



Los Angeles-based social media marketing firm creating results-driven customer engagement for small-to-medium businesses.

Industry: Marketing
Company size: 11-50

www.socialenvi.com

Problems they faced

- Client feedback was funneled through account managers and often wasn't clear
- Reviews completed over emails and conference calls took a lot of time
- Project managers lacked visibility into the status of tasks and creative work

Why Hightail

- Inline commenting gives designers a direct line to a client's art director
- Decreased the time spent managing comments by one hour per day
- Increased project visibility by bringing together all assets and feedback in one place

“Hightail is one funnel, so it has become a complete part of our workflow. It creates transparency and is a real time saver.”

– Byong Bark, Creative Director

Results

- Clearer feedback led to happier clients
- Cut time spent on reviews from hours to minutes
- Created team-wide transparency and increased individual responsibility

Features used

- High res image previews
- Commenting
- Visual versions
- Downloads

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