

# A Creative Agency's Productivity Toolkit



## ■ Introduction

Creative agency teams are spread around the world today, with teams relying on technology to help bring everyone together, brainstorm as a group, manage projects throughout their life cycles, and deliver stellar service to their clients. Agencies also need a way to smoothly incorporate these tools and apps into their daily workflow, and an easy way to keep everyone on the same page.

In this E-Book, we'll dive into the various apps we recommend for productivity, communication, brainstorming, and more, and how you can integrate with them and incorporate them into your workflow on a [Vibe Board](#).

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## ■ Productivity Apps for Agencies

As an agency, your team is likely juggling a dozen or more projects at once. You need a way to run effective meetings among your team and with your clients. You need a way to communicate across your team, which can become even trickier when working with contractors on various projects. You need spaces to brainstorm and collaborate and ways to make that brainstorming and collaboration function across team members who may be working remotely or from a different office. You likely need creativity and productivity tools that can help you complete your work and present it to clients, and of course, project management and file storage tools.

All of these tools, and many others, are available for agencies on the [Vibe Board](#). Let's look at the productivity apps available for download, and how you can incorporate them into your daily workflow with a Vibe Board.





## ■ Hosting Meetings

For teams spread across various locations, there are a few important considerations to keep in mind when deciding on a single video conferencing tool to use across the organization. It's best for everyone to stay on the same page when it comes to video conferencing tools so that there are no surprises when a meeting starts and someone has trouble figuring out how to share their screen because they're using an unfamiliar tool.

### 6 Must-Have Features for a Video Conferencing Tool:

- Screen sharing
- Meeting recording
- HD video and audio
- Live chat
- Ease of use
- Sizable participant display for larger groups





### Google Meet

Google Meet is one of the most popular video conferencing tools, enabling users to meet with one click from a Google Calendar. Download Google Meet on the Vibe App Store to use on your Vibe Board.

#### Pros:

- The same protections that Google uses to safeguard your information and privacy
- Meetings can be live-streamed to up to 100,000 viewers within your domain
- Join an online video conference from any device on any modern web browser—no software to install
- Adjusts to your network speed, ensuring high-quality video calls
- It makes meetings more accessible with live captions

#### Cons:

- The Business Standard plan for Google Workspace costs \$12/month, but this also includes all other Google Workspace tools like Gmail, Drive, Calendar, Chat, and more
- Meetings can only be recorded from an internet browser, not the Google Meet app



### GoToMeeting

GoToMeeting may not be as well known as video conferencing counterparts like Google Meet and Zoom. However, this tool still packs a punch with industry-leading uptimes of 99.995% and almost 90% fewer outages and issues over the course of the pandemic—download GoToMeeting on the Vibe App Store to get started.

#### Pros:

- AI-backed HD video
- Enterprise-grade security
- Share documents in real-time
- Commitment-free for 14 days
- Attendees don't need to download an app to join your meeting
- Most plans include unlimited cloud recording and storage

#### Cons:

- Annual plans cost at least \$12 user/month
- The chat option is limited to chatting within the meeting—no chat rooms outside of meetings



### Zoom

Zoom shot to household name status over the course of the pandemic, but is it the right video conferencing tool for your team? Check out some of Zoom's pros and cons and download Zoom from the Vibe App Store.

#### Pros:

- Host webinars broadcasting to up to 10,000 attendees
- Includes a free option with unlimited 40-minute meetings
- Integrates with Google Calendar
- Scalable for smaller businesses or businesses experiencing growth
- High ease of use and familiarity among the population

#### Cons:

- The starter plans are competitively priced, but businesses that choose to subscribe to additional features will experience much higher prices
- Meeting attendees must download an app onto their browser to access Zoom
- Security issues concerning meeting privacy and comment control



### Microsoft Teams

If you already use Microsoft Teams as a messaging tool, then it may be the best choice for your team as a video conferencing tool as well. You may also already have access to this application if you are an Office 365 user. Check out Microsoft Teams on the Vibe App Store.

