

case study:

Scaling a Full-Service Social Media Agency with Jess Nelson from WAY Social

From creating content to managing clients and getting approvals from internal and external team members, social media management is no easy job.



Whether you're working in an agency or you're a freelance social media manager, having the right tools by your side is key to growing your client's following (while scaling your own business).

With the right social media management platform, you can streamline approval workflows, gather deep performance insights and deliver an amazing client experience.

No one knows this better than Jess Nelson, the founder, and CEO of [WAY Social](#), helping companies of all sizes

maximize their social media presence. Their team of social media strategists blend creativity and analytical thinking to help their clients realize the potential of social media marketing.

We sat down with Jess to learn more about how she grew her business, what challenges she faced along the way, and how Sked Social has equipped her with the social media management platform she needed to scale her agency with ease.

Who is WAY Social?

Jess Nelson, the Founder, and CEO of The WAY Social, started her career working in the media industry, first as a local On-Air news reporter and then as the owner of three magazines in her local community, all of which had a social media presence.. Pretty quickly, she began to build skills in social media marketing and realized she could share her wisdom with founders, publishers, and business owners across the country.



Jess turned her passion for social media into a business a little over three years ago, helping entrepreneurs and publishers build brands through the power of social media.

Since then, WAY Social has gone on to help businesses of all shapes and sizes level up their social media presence so they can focus on aspects of their business they are passionate about. They're now operating in 22 different states in the USA, working across 15 different industries, and doing everything from consulting and coaching to social media management, content creation, and analytics reporting.

HOW WAY SOCIAL HAS CARVED OUT A NICHE AS AN AGENCY

Social media has become ubiquitous. Anyone who creates content on social media can technically be called a 'social media manager'. But, WAY Social stands out from the competition through the team's focus and emphasis on strategy.

As Jess explains, "we take such a strategic and analytical approach to social media. We don't just want to have a pretty feed and nice written captions, but we want our clients to see growth."

In practical terms, this means Jess' team are able to use data and insights to track content performance and make informed decisions about how to refine each client's social media strategy.

The WAY team refer to themselves as social media strategists, meaning the focus on strategy first and social media management second. By digging into the analytics of each account they manage, the team are able to make data-driven adjustments to captions, creative and even when they post their client's content.

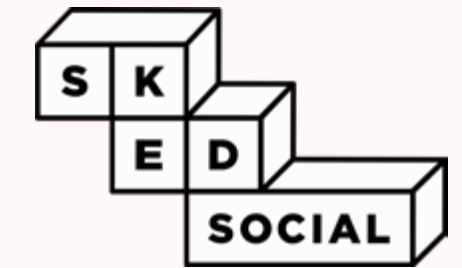
The challenges faced by WAY Social

For Jess and her team, finding the right solution to **manage client collaboration and approvals was a massive challenge.**

They needed a way for clients to have visibility of the content they were producing, to collaborate through the review process, and effectively manage revisions and approvals.

Jess also wanted a tool that could provide her team with **one single dashboard** that gave the full story with **advanced analytics**, not just a few metrics.

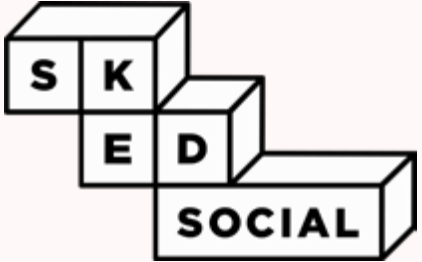
Plus, Jess was looking for a simple way to **manage and collate user-generated content (UGC)** for client events happening outside of where the WAY Social team are based. The team recognized the significance of prioritizing building relationships for their clients with their local community, and UGC is a key strategy to establish and demonstrate real connections at the local level.



"...We don't just want to have a pretty feed and nice written captions, but we want our clients to see growth."



Jess Nelson
WAY Social



How Sked Social has enabled WAY Social to grow and scale

Finding a platform that could handle everything from collating UGC to streamlining client approvals and offering in-depth reporting proved a challenge, until she discovered Sked.

1. SIMPLIFYING COLLABORATION

Before using Sked, Jess’s team of seven was using too many tools which were adding stress and wasting time. Recognizing the need to simplify things for her team, Jess took on her team’s feedback and found a solution that would make it easier for everyone to have the right resources to work effectively.

“Once we really got into working with Sked, I could feel this sense of relief from everybody on my team because they felt like things were easier for them. They weren’t as stressed out, and attention to detail was stronger because they weren’t having to hop around to a bunch of places.”

Improved internal collaboration hasn’t been the only benefit from using Sked. The approvals workflow has enabled Jess and her team to give their clients a friction-free approvals process, giving her clients the confidence that they get to have their say before any content is published. . Jess continues to receive positive feedback

from her clients on the experience. . With manual tasks taken off their plate, Jess’ team is spending less time navigating a demanding workload and unlocking more time to strategize new ways to help clients find success on social media.

