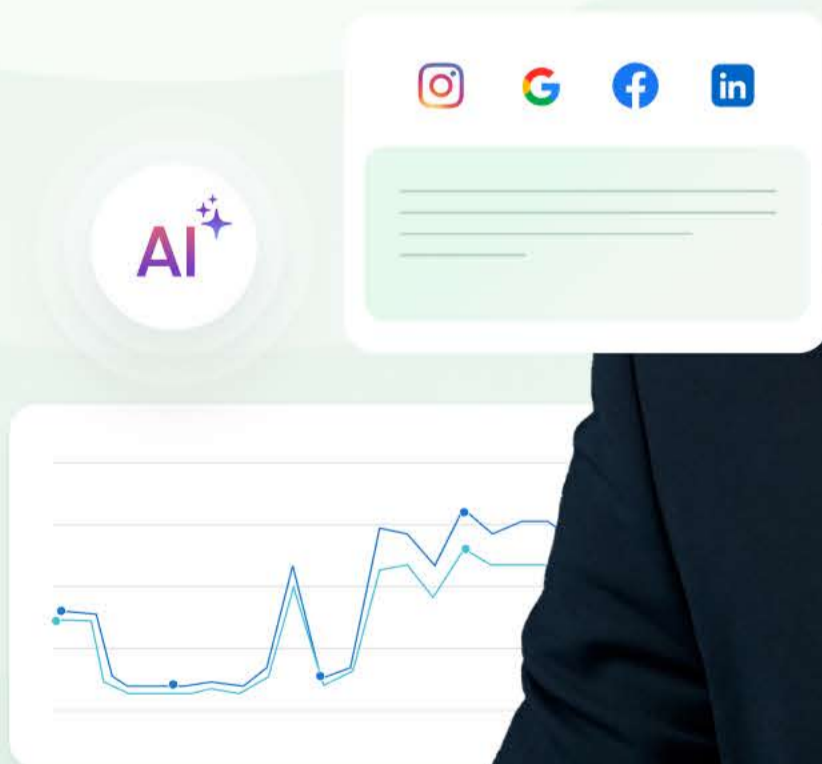


# Social media at scale:

The modern agency's guide



 **Birdeye**



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# Introduction

Running a marketing agency is like spinning plates — there's always a flurry of clients to manage, all while you're keeping an eye on budgets and resources. It's a delicate dance between growing your clientele and making sure you're operating smoothly and efficiently.

It's a delicate balancing act. And when it comes to providing social media services in particular, the tools at your disposal often aren't ideal for managing the unique needs and complexities of an agency workflow.

Most social media platforms were simply not designed for your specific use case. Others that do cater to agencies are so prohibitively expensive that they sabotage your goals for efficiency and cost reduction.

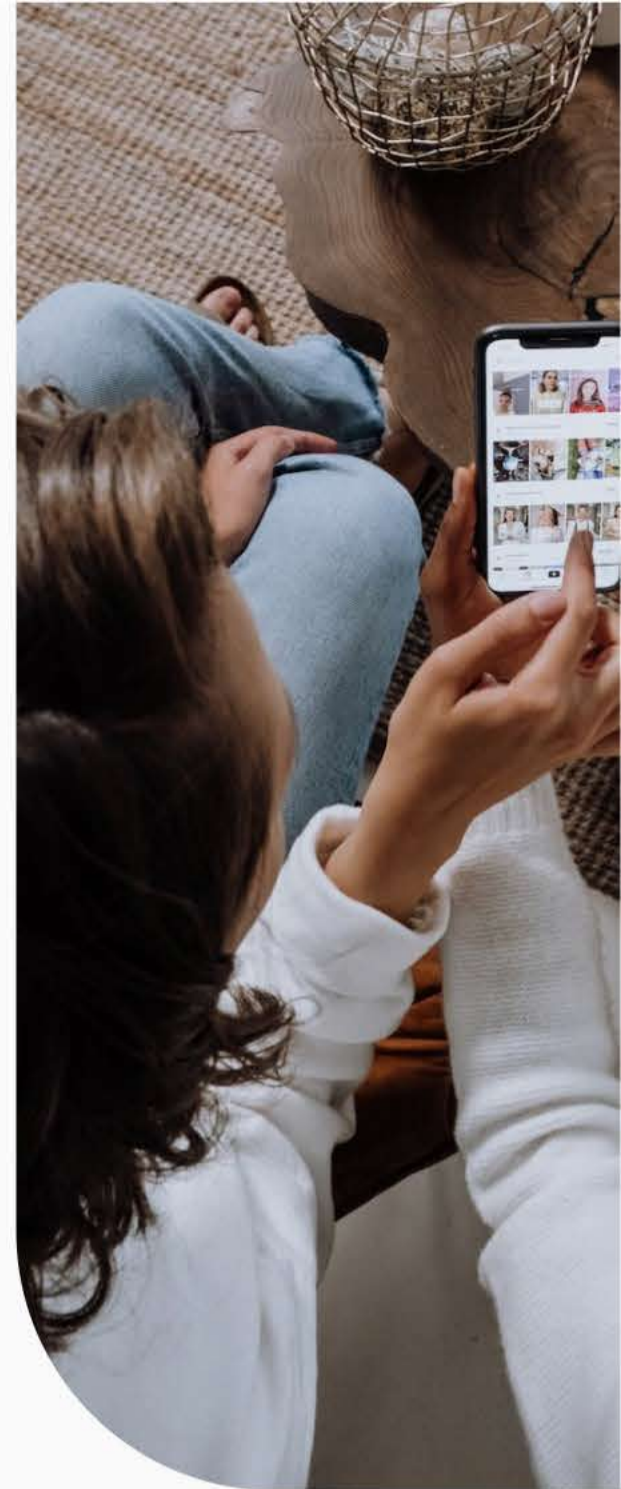
The bottom line is that you want to grow existing clients and lower fixed costs. But to make that happen, you need to consolidate platforms — you need a solution tailor-made to your needs.

In this guide, we'll explore the landscape of social media management for modern agencies. We'll break down common approaches and key challenges and share strategies that will help you optimize for scalability and automation.



# The landscape of social media management for agencies

Offering social media services as an agency presents unique challenges. While the revenue from social media services often falls short of the returns seen from SEO or other offerings, the workload required is substantially higher. This creates a tightrope walk between effort and reward, demanding efficiency and innovation to turn a profit.



Agencies tend to take one of two approaches to managing this challenge:

## 1. Manual management

Some agencies try to reduce costs by not investing in dedicated [social media management software](#). Instead, they manually manage social media scheduling, publishing, and reporting directly from their social media platforms. This approach simply doesn't scale. It's time-consuming and messy. Managers waste time toggling between platforms instead of focusing on strategy and optimization.

Some try to streamline the process a bit by using a mix of social media dashboards, collaboration tools, content creators, and schedulers. But this piecemeal approach is disjointed and costly. Teams juggle a growing number of logins, workflows, and platforms. It hampers efficiency and creates frustration.



## **2. Social media management software**

Many agencies invest in social media tools to streamline social media planning, content generation, client approvals, and reporting for their clients. The advantage is that they can scale services but the downside is that the solutions can be costly and cut into margins.

Furthermore, most social media management software is not designed for the specific needs of multi-location businesses. Without specialized-multi-location functionality, agencies end up performing a lot of manual workarounds, which drains time and fails to drive strong local results. The result? Unengaged local audiences, unhappy clients, and a burnt-out team.

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# Key challenges + obstacles

## **Growth goals collide with cost control**

Your primary objectives are at odds: trying to expand your client base but minimize expenses. Most third-party solutions don't offer agency-tailored tools with agency-friendly pricing. You might opt for a combination of tools, but each new tool you adopt adds costs that eat into your margins.

Furthermore, you must weigh the benefits of hiring more staff for better client service against the need to improve efficiency through process consolidation and automation.

The ideal solution empowers your team to do more with less.

## **Difficulty scaling**

As your client roster expands, so does your to-do list. There's a lot to juggle:

- Creating more content
- Managing more approval rounds
- Maintaining visual consistency across more brand identities

Doing this all manually quickly becomes unsustainable.

Streamlined publishing, robust approval workflows, and unified asset libraries are must-haves.



### **Labor-intensive processes**

Manually logging into platforms to publish posts doesn't scale well. While disjointed third-party tools provide helpful functionality, they lack cohesion. Your team spends too much time learning multiple interfaces, toggling between logins, and aggregating insights rather than focusing on strategy and getting results.

There's only so much time in a day. You need a solution that helps you simplify and optimize processes.



# 6 strategies to empower your agency

A unified approach is the key to boosting productivity and enhancing client satisfaction. Centralized publishing, robust management functionality, and built-in analytics empower your team to work smarter



## STRATEGY 1

### Scale & grow with efficient publishing tools

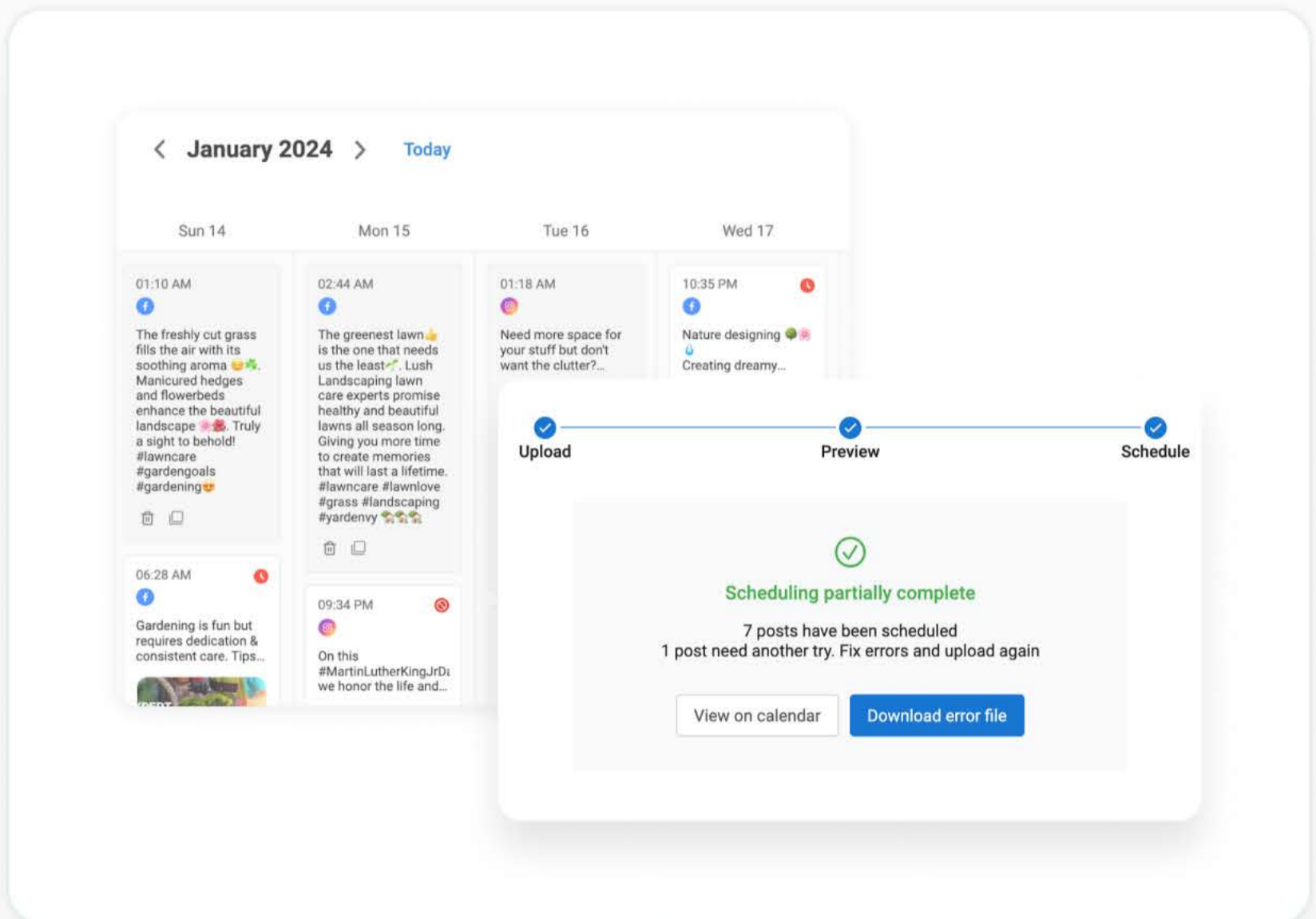
Each client you add to your roster is a win for your agency — but then, it's up to your agency to help those new clients win. You need robust publishing tools to keep up with the added complexity.