#### Pros:

- Host secure video calls with the ability to mute noise, remove uninvited attendees, and designate presenters
- Hold meetings for up to 1,000 attendees and broadcast webinars to up to 10,000
- Host video conferences in a virtual shared space, with environments including a café, resort, lounge, etc.
- Instantly connect with meeting attendees who do not have the Microsoft Teams app
- Videos and chat both exist in the same tool, meaning there is no need for separate video conferencing and chat tools

#### Cons:

- Potential security risks if external, unmanaged devices connect to Teams and potentially steal or compromise data
- Channels are limited to 200 public and 30 private channels per team



### RingCentral

RingCentral has existed as a communication and collaboration tool since its founding in 1999. Now a cloud-based communication and video conferencing platform, RingCentral provides free unlimited video meetings for businesses without the 40-minute time limit that tools like Zoom include.

#### Pros:

- Integrates with popular third-party software like Google Workspace and Office 365
- Free, unlimited meetings
- Join meetings from anywhere, including the RingCentral app or your browser
- Easily switch your meeting over to another device
- Look sharp with HD video

#### Cons:

- RingCentral is not as well known today, meaning some meeting attendees may have trouble accessing it
- Popular add-ons, like Single Sign-on, extra cloud recording storage, and popular business integrations, are available at \$14.99 user/month.



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## Team Communication

Whether your team is all in-person, all remote, or a hybrid mix of both, keeping your team connected is a massive feat. Luckily, team communication apps help you easily build and maintain group collaboration. When choosing a team communication tool, keep a look out for the following features:

### 5 Must-Have Features for a Team Communication Tool:

- Ease of Use
- App Integrations
- Security
- Easy Search Tool
- Video Meetings and Audio Calls





### Google Meet

As Office 365's core communication tool, Teams has been rapidly adopted by offices already invested in Microsoft products. The app can also be used as a video conferencing tool. Check out Microsoft Teams on the Vibe App Store.

#### Pros:

- Easily share PowerPoint, Word, Excel, and other Office 365 files
- Works on desktop and mobile
- In-app calendar for organization
- Allows for individual and group chats
- Screen sharing

#### Cons:

- You'll need an active Microsoft subscription to use Teams
- Confusing user experience
- Limited number of channels



### Slack

Slack, the staple of many start-ups and tech offices, has its origins as an internal tool for an online game, Glitch. Now, Slack is a streamlined communication tool built for instant messaging and intent on app integrations. Download Slack on the Vibe App Store.

#### Pros:

- Quick and easy voice calls (called huddles)
- Works on desktop and mobile
- Unlimited private and public channels
- Integrates with hundreds of apps
- Drag-and-drop files, images, and videos into chats

#### Cons:

- The free plan only allows for 10 app integrations
- Slack can cost up to \$15 user/month



### Wechat

WeChat is a 3-for-1 deal: it's an instant messaging app, a mobile payment app, and a social media app, all in one. In fact, WeChat is China's largest social network and can be key to international business. Check out WeChat in the Vibe App Store today.

#### Pros:

- Free
- Simple file sharing
- Ease of use
- Voice and video calls
- Available on mobile devices

#### Cons:

- Weaker security and data privacy
- You'll need a current WeChat user's referral to create an account



## ■ Brainstorming/Collaboration

Brainstorming is an integral part of any creative agency. Just as many great ideas have started as notes jotted down on a napkin, countless others were formed in exciting and productive brainstorming sessions. Before you decide on a brainstorming tool, make sure it has these qualities:

### 5 Must-Have Features for a Brainstorming Tool:

- Ease of Use
- Sharing
- Easy File Import/Export
- Real-Time Collaboration
- Templates



#### Vibe Canvas

[Vibe Canvas](#) brings real-time collaboration to new levels with its online whiteboard. The app allows users from any location and any device to work on the same infinite canvas and features Smart Text and Smart Shape to clean up any messy handwriting or drawings. Explore all that Vibe Canvas has to offer on your Vibe Board today.

#### Pros:

- Automatically saves work in the cloud
- Multi-device support
- Pre-made and custom templates available
- Easy annotation & commenting
- Export files to Gmail, Slack, OneDrive, Box, and more

#### Cons:

- Subscription-based, although free plans are available
- While available online, Canvas works best with a Vibe Board

## Creativity/Productivity

Creativity helps bring all your big ideas to life. It's what gets you from ideation to action, so you can push projects forward with enthusiasm. That being said, not everyone approaches their creativity in the same way. Finding the right tool that works for every team member can seem tricky, but you have plenty of options in front of you.

### 3 Must-Have Features for a Creativity/Productivity Tool:

- Ease of Use
- Sharing
- Multi-Device Support





### Adobe Draw

Adobe Draw, the mobile app version of Adobe Illustrator, is a fantastic tool for scalable vector designs, which makes creating line drawings and taking quick notes simple and straightforward. Check out Adobe Draw on the Vibe Board.

