

The Bluleadz Team Structure

Our Mission: Transform the way companies market, sell, and service their customers.



DO THE RIGHT THING



EVERYTHING WE DO MUST BE AWESOME



TAKE OWNERSHIP, BE SELF-MOTIVATED & RELIABLE



BE PASSIONATE AND HAVE A CAN-DO ATTITUDE



TREAT EVERYONE WITH RESPECT, HONESTY, & CONSIDERATION

To truly live our core values and actively pursue our mission, we structured our teams in a way that allows our team members to be goal-focused, giving them the opportunity to consistently collaborate, create, test and report to ensure they drive success for their clients.

Our Team of Rockstars

Traditionally, agencies will have an account manager who acts as a liaison between their internal team and the client's point of contact. They usually oversee everything from strategy and project management to client communications and execution.

But we believe that, in order to deliver awesome work every day, our clients deserve more dedicated resources than just an account manager.

Therefore, we support our clients by providing them with eight valuable team members to collaboratively work on their account:



Strategist

Sets client goals, measures performance, develops strategy, oversees analytics and reporting, and hosts monthly or quarterly reporting calls with clients.



Account Manager

Oversees all communications with the client as the main point of contact (including weekly calls) and manages resource allocation (based on our agile approach).



Marketers (2 per team)

Builds and writes campaigns, oversees editorial calendar and SEO strategies, and manages the execution of each initiative.



Designers (2 per team)

Collaborates with our internal team to design and develop various assets that align with current initiatives.



Writers (2 per team)

Ideates, creates, and edits content, including blog posts, content offers, and webpages, to drive results for associated campaigns.

Additional Specialists as Needed



Video



Paid Media



SEO

In order to foster collaboration and keep teams evolving with the latest trends, a dedicated lead is assigned to each department, including content, design and development, account management, marketing and strategy. These departments meet regularly to drive sustainable synergy.

Why Our Team Structure Works

The main goal of our team structure is to provide account continuity. The structure is built to foster a strategy-focused, collaborative mindset that allows for open communication and full alignment between team members and the client.

The benefits we're seeing with this team structure include:

- More dedicated team members per client means better coverage, improved collaboration, and an added focus on results.
- Simplified time management and improved productivity as each person takes ownership of their core responsibilities.
- Encourages a results-oriented mindset where team members collaborate and stay focused on the goal of generating growth for clients.

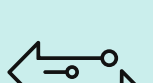


How Our Teams Communicate

Our internal team uses Jira, a project management software to organize sprints, prioritize initiatives on an ongoing basis, and track progress to provide deliverables within deadlines for their suite of clients.

This is synced with Teamwork*, where clients get access to a dashboard where they see all their initiatives and have a direct communication channel with their account manager. Teamwork also provides visibility to our entire team, eliminating gaps in communication and delivering full transparency.

Jira Software



teamwork.

*If you currently use a project management software other than Teamwork, our team will adapt to that system to keep your internal setup running smoothly.