#### **Bulk publishing via spreadsheets**

Spreadsheets offer an easy way to organize content planning efforts, plus most people are familiar with them, so there's no learning curve involved. The problem? Manually copying and pasting captions and images from a spreadsheet into a separate platform for hundreds of posts, one by one, is the definition of busywork.



Birdeye's bulk import tool allows you to upload spreadsheets containing large batches of pre-written social posts effortlessly. You can preview how the scheduled posts will appear on each profile and then add the entire batch to the content calendar in one click.



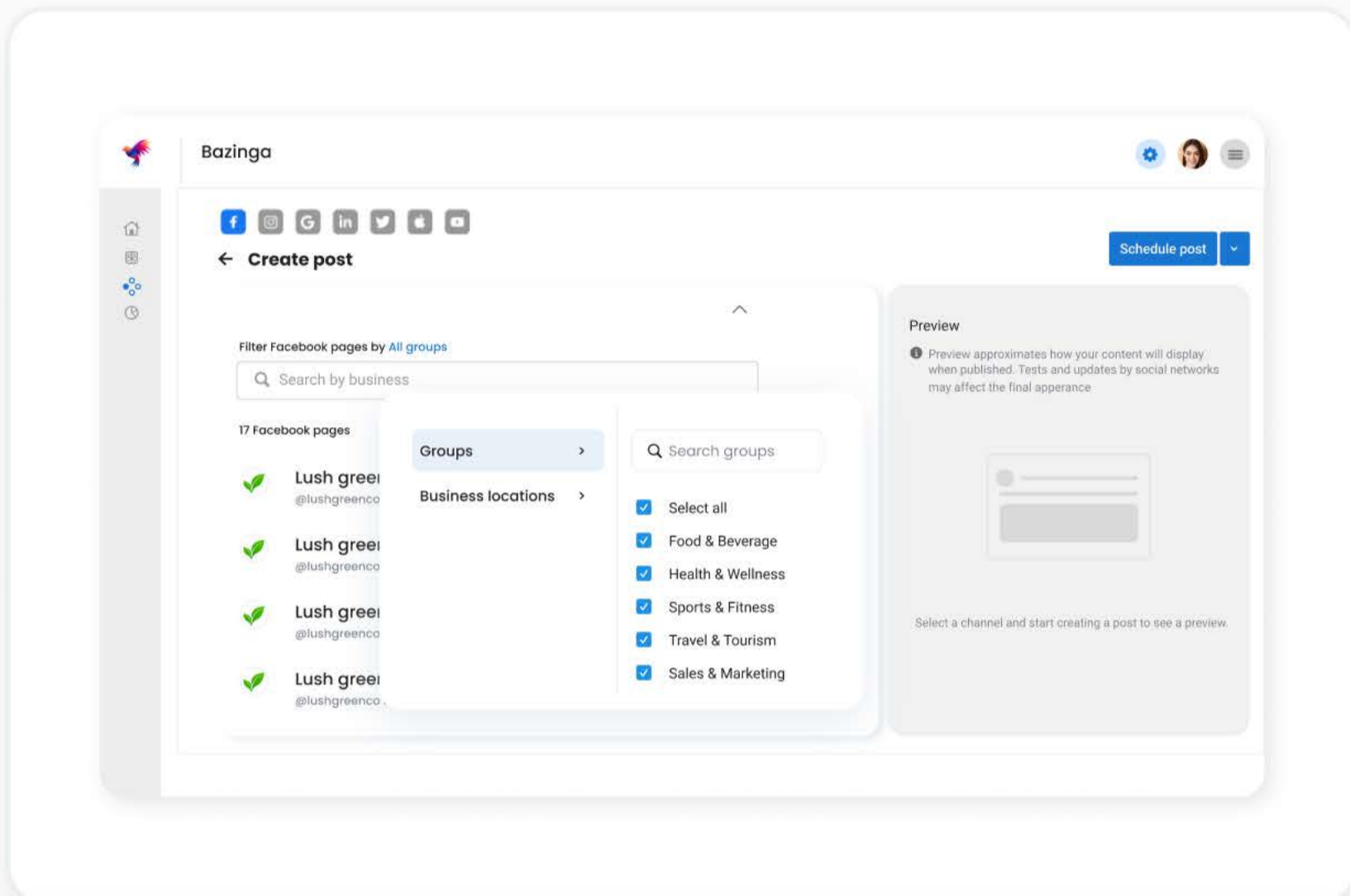
We create bulk messages and posts that can be used across multiple locations. This saves us a ton of time. It creates a consistency and it's super convenient to log into one dashboard and see everything that's scheduled across different platforms.

– Meghan Bingham, Senior Operations Manager of Valley Vet Care



## Group publishing

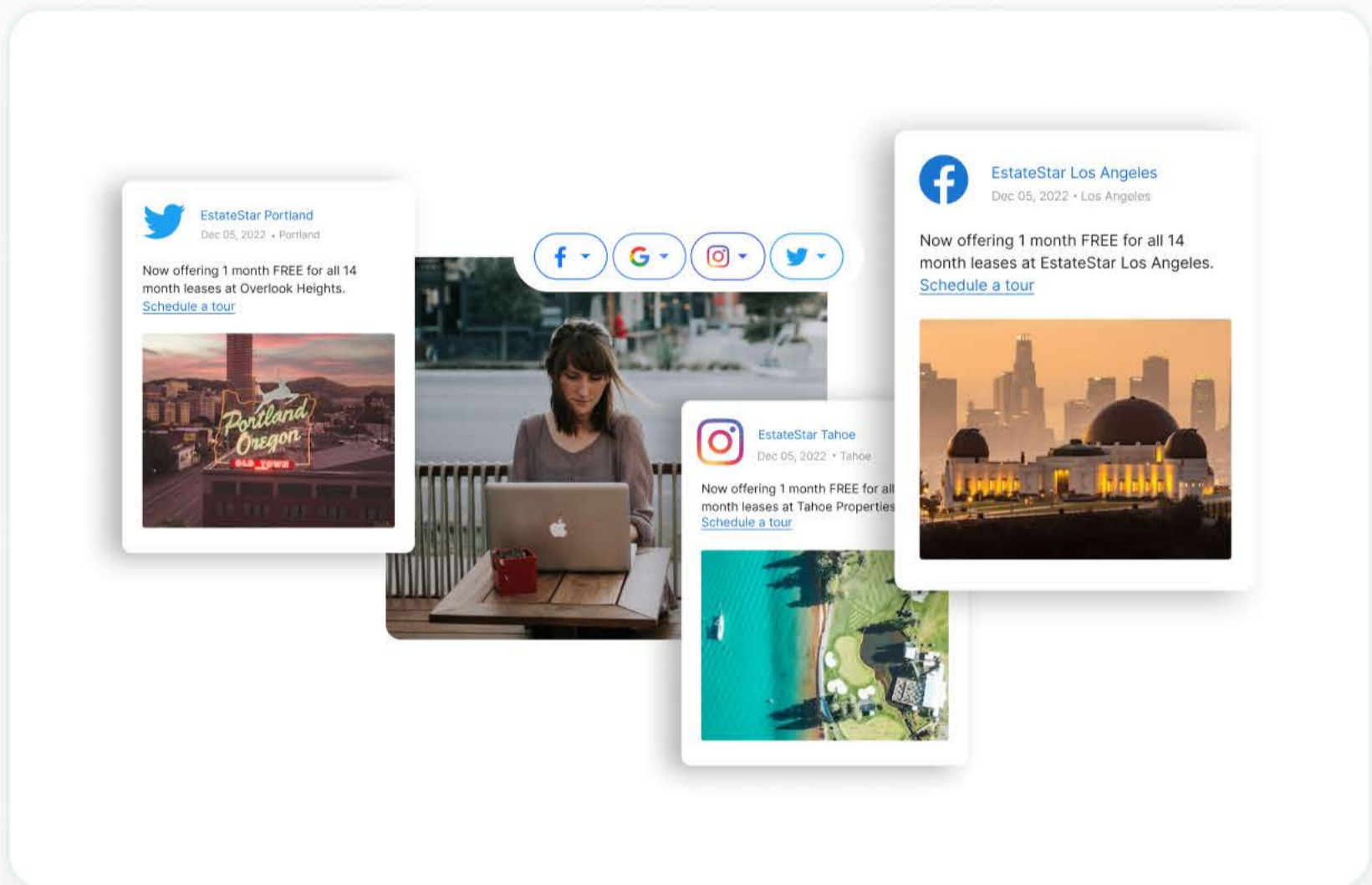
With dozens of clients, there's bound to be some overlap sometimes. But creating the same "Happy 4th of July" post 30 times with only the tiniest tweaks each time drains a lot of unnecessary time.



Birdeye's group publishing feature allows you to create a post once, add personalized details like address or phone number, then publish it for any group of clients with the click of a button. You can create groups based on client vertical, service offerings, location, or other shared traits. This makes it simple to scale post content across many accounts without duplicating efforts.

## **Multi-location publishing**

Do you find yourself constantly tweaking the same post over and over just to make minor location-specific changes? Locally-tailored messaging helps boost engagement, but creating it can be tedious.



With Birdeye's multi-location publishing functionality, you can kiss busywork goodbye. Simply use custom tokens to automatically insert unique local details for each location. The posts stay on-brand and feel tailored for local customers.



