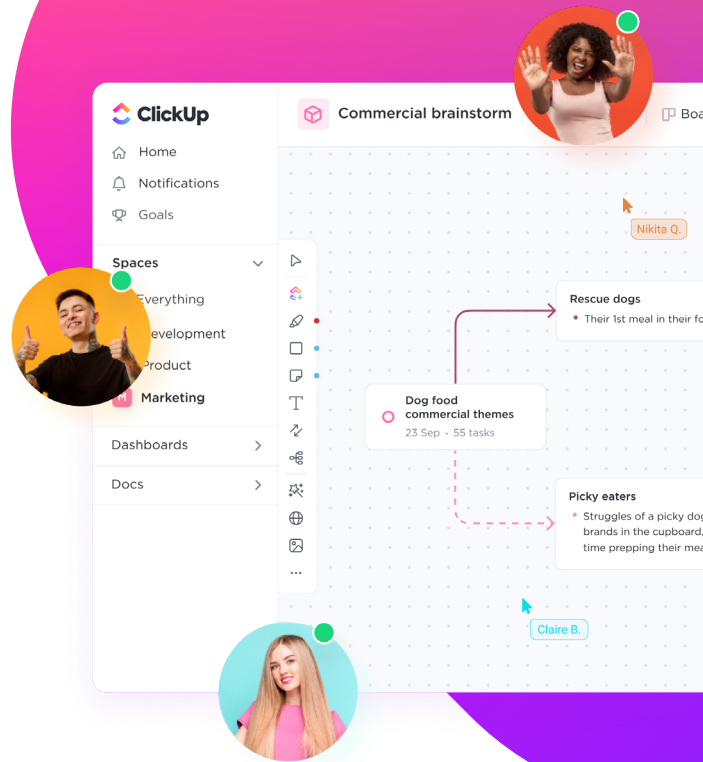


Graphite delivers 12x more content with ClickUp

[Graphite](#) is a technology-enabled growth agency that helps build premium content and search engine optimization (SEO) strategies for consumer and enterprise companies like MasterClass, Medium, and Robinhood.



**12x increase in article production
(from 25 to 300 articles per month)**



2,000 articles in total created leveraging ClickUp



2 hours saved each week by reducing meetings



**15-20x reduction in Slack messages for
content production**

01

The challenge: Tools with limited functionality hindered the content creation process

Graphite has grown significantly in recent years, expanding its content services to include article writing and increasing its client roster to serve customers around the globe. The company needed a user-friendly software solution to help keep track of its complete content pipeline, so that all stakeholders could engage in the process with ease.

As Graphite grew, the company's existing tools made it difficult to manage tasks that required information to flow to stakeholders who needed different levels of visibility into project work.

The tools also did not provide enough flexibility to add critical project information to tasks. The Content Team needed a tool that would allow them to add as many dates, reviewers, or text boxes as necessary.

Finally, team members could not receive notifications and historical updates from the existing tools, which hindered their ability to ensure every task was being handled. The need for these updates was critical to provide accountability for stakeholders' work on articles.

"We recognized that this deficiency was limiting our collaboration and productivity," says Ethan Smith, CEO at Graphite.

To manage growth and address its challenges, Graphite needed a platform that could help the company manage content creation seamlessly.



"We not only started writing articles, but we decided to do so at scale, so we needed a robust platform that could easily adapt to our increasing number of deliverables. ClickUp was the best choice."

CRISTINA WILLSON, DIRECTOR OF CONTENT, GRAPHITE

The screenshot displays the ClickUp dashboard interface. On the left is a navigation sidebar with options: Home, Notifications, Goals, Spaces, Dashboards (selected), My Dashboard, Shared dashboards, and Docs. The main dashboard area is titled 'Dashboard' and includes several widgets:

- Sprint 1:** A line chart showing progress over time, with a red line and a dashed trend line. The y-axis ranges from 0 to 20.
- Tasks left by week:** A stacked bar chart showing the number of tasks in different stages (Done, Design, Dev, In progress, Open) across four weeks. The y-axis ranges from 0 to 50.
- Project status:** A pie chart showing the distribution of tasks across different stages: DESIGN 2, DEV 3, and DONE 5.
- This week priorities:** A list of tasks with a red flag icon, including 'Update contractor agreement'.

02

The solution: Driving output with improved content pipeline efficiency and visibility

On its quest to find a user-friendly solution, Graphite tried several tools like Airtable and Monday. Then the company found [ClickUp](#), which worked best for managing its article pipeline. Today, Graphite leverages ClickUp to run its entire content creation engine. ClickUp benefits the organization in several key ways.

Improved content production with greater workflow visibility

Graphite leverages robust features like ClickUp [Custom Statuses](#) to track the status of articles the team is writing, which provides the company with much needed flexibility. The writing process sometimes entails two revisions or different types of approvals on articles, and ClickUp gives the team the options they need to communicate pertinent details related to each stage of every project.

