MinneApp Uses MindMeister to Save Time, Ensure Quality, and Service More Clients.

SUCCESS STORY

REGION

USA

INDUSTRY

Internet Marketing

WEBSITE

www.minneapp.com

- Reduced turnaround time by 77%

- Ability to do quality check before delivery

- Collaborative, simple and easy to use

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"I never found them (other mind mapping solutions) as simple and easy to use...MindMeister allows us to take complex thoughts and see exactly how they should relate to each other." **- Espree Devora,** Entrepreneur

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California based entrepreneur Espree Devora, known as "The Girl Who Gets It Done," launched MinneApp, an internet marketing agency, with a full waiting list of clients for her online marketing skills. She began as a business owner in her early 20s, and is a self described visionary, quick to see an opportunity in just about everything and everyone she comes in contact with.

To keep track of all tasks Espree says, "I used to use a giant dry erase board. When it got full, or I needed to take notes out of the office I'd take a photo of it, and start all over again." MinneApp, formed earlier this year, offers services designed for today's small businesses; SEO, website development, ecommerce and strategic marketing. MinneApp's tenet is simple solutions that are

delivered on time. And when they say they can deliver on time, it's not just a promise, it's a guarantee. With so many ideas, projects, and plans simultaneously taking place, MinneApp needed a better way to organisze and collaborate. Espree admitted to using other mind mapping solutions prior to MindMeister but "…never found them as simple and easy to use."

Together, Espree and prospective clients map out what they want to achieve and how they can get there. Espree can easily throw out 50-100 ideas in a single session, her mind maps often get quite expansive by the end of the consultation.

The first step is to organize a mind map of disorganized ideas, focusing on connections and a logical progression of workflow. Then Spencer creates individual clusters for each section of the project. Using the collaborative tool, Espree can check in on these individual branches to see what stage of development Spencer is at and vice versa.

"In addition to speeding up our processes, MindMeister also serves as a quality check before delivery," says Espree. "We've found things missing that we simply would have overlooked without the mind map. Since it's all there in front you, it's easy to go straight down the list, placing a check mark next to each component as it's completed."

Prior to implementing a MindMeister mind mapping solution to their business, Espree and Spencer estimated that a "from the ground up" build for clients took nearly 3 weeks to complete. "When the client has the content ready to go, it certainly helps, but there's still a lot of things to be put in order," comments Espree. Since using a MindMeister solution, MinneApp has been able to significantly reduce their turnaround time by 77 percent, or 16 days. Espree relates a recent story where the client was acquired on a Wednesday, by Friday the mind map was in place, and by Monday evening, the project was submitted to the client for approval.