# Generate engaging posts effortlessly with AI & automation

In the era of AI, you've got to work smarter, not harder. Intelligent automation empowers your team to generate tailored, relevant content at scale with less effort. In other words, AI takes care of the busy work, so your team can focus on more complex tasks and pressing projects.

Let's explore a few ways Birdeye makes this possible.

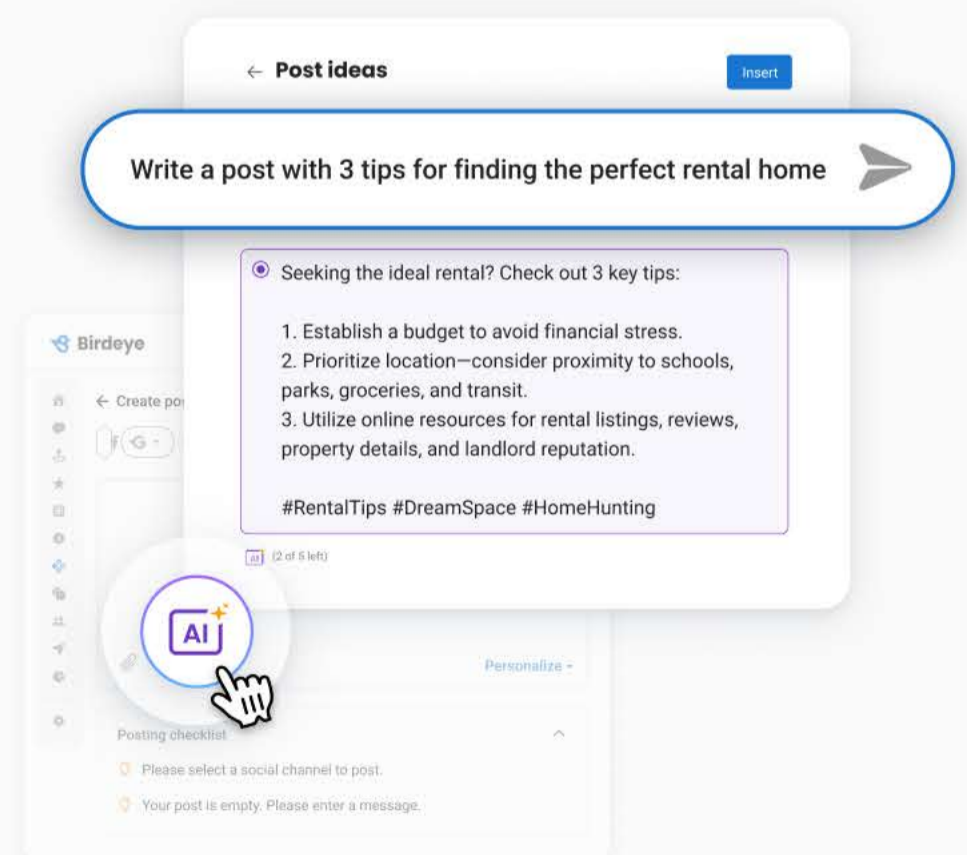


With the help of Birdeye, we've posted more social media posts in Q1 of 2023 than all of the posts that we did in 2022.

– Meghan Bingham, Senior Operations Manager of Valley Vet Care

## AI-generated post copy

Simply enter a prompt about what you'd like a post to communicate, and AI will draft on-brand post copy complete with relevant emojis, hashtags, and suggested images. This acts as a jump start, inspiring your human creators with pre-written copy they can refine and finalize. Goodbye, writer's block.

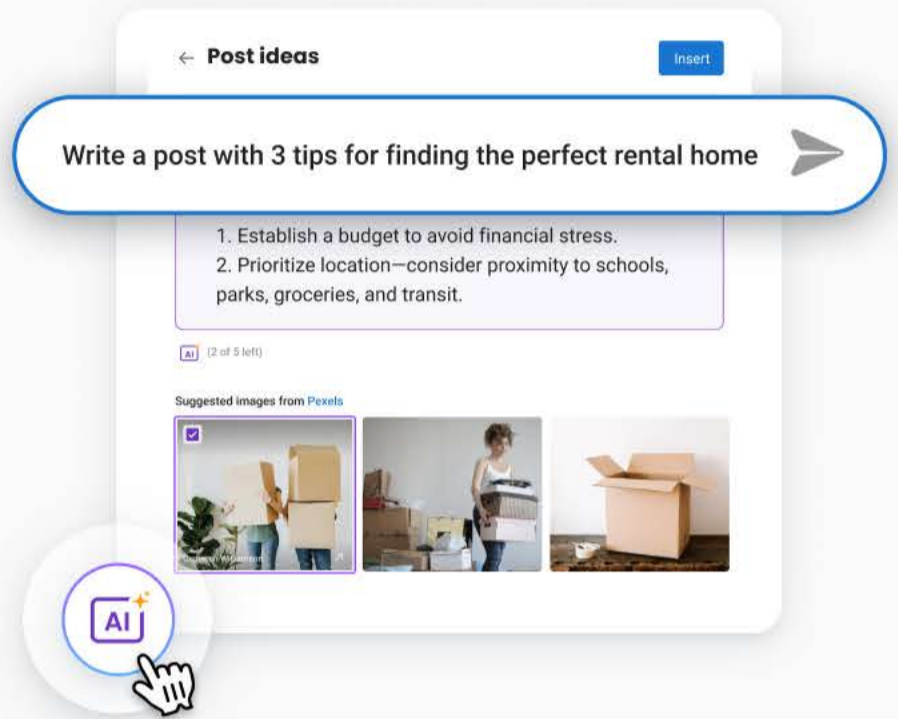


## AI content assistant

Effortlessly check spelling and grammar, adjust tone, localize terminology, shorten posts, adjust the tone, and more. This saves your team a ton of time — figuring out what to say and how to say it can be a major bottleneck. Furthermore, you eliminate copy errors that can harm brand reputation and diminish trust.

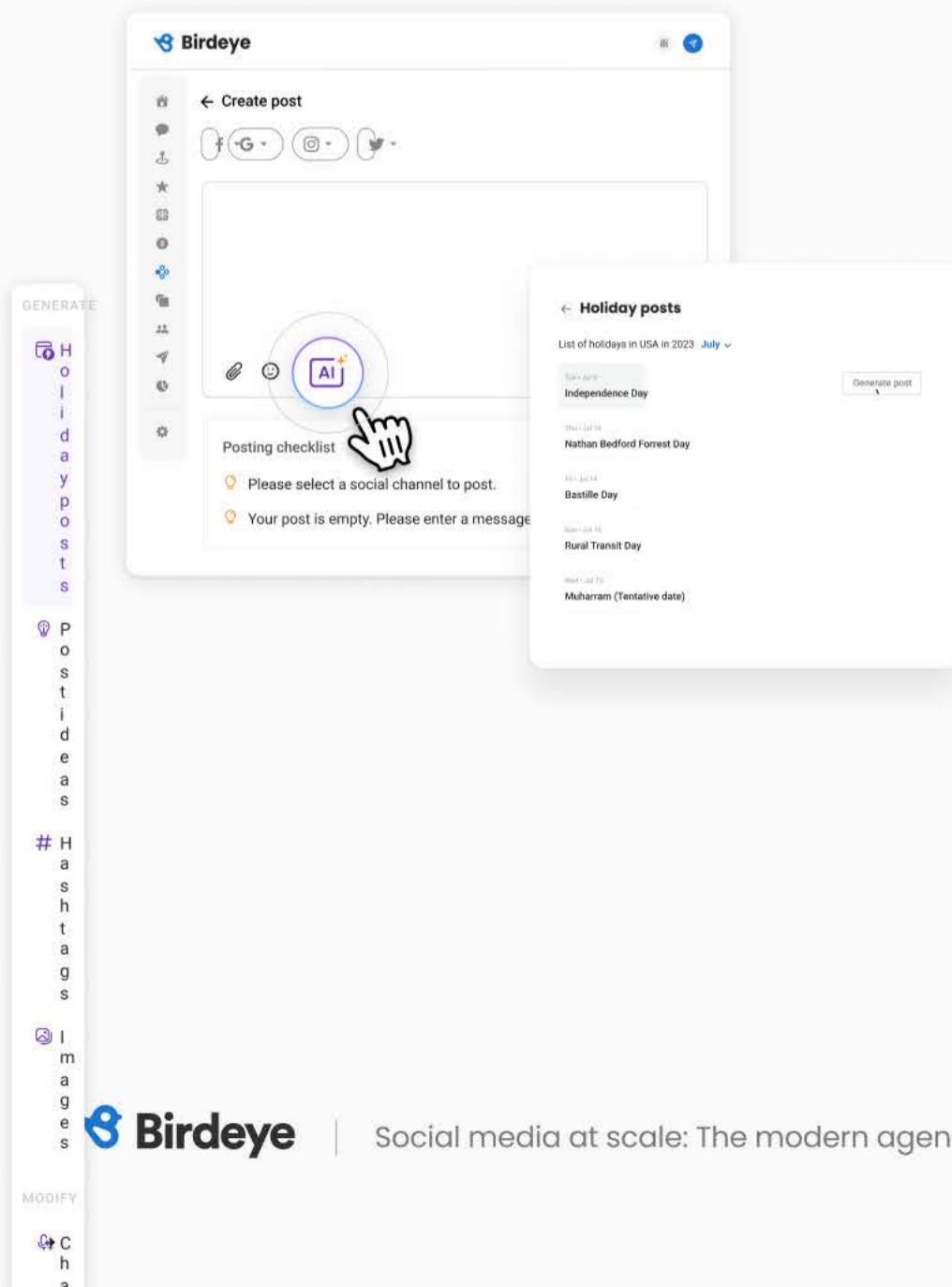
## AI-generated images

Simply describe the type of visual you need through a text prompt, and AI will generate unique, free-to-use images. You get on-brand visuals customized for every post and don't have to wait on assets from stakeholders or scour various stock image sites for the right photo.