#### Pros:

- Syncs your designs across Adobe Creative Cloud desktop and mobile apps
- Vector-based app
- Comes with 5 pens, 1 eraser, and 10 drawing layers

#### Cons:

- Adobe Draw was discontinued for iOS and Android
- Doesn't support complex brushes or more than 10 layers



### Creative Cloud

Adobe Creative Cloud is a collection of apps made for graphic design, video editing, web development, photography, and some cloud services. With over 20 applications included in the Creative Cloud, users can work with a myriad of tools to get their ideas across. Download Creative Cloud in the Vibe App Store today.

#### Pros:

- Tools for photo, graphic design, video illustration, UI and UX, and more
- Comes with templates and tutorials
- Multi-device support
- Offers subscription bundles

#### Cons:

- Monthly subscription costs can reach up to \$84.99
- Inconsistent app upgrades



### Microsoft Office

Microsoft Office is a family of software apps you may already have access to. Office 365 includes PowerPoint, Excel, Word, Outlook, OneDrive, Teams, and more. Get started with Microsoft Office on your Vibe Board.

#### Pros:

- Multi-device support
- Encrypted and secure data
- Easy file sharing and storage
- Automatic app upgrades

#### Cons:

- Subscription plans charge user/month
- Online apps have limited features/functionality





### Origami

Origami, Facebook's design prototyping tool, allows complex designs with no coding experience required. The tool was built for designing user flows and creating stronger user experiences. Check it out in the Vibe App Store.

#### Pros:

- Free & open source
- Supports Figma and Sketch
- Animation and transition options
- Easy exports

#### Cons:

- Large files slow down the software
- Nodes-based app



### Creative Cloud

Canva is another design tool that requires no coding experience.

#### Pros:

- Free plans available
- Multi-device support
- Drag-and-drop interface
- Templates

#### Cons:

- Canva Pro comes to \$119.99 user/year
- No local file storage



### Figma

Figma is a standard tool for user interface design and interactive prototyping. The cloud-based, browser-based app is great for crafting collaborative workflows and making real-time edits with your team. Make sure to download Figma from the Vibe App Store.

#### Pros:

- App integrations
- Multi-device support
- Focus on UX design & workflows
- Wireframes

#### Cons:

- \$12 a month
- Editing is not available on mobile devices

## Project Management

Project management is an essential part of any agency—the best way to get from a brainstorming session to a finished product is with careful planning and organization. Project management tools make it easy. Check out what features to look for when deciding on a project management tool for your organization.

### 4 Must-Have Features for a Project Management Tool:

- Workflow Automation
- Multi-device support
- App integrations
- Customization



#### Asana

Asana was created to help you manage your team's work online. As a web and mobile work management platform, it can help teams organize, track, and manage their projects and keep a cohesive workflow—download Asana in the Vibe App Store.

#### Pros:

- Workflow automation
- Over 100+ app integrations
- Customizable
- Free plan for up to 15 members

#### Cons:

- Slow learning curve
- No time-tracking feature



#### Trello

Trello is another hugely popular online project management software that uses boards, lists, and cards to keep your team organized, whether you're planning for the day or planning for the month. Check out Trello in the Vibe App Store today.

#### Pros:

- Time-tracking
- Workflow and task tracking
- Ease of use
- Free plans available

#### Cons:

- Limited storage
- Can be challenging to add comments



### ClickUp

ClickUp is a project management tool that aims to put all your work in one place. With Tasks, Docs, Chat, Goals, Whiteboard, and more, ClickUp and its many features are used by the likes of Uber, Airbnb, and Google. See it for yourself in the Vibe App Store.

#### Pros:

- Customizable
- Free plans available
- Easy to proof and annotate files
- Time-tracking
- Unlimited storage

#### Cons:

- Too many features overwhelm users
- Confusing calendar



### Monday

Monday boasts project management for a wide variety of teams, whether you work in HR, software development, sales, or design. Check out Monday on the Vibe App Store to see if it's a good fit for your team's needs.

#### Pros:

- Free plans available
- Smart dashboard
- Ease of use
- Time-tracking
- Progress monitoring

#### Cons:

- Can't assign comments to team members
- Limited activity logs



### Teamwork

Teamwork is a lesser-known project management tool that works with a wide variety of file types and is highly customizable. Get started with Teamwork in the Vibe App Store.