Graphite also uses ClickUp [Task Templates](#) to keep content brief files and assets organized in a centralized location so they're easy to find and review. The team can now access historical data on task movements, as well, so they never lose any historical information on project progress.

3 hours saved weekly thanks to streamlined article production process

Since implementing ClickUp, Graphite has eliminated almost all back-and-forth communication in external tools like Slack.

"Our article production pipeline for each client has at least six stakeholders, and thanks to ClickUp, just by sending one to two messages in Slack, this group of people can produce up to six articles every week," says Cristina.

Graphite also eliminated a 30-minute meeting the team used to hold to assign weekly tasks. Now, the head of the department assigns tasks in ClickUp on Fridays without the need to meet.

The entire article pipeline process has been shortened. Before ClickUp, team members had to wait to receive confirmation that content was approved. With ClickUp [Automations](#), they immediately receive notifications regarding approvals and can move articles along to the next stage of production.



ClickUp allows our team to do their best work by optimizing processes to ensure on-time delivery, driving impact.

ETHAN SMITH, CHIEF OPERATING OFFICER, GRAPHITE

Doc controls and permissions simplify client collaboration and drive efficiency

With ClickUp, Graphite no longer struggles to manage content permissions at different stages of the article pipeline. The company can now easily create lists and folders for client content projects. The team has the ability to move articles between folders with different permissions thanks to ClickUp's [Advanced Sharing & Permissions](#).

"We can change the permissions and have different clients use the same template without sharing unnecessary information," says Cristina Willson, Director of Content at Graphite.

Now clients do not see articles while they're still in creation, which eliminates the problem of Graphite starting to receive feedback too early in the process. Using separate internal and client-facing folders means clients only receive an article when it's ready for their approval. This makes the entire content creation process more efficient.

03

The conclusion: What's next for Graphite? Delivering content at scale for clients worldwide

By leveraging innovative tools like ClickUp, Graphite is committed to driving growth and success for its clients. The company prides itself on delivering premium solutions that make a significant impact on its clients' success.

Graphite now has the powerful content management platform it needs to scale operations and serve global clients more effectively, paving the way for continued growth in the future.

< Back



Cumulative flow

Amount of work at each stage in sprints.

Sprint source

Goal ▼

Goals

4 sprints ▼

Time period

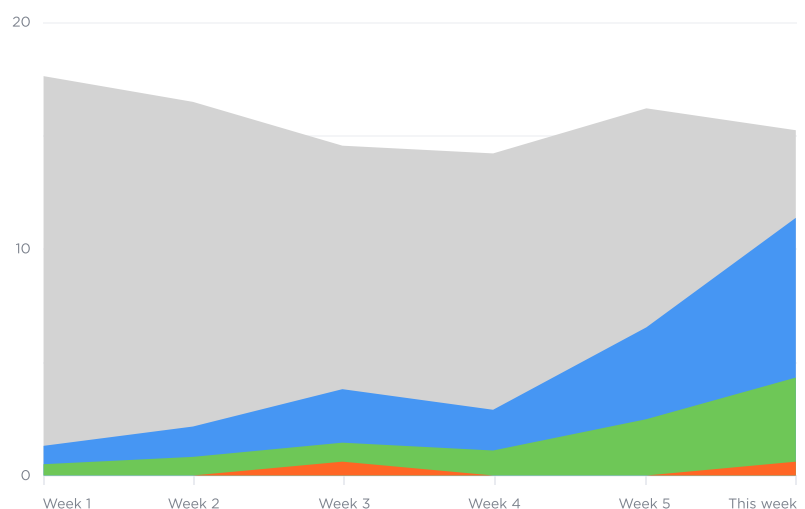
10/1/19 📅 11/10/19 📅

Amount of work

Number of tasks ▼

Include subtasks

Workload



Add Widget

The results

Since adopting ClickUp, Graphite has been able to automate processes, streamline workflows, and enhance collaboration with clients. ClickUp's user-friendly interface and automation capabilities allow Graphite's teams to track project timelines, assign tasks, and generate reports, ensuring that the company delivers high-quality services that exceed clients' expectations.

The team can now execute 300 articles per month and have produced 2,000 articles in total by leveraging ClickUp. In addition, they save two hours per week that used to be spent in meetings, and send 20 times fewer Slack messages (2 as opposed to 40).



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The image displays a collage of screenshots from the ClickUp interface. The central screenshot shows a 'Release Project' chat window with a 'Commercial brainstorm' whiteboard. Below it is a '2023 Roadmap Doc' with various sections like 'Q1 2023' and 'Speed & Performance Optimization'. To the right is a 'Page Details' panel with options for font, size, and width. Three circular profile pictures of team members are overlaid on the interface.