

Case Study

Unlocking Workflow Efficiencies as a Social Media Agency with Tiff Ng from The Social Story

As a social media freelancer or agency owner, juggling multiple platforms and tools to manage your clients' presence on social media can be tricky and time consuming.



From content planning and scheduling calendars, to approvals and analytics, it can be overwhelming, especially when a client's business success is on the line. Plus, finding your niche as a social media agency is what will help you stand out and attract the right kind of clients.

That's exactly what Tiff Ng, the founder of The Social Story, has done. She's carved out her place as the go-to social media marketing agency for purpose-

driven businesses who want to tell their stories in meaningful ways on social media. The Social Story is putting the social back into social media. Tiff believes in using social media to build authentic connections between brands and their customers, encouraging their clients to move beyond superficial metrics and churning out content for the sake of it, encouraging businesses to foster communities through purpose-driven story-telling instead.

With so much at stake, The Social Story needed a social media management platform that is reliable, easy to use, and can scale as their client base grows. With the help of Sked Social, the team has been able to unlock efficiencies, uncover meaningful performance insights, and even expand their roster of clients, too.

We sat down with Tiff to find out more about her journey launching her own agency, what it takes to deliver a stand-out client experience, and the challenges she has faced along the way.



The story behind The Social Story

[The Social Story](#) is a purpose-driven social media agency with a mission to help businesses use their social media channels for good.

Tiff founded The Social Story after realizing there was a need in the market for agencies that prioritized storytelling and community building.

After identifying what she labels as a "key gap in the market for really purposeful marketing in social," she decided to build an agency that would champion this approach, rather than churn out content for the sake of it. That's when The Social Story was born.

From strategy to content creation to scheduling and community engagement. The Social Story is a full-service agency that champions organic content that focuses on building long-term relationships between brands and their audiences.



Using social media to drive impact

Tiff was committed to taking another approach and wanted to attract clients that shared her outlook. “If you are just there to get 5,000 followers, that’s not really our wheelhouse,” reveals Tiff.

For Tiff, the key has been to show the long-term impact of investing in a social media strategy.

“Bringing them along that education journey of why it’s important to invest in a bit of strategy and a bit of help has been challenging but is increasingly accepted,” Tiff explains.



The challenges faced by The Social Story

For Tiff, finding ways to grow her team and client base sustainably has been some of her biggest challenges to date.

CHALLENGE 1: Building a team and utilizing time

As a small team, Tiff was striving to deliver a high level of service to her clients without getting bogged down in manual tasks. After experimenting with different scheduling platforms in the past, Tiff was looking for a solution that would simplify the workflow.

“[Scheduling] has always been a really important part of what we do and how we structure our workflows.” So, Tiff needed a platform that would save her “time and sanity.”

CHALLENGE 2: Coping with a growing client base

A growing list of clients meant a growing to-do list for Tiff and her team. Tiff needed to find the right tools that would streamline the manual aspects of being a social media manager and free up time for her team to do what they do best.

While no two agencies are the same, The Social Story’s growing pains are common for scaling social media marketing businesses. The team had struggled to find a truly all-in-one tool that could manage all the major social media networks and handle a growing number of users and accounts.

As a small business, managing cash flow and costs were big considerations, too. Tiff didn’t want to be hit with unexpected charges, pricing surprises, or additional costs for adding new users to the social media tools her team was using.

CHALLENGE 3: Finding a full featured solution she could trust

Tiff knew from experience in the industry that one of the biggest challenges of managing social media channels is finding a reliable way to schedule all the new and different kinds of content that emerge on social platforms (such as Reels) without being left wondering, “why didn’t those posts go out?”

With years of experience under her belt, Tiff knew what she wanted from a social media management platform, and what she didn’t.

“We really struggled to find the right solution for the clients that we had that was cost-efficient, that covered all of the features that we wanted and was able to kind of show off for, being at the top of social. Being able to jump on new features like Reels was a top priority for us too.”

How Sked Social is helping The Social Story scale with confidence

To grow her agency, Tiff was on the hunt for a scheduling platform that could guarantee posts go out on time, every time. She was also looking to improve the workflow and interconnectivity of her remote team, while also providing the latest functionality to keep her on top of all things social.

And that's exactly what she found with Sked Social.

PROVIDING A SEAMLESS SOLUTION FOR HER TEAM

"Sked has provided everything we need to run our client's social media channels, from the insights to the reporting to the inbox," Tiff says.

Tiff highlighted two of her favorite features; the centralized dashboard that makes analytics a breeze, and the post scheduler for multi-platform posting.

The dashboard visually relays reporting data in an easy-to-digest format. This

allows The Social Story to share analytics directly with their client via a link, or collate it in a client-facing presentation.

The post scheduler tool streamlines workflow by enabling multi-platform posting with customized captions, aligning with Tiff's "strategies of segmenting audiences and tailoring copy for different platforms."

ENABLING FRICTION-FREE CLIENT APPROVALS

To make it easier for the team to work together on producing quality content, and reduce the friction around client content approvals, Tiff put Sked's Teamwork and Approvals feature into good use.

Teamwork helped to keep the whole team on the same page and in the loop on content changes. While Sked's friction-free approvals makes it simple and convenient for clients to review content, request changes or approve posts in just a few clicks.

With Sked streamlining The Social Story's client approval workflows, the team now has added capacity and more time



"We've signed on three new clients in the past month that I don't think we would've had the capacity to service if it wasn't for a platform like Sked."



Tiff Ng
The Social Story

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to review and refine their client's social media strategies.

STREAMLINING COMMUNITY ENGAGEMENT AND MANAGEMENT

Tiff also credits [Sked's Inbox](#) with streamlining her team's community management processes. With a centralized inbox for managing cross-platform conversations, The Social Story has been able to eliminate the pain of handling responses manually from multiple phones, whilst keeping the conversation alive and building engaged communities for clients on social media.

HELPING CLIENTS ACHIEVE SUCCESS

As a full-service social media agency, Tiff and her team needed to track the performance of each client's social media content to assess what was and wasn't working.

With Sked's advanced analytics, The Social Story has the tangible data they need to analyze their client's social performance all on one dashboard, allowing the team to draw valuable insights into audience growth and engagement.

The team can easily showcase their social media skills with robust visual reporting and are able to make data-driven decisions about how to refine each client's social media strategy.

SUPPORTING SCALABILITY AND BUSINESS GROWTH

With the team's internal processes automated on Sked, Tiff and her team were able to save precious time and mental energy, enabling them to prioritize growth goals like winning new business.

Tiff, in particular, has been able to gain much needed room to strategize on scaling and growing her agency.

What's next for The Social Story?

Tiff says her main focus is to keep her team and client base growing, while also educating business owners about how to use social media as a force for good.

Tiff and her team are excited to continue sharing their insights and helping others harness the power of social media to grow their businesses.

"I don't think we're the holders of this knowledge for nothing. We want to get it out there!"

The Social Story has just launched a [social media strategy template](#) to help provide businesses with the tools they need to develop their brand narrative, create purpose-driven content, and activate their story on social media.

Find out more about [The Social Story](#) and how they're helping businesses develop impactful and socially conscious content.



Ready to grow your client base and streamline your service delivery as a social media agency or freelancer?

Discover how [Sked Social](#) can improve your client outcomes. Start a free trial or book a demo today!

Try it now!