



# DKC Connect Eliminates Excel Content Calendars & Works Smarter With GAIN

## About DKC Connect

DKC is one of the top 10 independent PR agencies in the United States. DKC Connect, the digital arm of the NYC-based agency, specializes in creating online communications strategies unique to each client's needs. DKC boasts global clients such as The Weather Channel, Delta, FOX, New Balance, The USO, and more.

## The Challenge:

Before GAIN, DKC Connect would send clients or content approvers social media content in Excel spreadsheets. This format was error-prone (as it required manual entry and copying/pasting) making it difficult for clients to know how posts were going to look once published as the text and media had to be reviewed individually. DKC Connect needed both an easier, faster way to present content previews to clients and to improve their content approval workflow with an automated solution.

## The Solution: GAIN

GAIN helps DKC Connect eliminate content creation in spreadsheets for social media platforms and any excessive emailing back-and-forth to gather feedback. Now DKC Connect can create all of their content in one place and in that same place Clients can review real-time post previews of how the desktop and mobile versions will look like once published. Clients can leave their feedback right on GAIN, eliminating the need for any follow-up emails.

# 150

Number of social media posts DKC Connect creates per month using GAIN.

# 10-20

Number of DKC Connect team members that use GAIN on a daily basis.

# 40

Number of hours DKC Connect saves per month on content approvals from clients/stakeholders using GAIN.



With GAIN, DKC Connect saves 75% of the time they used to spend on content approvals.

## Why DKC Connect Chose GAIN



“Now that we use GAIN, we spend more time on analytics. We don't have to spend all of our time on content; instead, we can take more time to see the effect the content has, view reports, tweak campaigns, and work on client strategy. Execution now takes 5 minutes, so we can spend more time being smart.”

– Whitney Little, Vice President, DKC Connect.