## **Industry & holiday content ideas**

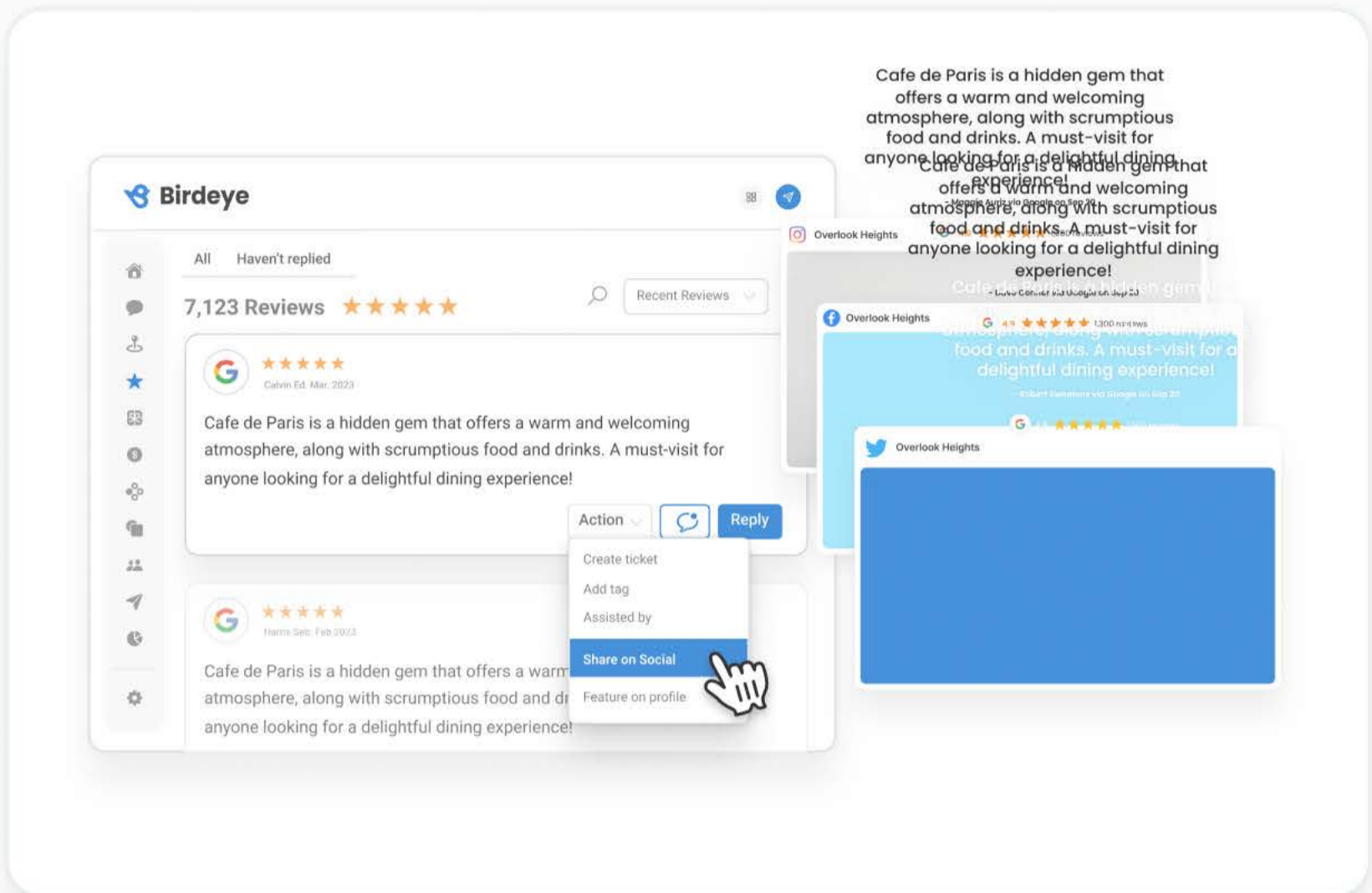
Birdeye eliminates the frustration of ideating from scratch by serving up holiday- and industry-specific recommendations. Instead of racking your brains for fresh content ideas, simply browse a library full of personalized suggestions.





## Automated review sharing

Glowing reviews make powerful social media content. In Birdeye, you can configure rules to automatically pull your clients' latest positive reviews from across the web. Then, those reviews are automatically turned into social posts using pre-built templates and designs. Your clients get recent and relevant testimonials as content without ongoing manual effort.



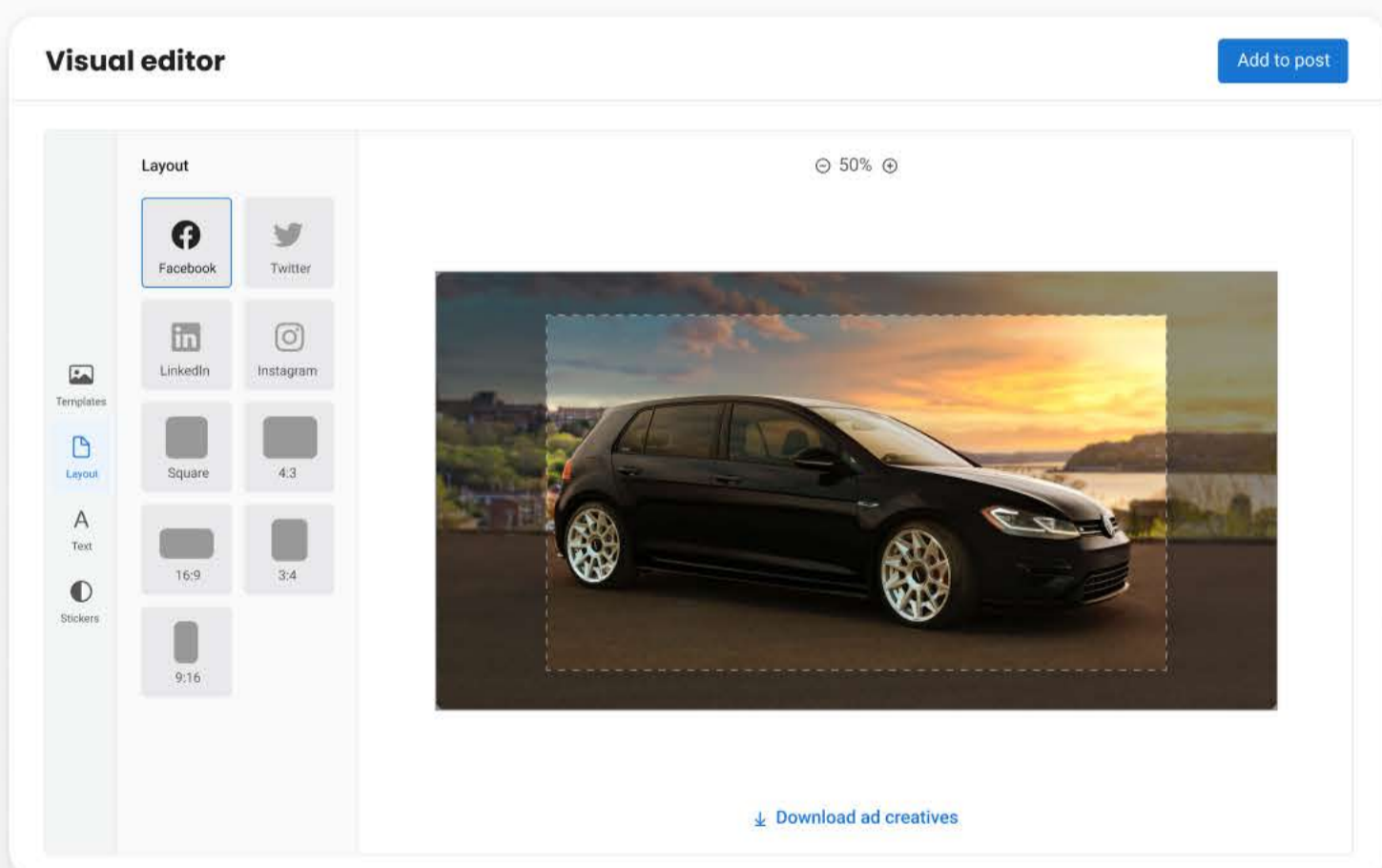
# Design beautiful, branded posts

Giving each client’s content a professional, consistent look without expensive subscriptions or design services is more easily said than done. Luckily, Birdeye’s intuitive editing tools and readily available visual assets are here to save the day.

## Intuitive visual editor

One of the keys to winning on social media is eye-grabbing visuals, but you don’t have hours to spend creating captivating graphics.

With Birdeye’s intuitive visual editor, you can quickly customize any post — crop, resize, apply filters, and add text blocks to create polished branded templates. This makes it easy to achieve a cohesive and on-brand aesthetic for each client without specialized skills or the need to pay a designer.

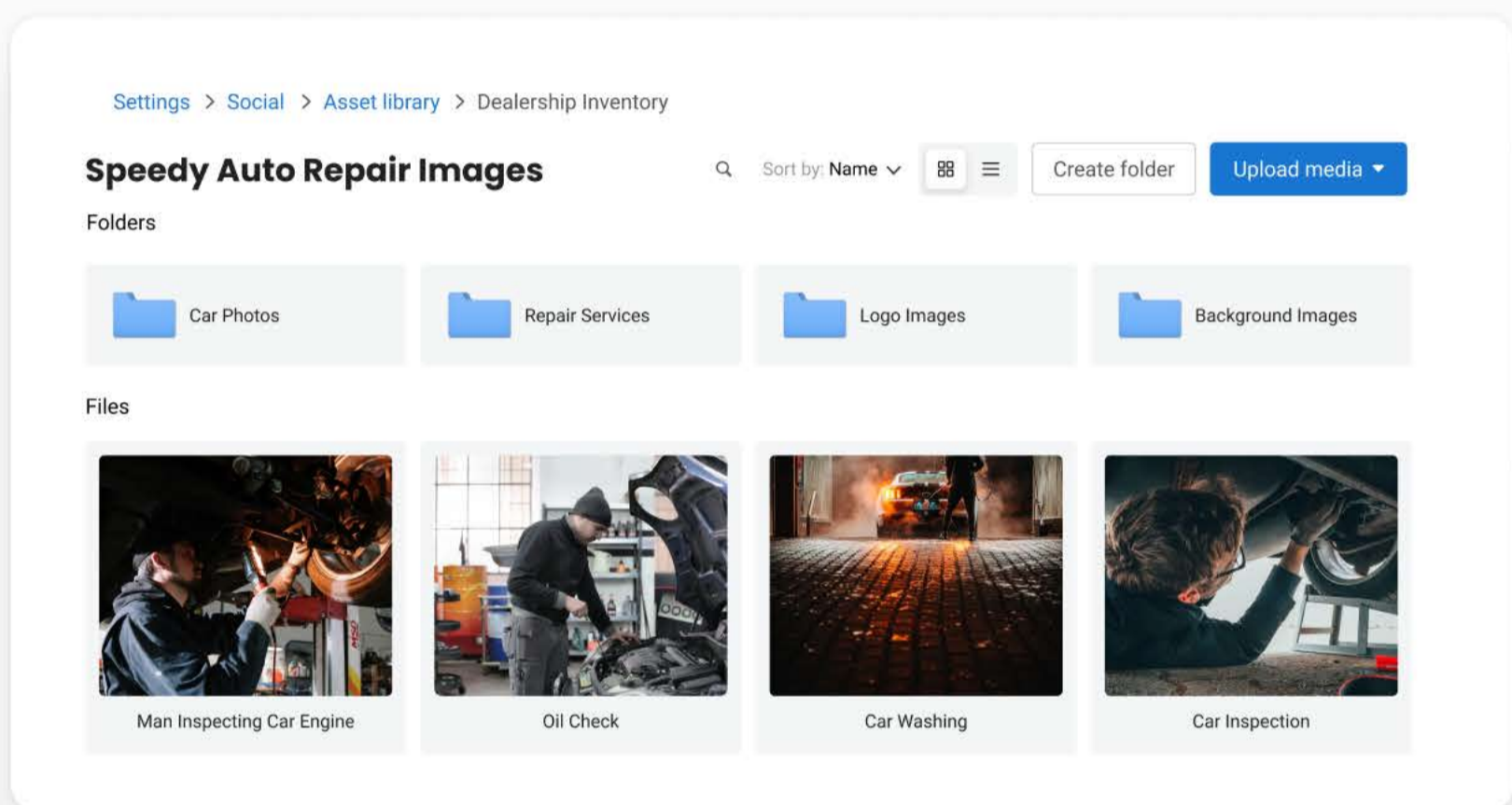




## Free media library

You're well acquainted with Pexels, Pixabay, and Giphy — your clients don't always provide you with in-house photography, so you rely on these platforms for images. Sifting through images on each platform can be time-consuming, and waiting for your creative team to find images for you is even more time-consuming.