2. IMPROVING REPORTING AND ANALYTICS

With Sked’s advanced analytics and a two-year historical lookback period, Jess and her team are able to analyze trends and provide tailored strategies to each client for continued growth.

“We’re able to look at more insights... and more data that breaks things down further than any other platform we’ve used before. We’re able to provide a stronger strategy because of the information that Sked provides us.”

3. STREAMLINING THE UGC PROCESS

WAY Social also needed a platform that could simplify the process of collating and repurposing user-generated content.

With Sked, having to be physically located in the client’s community, or spend hours scrolling through their clients’ tagged posts became a thing of the past.

The team is able to easily curate UGC through hashtag and creator search, save to each client’s Library collection and effortlessly share to their social channels.



Leveraging a social media suite (with all the right benefits)

Not only has Sked solved some of Jess' biggest challenges, but her team has scored access to a range of time-saving benefits. WAY Social's analytical approach feeds through to the way Jess runs her agency and tracks productivity, and she's seen continual improvement in how much time her team are spending on each task since switching to Sked.

From smart caption-writing tools to streamlined ways to gather client feedback, these are just some of the ways Sked has helped WAY Social to build efficient workflows.

AI CAPTION GENERATOR: CAPTIVATE

Caption writing can be one of the most difficult parts of a social media manager's job. It's hard to always think of new and enticing captions, what emojis to use, and what high-performing hashtags are the best fit for each post. Powered by the same technology that underpins OpenAI's ChatGPT, Sked's **Captivate AI caption tool** has made it easy for Jess to create winning captions for her clients' social media posts.

Having tested multiple AI caption tools prior, Jess found Sked's AI caption generator easy to use and produced captions that felt authentic and specific. As Jess explains, "we are huge fans of Sked's new caption generator tool because we write so much content with all the different clients that we work with."

Take this example: "We'll do like a promotional post for an HVAC company in Tucson, Arizona, and I know nothing about HVAC but with this caption tool, my team is literally able to go in there and say write a caption promoting HVAC services for hot weather in Arizona."

CLIENT APPROVAL LINK

Sked's client approval link saves Jess, her team, and her clients time by allowing everyone to work together seamlessly, review upcoming posts and check the status of approvals from one single dashboard. Clients, in particular, have been delighted with the experience.

"Having that feature and the simplicity where clients can click that link and see their approvals makes our clients feel really involved in the process - after all it IS their voice and their business. We love that they can come back and view their upcoming calendar of content at any time!"

INSTAGRAM REELS AND STORY AUTOMATION

With a growing focus on video content on social media, it's never been more important to develop a strategy to produce and publish video content. But, finding a social media management tool that keeps up with social media trends and the latest platform features can be really challenging.

As Jess tells us, "automation is a huge one for us because we do try to implement a tonne of video content for our clients. With different trends and the growth that

we're seeing in automation, it's great to be able to add link stickers right at the point of scheduling. We love that Sked has the ability to auto publish reels - this saves us so much time by not having to log in and out of dozens of client accounts every day to manually post our reels."



CUSTOMER SUPPORT AND INNOVATION

Previously, Jess has found it hard to get in touch with customer support from the platforms her agency relied on. This can be really challenging when there are urgent issues that need to be addressed and solved for her clients. Fortunately Sked is a cut above.

“Sked’s customer support is probably some of the best customer support I’ve ever had in anything, even outside of business,” tells Jess.

In most cases, Jess receives a response to any customer service requests within the hour, giving her the confidence that Sked’s team are on-hand to help her navigate any questions that might arise.

KEEPING PACE WITH NEW SOCIAL MEDIA UPDATES

Social media is always evolving with new updates and features on every platform. It’s important that agencies, professionals, and social media tools alike are reacting and responding to those changes to deliver the best possible service.

Jess explains, “the other thing that’s awesome is that Sked is continuing to evolve and add new features. The team are really on top of it.”

With new features and tools constantly being rolled out, Sked enables WAY Social to harness the latest platform features and never miss a beat.

ENABLING A NEW SERVICE OFFERING

As a bonus, Sked has given Jess an opportunity to offer a new consulting package for clients who are looking for guidance in social media. Sked’s unlimited user plans has allowed them to advise their clients through different seats on the platform.

“We wanted to be able to meet businesses where they’re at, whether they need full management or they just need guidance. We wouldn’t be able to do that without Sked.”

This has been a huge gamechanger for Jess and team, as “Sked gives us the ability to be an accountability partner for these businesses that are really trying to

learn and continue to educate themselves on social media marketing.”

WHAT’S NEXT FOR WAY SOCIAL?

A big priority for WAY Social is educating their clients about the opportunities of using social media marketing, as well as acting as a full-service agency that can take these tasks off business owner’s plates.

With Sked on their side, Jess and her team have their sights set on going full steam ahead on helping businesses of all sizes get the most out of their social media presence.

Want to contact Jess and the team at WAY Social? Just visit [WAY Social](#), or follow [Way Social on Instagram](#).



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