rocketbike

ABOUT THE CLIENT

RocketBike is an ecommerce agency specializing in digital advertising, Amazon advertising, and design for DTC product brands selling on Amazon or Shopify.

RESULTS

Better planning
Scheduling became a breeze

Increased speed
Rolling out tasks faster using templates

Build a more **productive**, **profitable**, and **healthy** agency by streamlining your operations in ClickUp.

Book A Call with ZenPilot

How ZenPilot Helped RocketBike Transform Their Team's ClickUp Usage and Buy-in

"Incredible experience—changed a lot of our agency's thinking along the way. Worth every penny. I feel like I talk about them all the time."

Molly Whelan
Producer, RocketBike

Overview

RocketBike had been using ClickUp for a few years and knew they could be getting more out of it. They wanted to systematize and streamline how they were using it.

They hired ZenPilot to audit the way they used ClickUp, provide a blueprint how to improve, and implement the new structure directly in their ClickUp workspace.

Solution

- Analyzed RocketBike's current system to learn about their needs and current ClickUp usage.
- Co-created a Process Prioritization spreadsheet where processes were broken down by service lines, departments and delivery roles.
- Created a custom Blueprint for the changes RocketBike should make to their ClickUp structure.
- For implementation, ZenPilot provided two dedicated team leads who guided RocketBike through the process via regular meetings + on-demand video materials and walkthroughs.
- Helped RocketBike troubleshoot any issues that came up during the process.

Results

- RocketBike gained a much better idea of how much they can take on each day.
- The agency saw improvements in scheduling and capacity planning.
- Employee buy-in on the usage of ClickUp increased, leading RocketBike to reap the increased benefits of keeping their work centralized and standardized.
- New templates allowed the Production Department to spend less time tasking out projects and quickly roll out each month/instance need.
- The changes at RocketBike resulted in a project management mindshift of the whole agency.