Birdeye gives you access to a vast library of high-quality, royalty-free stock photos, GIFs, and videos directly within the platform. This saves precious time and budget. Your team no longer has to wait for creative resources or manually source or purchase new visuals for each client's content.



## Brand asset library

Without a central asset repository, brand assets often get scattered across computers and design programs. People dig through messy folders and open multiple tools to hunt down what they need — sometimes coming up empty-handed even after all that effort.

Birdeye's centralized brand library eliminates these headaches. Approved assets are uploaded into categorized folders right within the platform. No more wasting time on fragmented searches across devices and programs; just log in and get instant access to everything you need to create brand-approved content.

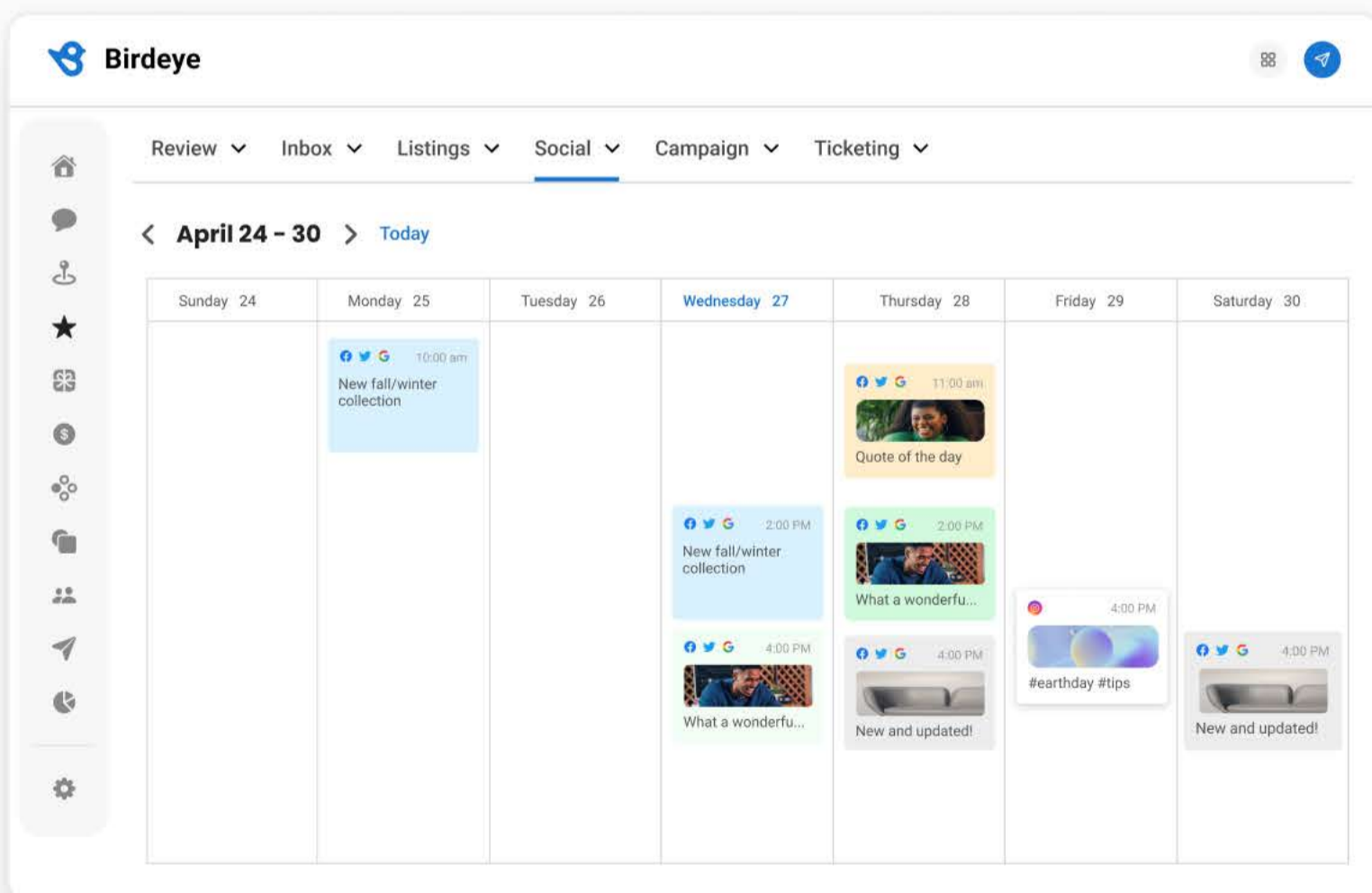
# Schedule & route for client approval

Collaborating across teams and clients for feedback is chaotic without structured scheduling and approval workflows. Streamlined review processes save time and allow for organized multi-stakeholder collaboration where nothing falls through the cracks.

## Visual calendar

Toggling between dozens of calendars across multiple platforms leads to frustration, bottlenecks, and disjointed efforts. Plus, most calendars only provide a surface level view — they don't allow you to dive in and see the precise data you need.

With Birdeye, you can see all upcoming content in one view and easily filter posts by date, channel, approval status, location, group and more. This ensures that you're only looking at what you need to see. Moreover, intuitive drag-and-drop functionality allows you to reschedule posts quickly and conveniently.



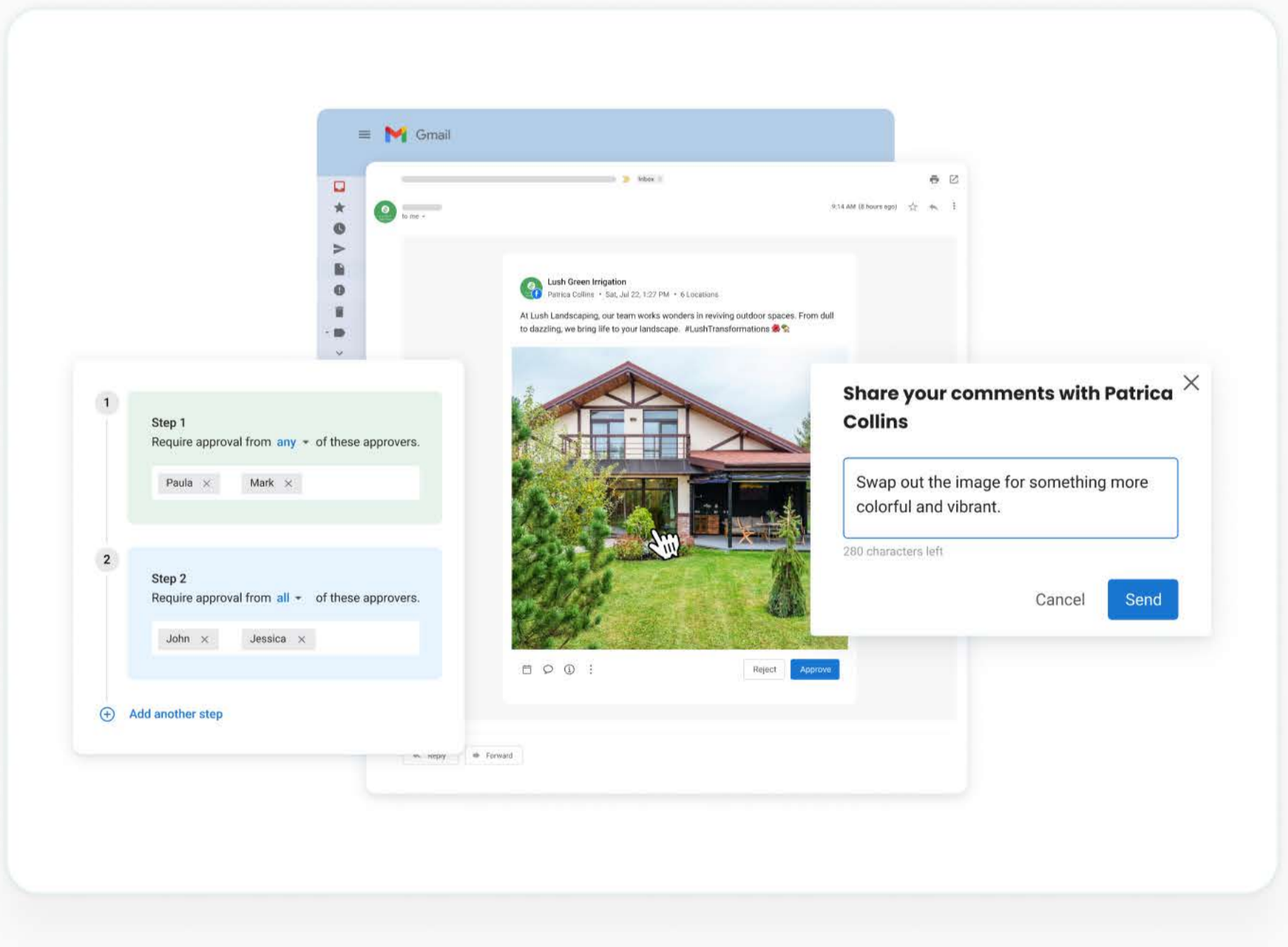


## Configurable approval workflows

Getting approval and feedback can cause quite the headache, especially when posts need to be reviewed by multiple stakeholders. Without a streamlined process in place, delays, miscommunications, and a lack of accountability are inevitable.

Configurable approval workflows solve these issues by allowing you to route posts through required review sequences before publishing. Birdeye makes this effortless.

You can customize the approval paths to fit your client's specific needs, ensuring every piece of content is reviewed by the right eyes at the right time. This speeds up approval times, helps you maintain a high level of quality, and makes it easy to adhere to brand standards.



## **Email approvals**

Asking external clients and collaborators to log to learn and use new platforms sometimes feels like pulling teeth. Email approval functionality removes this friction and makes gathering external feedback easy for everyone involved.

How does it work? Email approvals allow external users to review content directly within their familiar email inbox. They can provide feedback by simply replying to the email. Their responses automatically integrate into the structured approval workflow within the Birdeye platform – no manual transfer of notes required.

This means users outside your core team can participate in content reviews without new logins or platform permissions, but you still maintain centralized control and visibility into all discussions and decisions.

