

## Three Deep Marketing Increases Operational Collaboration using Clarizen

[Three Deep Marketing](#) is focused on generating leads for its clients through sustainable, technology-enabled processes that accelerate customer acquisitions, increase sales productivity and improve business results. The company takes its name from a proprietary consulting methodology that integrates marketing, sales and creative strategies into one continuous demand chain by aligning relevant messages with the prospect and customer buying process, delivering an ongoing communications process, and measuring and monitoring results to achieve maximum lead generations.



Offering a wide range of services, including strategic brand consulting, search marketing optimization, social media marketing and email campaigns, Three Deep Marketing also provides clients with technology services such as CRM implementation and web analytics. The company's clients are primarily consumer packaged goods brands and home improvement contractors who rely on the company to drive revenue with online consumer marketing and web-to-lead conversion campaigns.

In 2008, Three Deep Marketing found that their project management process, which involved Microsoft Excel spreadsheets and in-person project status meetings, was not efficient enough to keep the talented team accurately aligned and on track. Given the various campaigns that Three Deep Marketing coordinates for clients at any given time, details are at risk of being lost and tasks not acted upon quickly enough to satisfy the high standards that the company sets. Additionally, Three Deep Marketing frequently corresponds with third party vendors on projects, and requires timely and accurate project updates in order to execute successful campaigns.

Three Deep Marketing tested numerous project management tools, but found Clarizen's Software as a Service (SaaS) work management solution to be the best fit for the company's needs. The management team required constant and agile collaboration to allow all participants to adjust to the natural ebb and flow of a project.

Clarizen molded to the company's day-to-day project and long-term success, so much so that the team logs in over 1,000 times a year and opens Clarizen when they arrive in the office, along with email and other critical business applications. The ability to interact, collaborate and make updates throughout the day has become an essential component of the organization's daily project operations.

By giving all project members and third parties access to Clarizen, Three Deep Marketing saves the project management team countless hours by no longer having to transfer notes from meetings into Excel documentation, and then following up directly with various constituents about their individual tasks.

Three Deep Marketing is dedicated to continually perfecting their project process to be as streamlined and fluid as possible, allowing them to seamlessly adjust to customer needs. For this reason, the team finds the Clarizen Microsoft [Outlook plug-in](#) extremely valuable because it facilitates immediate collaboration in a comfortable medium.



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Another benefit in using Clarizen is the ease at which new team members become familiar with the tool and begin using it in their everyday project planning. Training to use the solution takes approximately half a day, and Clarizen's informative webinars allow the management team to focus their effort and time on more value-add activities with confidence that new team members will be brought up to speed quickly.

Clarizen provides Three Deep Marketing with a lasting and long term business benefit by allowing the project team to forecast the process and execution strategy of projects. The team is able to refer historically to campaign deployments within Clarizen to recall what worked and what did not. Further, the team can enter marketing campaign meetings and planning sessions with a solid template for future deployments, based on the specific needs of prospective customers.

*"Clarizen is critical to the flow of my daily operations,"* said Dan Woodbeck, for Three Deep Marketing.

*"The on-demand and real time team collaboration that the solution provides our team is a competitive differentiator by making our projects agile and responsive to the needs of our customers, saving us time and resources, and therefore giving us the freedom to better deliver innovative and effective marketing campaigns."*