indianapolis Business Journal, and Carmel Business Leader. Lorraine also serves as the president of Rainmakers, the fastest growing business association in Indiana. More information can be found at <http://www.roundpeg.biz>.

WebNotes is a Boston-based technology firm focused on creating online research tools for academics, corporations and individuals. It was founded in 2007 and launched publicly in late 2008 to critical acclaim. More information can be found at <http://www.webnotes.net>.