## **Approval notes and audit trails**

Collaborating with stakeholders during the review and approval process often leads to a mess. Conversations, edits, and context get scattered across email inboxes, chat tools, and other platforms. This fragmented workflow results in a lack of visibility into the full timeline and details. It becomes incredibly difficult to keep track of who requested what changes and when.

Birdeye solves these problems with a unified approval audit trail. It chronologically displays the complete history and progression of each post – from initial draft to final approval. You can clearly see all rounds of feedback, every version of edits, and final sign-offs. Full transparency into the process eliminates confusion around which version is most current and what changes need to be incorporated.



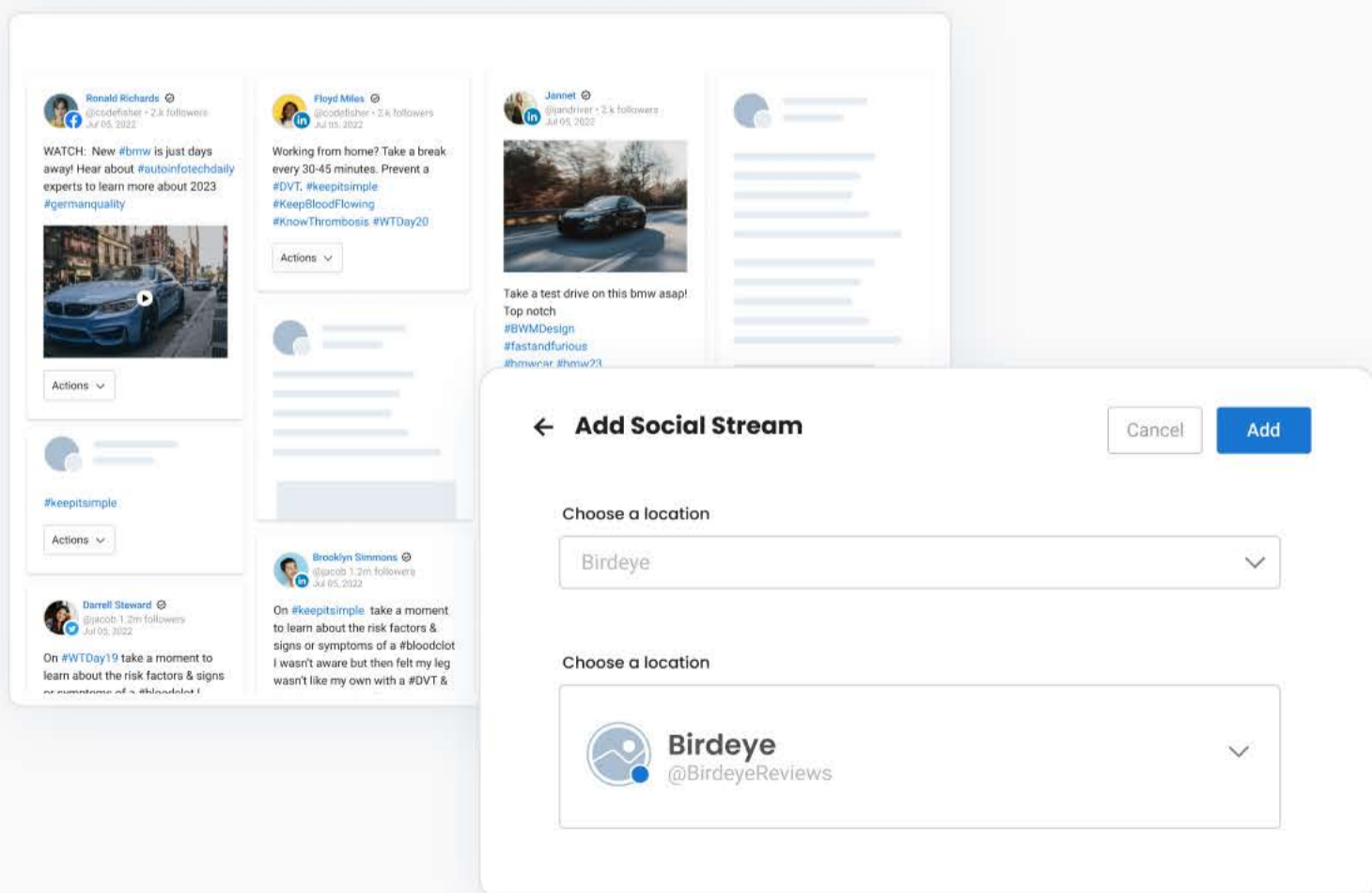
# Monitor, engage, and moderate with ease

Monitoring every comment, DM, and mention across all your clients' social media profiles is a huge job. Without automation and tools to help, important customer interactions get missed, questions go unanswered, and response times suffer, all of which can damage client relationships.

## Engagement tracking

The inability to monitor client community activity across all networks in one place leads to missed opportunities for engagement, delayed responses to critical conversations, and a fragmented understanding of audience behavior and sentiment.

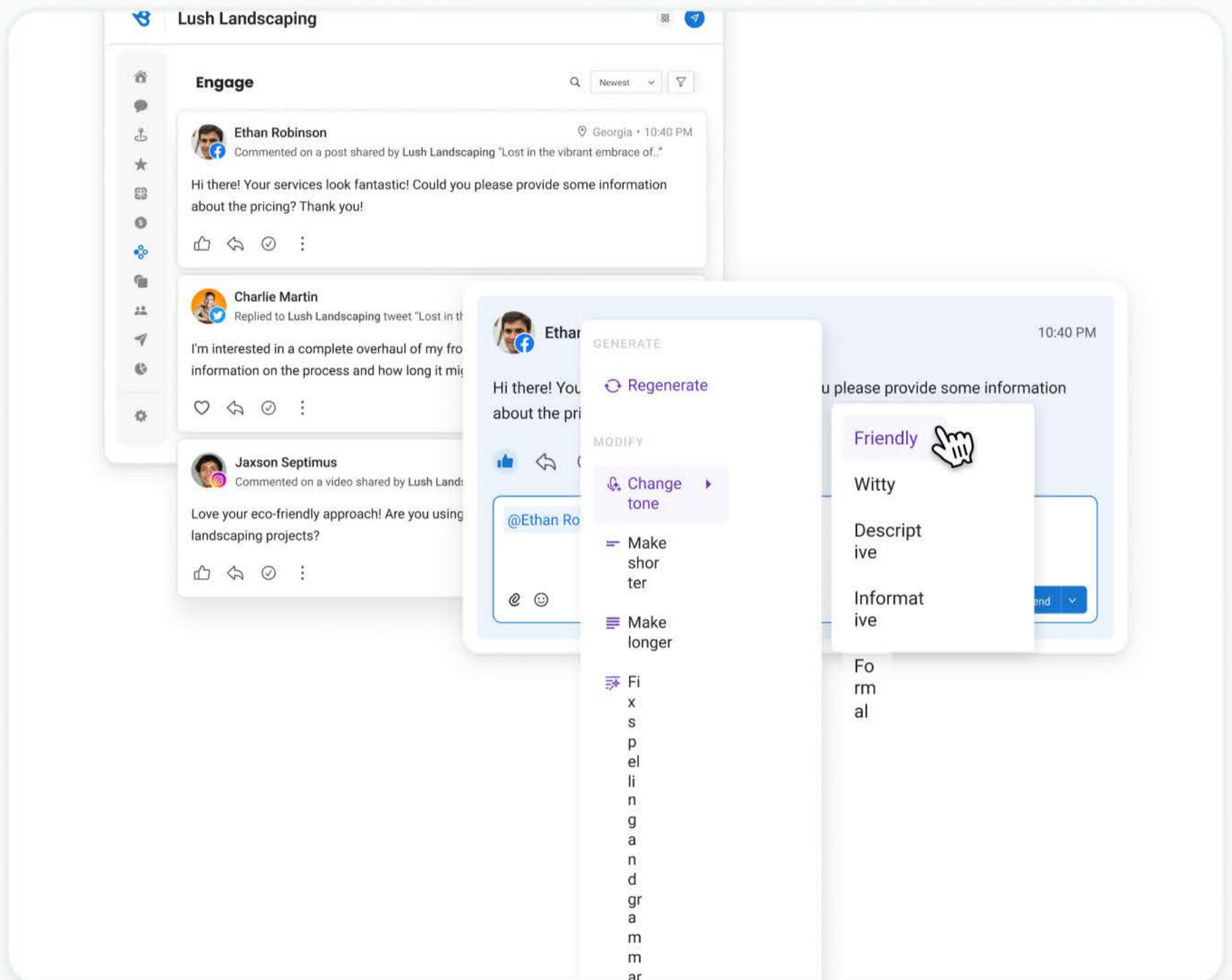
Birdeye solves this by providing a unified dashboard showing all social actions like wall posts, comments, and DMs across Facebook, Instagram, X, YouTube, and LinkedIn. This single comprehensive view ensures you never miss key interactions. You can track engagement holistically, identify trends and areas needing improvement, and respond promptly.



## AI-generated replies

You don't have the time or resources to manually reply to the avalanche of comments and DMs across all of your clients' social profiles. But prompt, tailored responses are crucial for customer satisfaction and brand reputation.

Birdeye's AI-powered replies as a force multiplier, automatically drafting unique responses to common inquiries and messages. This empowers your team to have meaningful engagements at scale and ensures consistent, timely responses. For your clients, this means improved audience trust and loyalty.

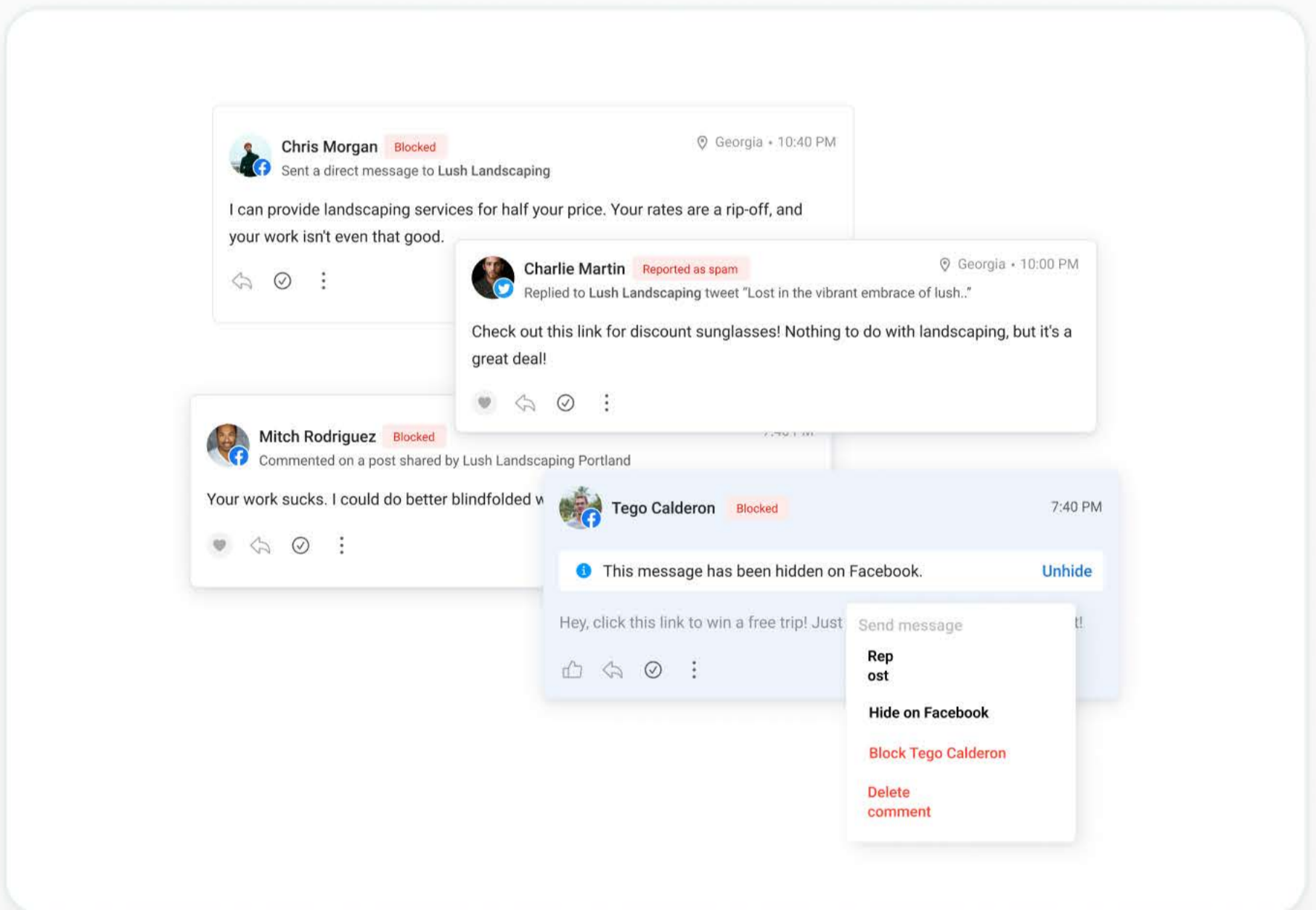




## Moderation tools

Toxic comments and spam can create a domino effect that damages brand reputation, harms your relationships with your clients, and harms your clients' relationships with their customers.

Manually moderating every comment on every post across every channel would require time and resources you probably don't have. Birdeye equips you with robust moderation directly in your dashboard. You can easily hide, delete, or report inappropriate comments in bulk or ban abusive users... all from one place, preserving the positive communities you've worked hard to build.



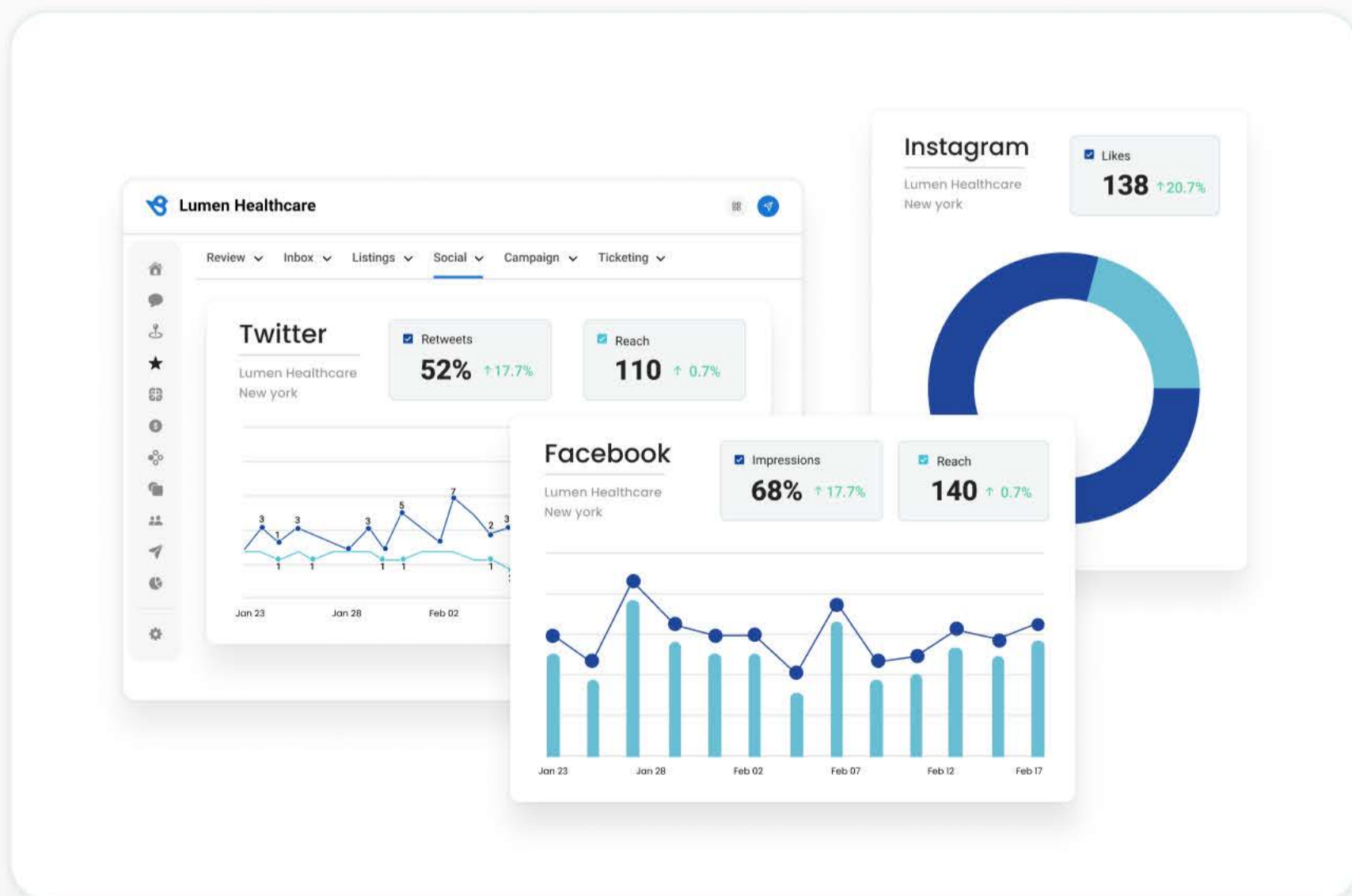
# Efficient, customizable reporting

Data is every agency's best friend – you need a holistic understanding of performance across clients and platforms if you want to optimize your efforts.

## Channel Reporting

Standard platform analytics provide limited views of individual channels. On top of that, you have to manually log in to individual social accounts to check them. Without aggregated reporting, you lack perspective on performance across all of a client's connected social profiles.

Birdeye solves these issues with truly unified channel reporting. Our dashboards consolidate data from Facebook, Instagram, and X, into integrated reports. You gain a holistic view of impressions, reach, clicks, engagement rates, and other key performance indicators in one place. This cross-channel visibility surfaces key trends, opportunities, and areas for improvement you'd otherwise miss

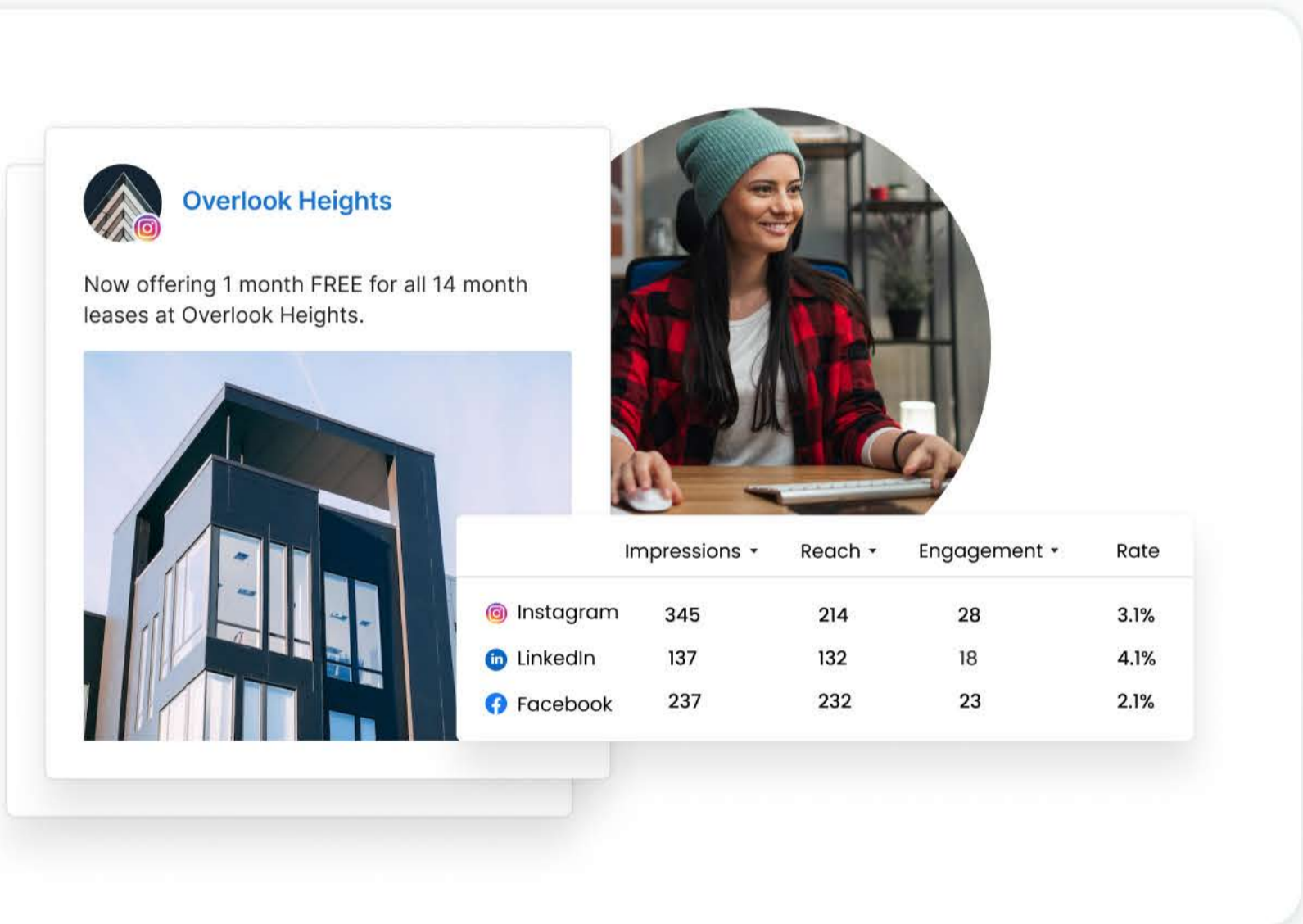




## Top-performing content

Manually sifting through engagement metrics to pinpoint top-performing content is not just time-consuming – it's a logistical nightmare. That being said, identifying your top-performing content isn't optional; it's crucial for optimizing future posts.

Birdeye automates this by identifying top posts by impressions, clicks, reach, and engagement rates. You gain insight into what resonates with each client's audience, so you can publish more of what works and less of what doesn't.



Overlook Heights

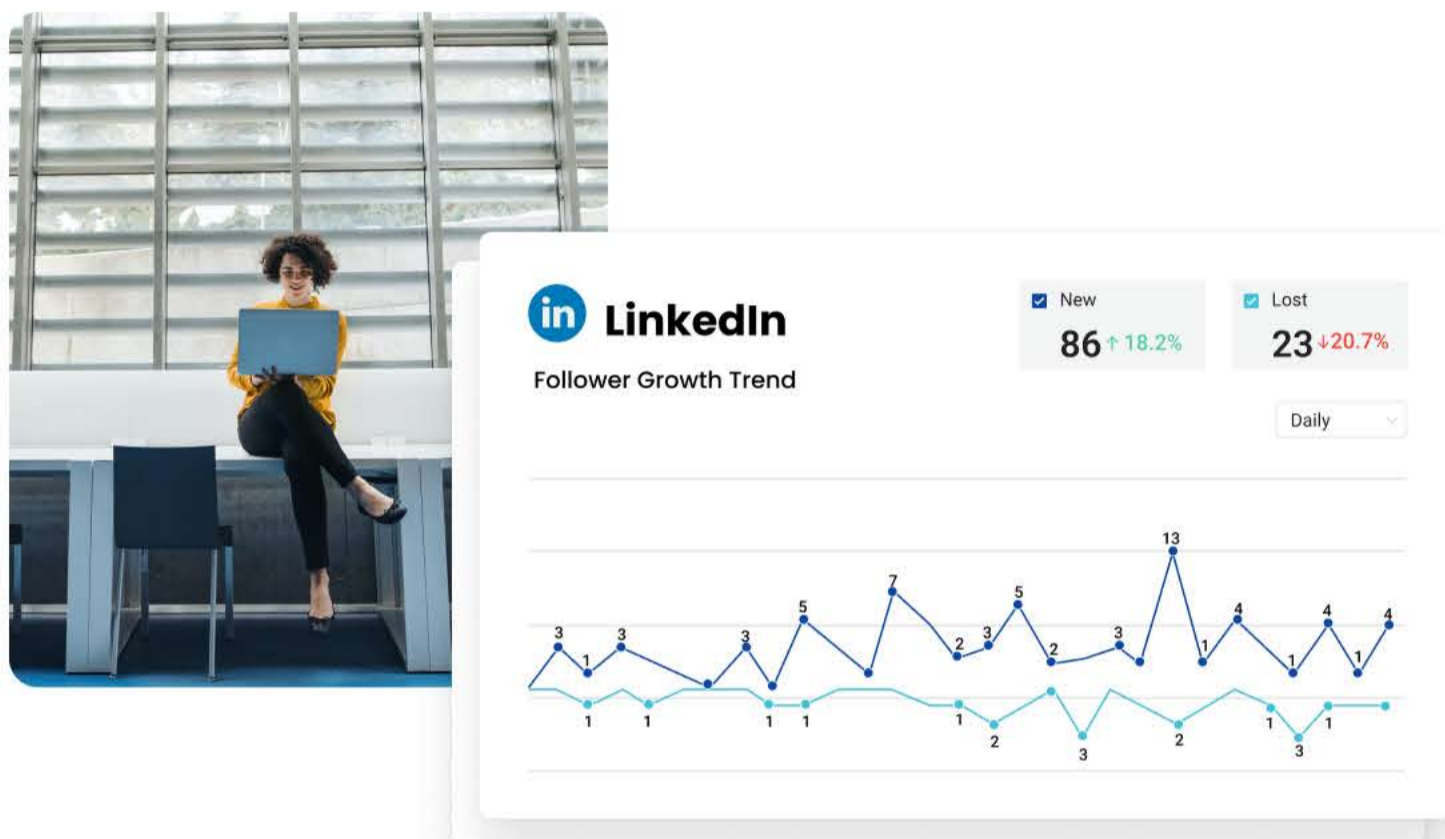
Now offering 1 month FREE for all 14 month leases at Overlook Heights.

	Impressions ▾	Reach ▾	Engagement ▾	Rate
Instagram	345	214	28	3.1%
LinkedIn	137	132	18	4.1%
Facebook	237	232	23	2.1%

## Audience growth tracking

Follower growth is a key metric, but without a clear picture of why followers are coming or going, you risk missing the mark on growth strategies..

With Birdeye's audience tracking data, the reasons behind growth or decline become clear. You keep tabs on follower counts across channels over time and can identify the causes behind spikes and drops. Maybe a campaign resulted in a significant uptick, or a certain post drove the masses away. This visibility empowers you to make informed decisions based on hard data, not just gut feelings.



## Custom dashboards

Data analysis usually means sifting through spreadsheets or generic reports, which can be time-consuming and may not always surface the most actionable insights.

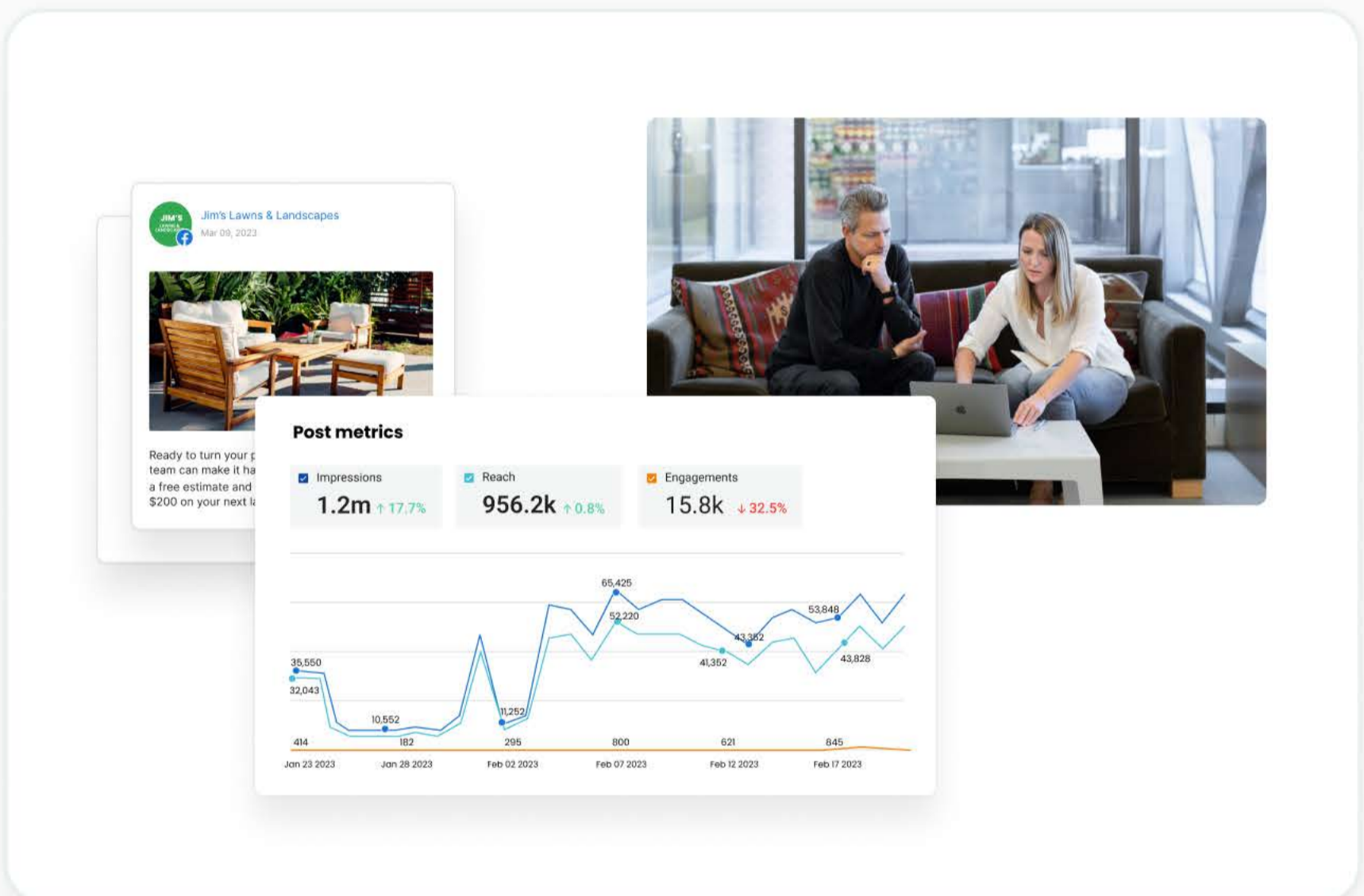
The ideal solution allows you to build customized dashboards highlighting essential KPIs for any team, client, or channel. User-friendly visualizations transform raw numbers into clear, understandable insights, making it easier to identify trends and measure performance. This enhances your strategic planning and better equips you to communicate wins, losses, and the whys behind them to clients.



## Report sharing

Reporting often involves a lot of tedious work — manually compiling data, creating individualized reports, typing up explanations, and then sending them out to each client. It's a lengthy process with lots of moving pieces.

Birdeye's automated reporting eliminates the hassle and empowers efficiency. You can build custom reporting dashboards and schedule email updates for clients on any cadence you choose — daily, weekly, monthly etc. This way, your clients receive the latest performance insights directly without any extra work on your end. It's the epitome of timely, hands-off reporting.



And the cherry on top? Automation keeps clients up-to-date, but you maintain total flexibility and control. For more tailored communication, you can manually generate and share reports with added explanations or insights anytime.



# Consolidate, automate, and centralize with Birdeye

Your team struggles with disjointed workflows, tedious manual tasks, and fragmented data. But despite these obstacles, your goals remain clear: boost revenue and expand your client base while streamlining costs.

It's a challenging balancing act. But with the right tools in your toolkit, you can achieve it all.

With Birdeye, you can smoothly manage more client accounts without expanding headcount. AI and automation eliminate tedious tasks so your team can focus on strategy and client success. And unified data provides visibility to optimize efforts and delight clients.

In short, Birdeye is the agency-tailored solution you need to do more with less and propel your agency forward.





A circular icon with the letters "AI" in purple and blue, with two small stars above it, set against a light green background with a subtle grid pattern.

# Delight clients and accelerate growth with Birdeye

Managing social media marketing for an ever-expanding client roster is complex, fragmented, and labor-intensive. But it doesn't have to be.

With Birdeye's all-in-one [social media management platform](#), you get:

- Unified publishing, approvals, and analytics
- Affordable, scalable pricing that consolidates costs and drives profit
- AI-powered tools that handle tedious tasks so your team can focus on strategy

And so much more.

## It's time to transform the way you manage social media.

[WATCH DEMO](#)

[SEE PRICING](#)

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