#### Pros:

- Ease of use
- Free plans available
- Customizations
- Easy commenting

#### Cons:

- Too many features overwhelm users
- Weaker security



## File Storage

If you and your team are doing great work, you'll need a great way to save it. Finding the right storage solution for your projects depends on the needs of your team—do you need storage solutions that integrate with Slack or Office 365? Do you need to access files on the go or just on your desktop? Before you decide on a storage solution, make sure it checks these boxes:

### 4 Must-Have Features for a Storage Solution:

- Ease of Use
- Sharing
- Multi-device support
- App integrations



#### Dropbox

Initially released in 2008, Dropbox offers cloud storage, file synchronization, personal cloud, and client software. One of its best-known features is its mobility—with Dropbox you can access your files anywhere, at any time. Check out Dropbox on the Vibe App Store.

#### Pros:

- Multi-device support
- Encrypted & secure
- Easy sharing
- Auto back-up
- Free plan includes 2 GB storage

#### Cons:

- Team plans reach up to \$30 user/month
- Lacks metadata search functionality



#### OneDrive

Launched in 2007, OneDrive is Microsoft's file hosting solution to help users synchronize their files and easily share them with their team. Download OneDrive from the Vibe App Store.

#### Pros:

- Free plan includes 5 GB storage
- Easy sharing
- Encrypted & secure
- Customizable access
- Team plans go up to \$12.50 user/month

#### Cons:

- Microsoft has pulled support for OneDrive on Windows 7, 8, and 8.1
- Lack of app integrations

## What is a Vibe Board?

A [Vibe Board](#) is an all-in-one communication and collaboration hub. It comes as part of the Vibe S1 System, a new way of working that reimagines the traditional conference room or huddle space. Whether you're in the office, at home, or on the go, the S1 system can help you seamlessly connect with your team. The [Vibe S1 system](#) is made up of the Vibe Board S1 55", the SmartCam C1, our whiteboarding software Vibe Canvas, and our mobile app, Vibe One.

## How To Use a Vibe Board in your Agency

There are many different ways to use a Vibe Board, and the applications listed above are just a few of the tools available to Vibe Board users. The greatest benefit of a Vibe Board is the way that it helps people teams come together. Most teams no longer spend every work week coming into the same office as their coworkers. Remote work, hybrid work, and separate offices spread across cities and time zones have led to disconnected teams using disconnected tools to communicate.

A typical conference room or huddle space might include a TV monitor, a phone system, a projector, and a traditional whiteboard. Vibe incorporates all of these tools into one system for collaboration, creating that feeling of face-to-face communication no matter where you are in the world.

Here are just a few Vibe use cases that may be interesting for your agency.



## **How To Use a Vibe Board in your Agency**

### **Design Collaboration**

Imagine you're working on a campaign for a client and need to collaborate with one of your colleagues. If you're working in the office, you could both huddle around your computer, struggle with who should drive the ship, try to make edits on the fly, or scurry to take notes while edits are discussed. It can be a complicated process.

On a Vibe Board, you can cast your work onto Vibe from your computer or open up the Figma app and review the design with a colleague. You can annotate directly on your work so that you know exactly what changes need to be made based on your conversation, and you can share the notes you've just made with your team members over email or collaboration apps like Slack and Microsoft Teams.

The interaction is quite similar if some of your team members are working outside of the office. Start a meeting on the Vibe Board using your go-to video conferencing app—the Vibe whiteboarding software, Vibe Canvas, can be accessed from anywhere on any device. Canvas allows your team members to watch along as you make notes on the Vibe or even interact with the Board from afar, adding their own notes to the conversation and creating an instant feedback loop.

### **Copywriting Collaboration**

Copywriting collaboration works much like design collaboration on the Vibe S1 system. Cast your draft onto the Vibe Board, and your team members can either annotate and edit along with you in person or access your Vibe Canvas from anywhere.

With the Vibe S1 system, you can always use the right tool at the right time for the right task. Debrief your team on the project needs on your Vibe Board. Whether your team is working with you in the office or from anywhere else, you can all get on the same page. After your team submits copy suggestions on Vibe Canvas, you can open up the Canvas app on your iPad on your commute home to provide feedback and check in on progress with your smartphone.

### **Project Management**

It's not just creative teams in your agency that can benefit from including a Vibe Board in their workflow. Your account management teams need to stay on the same page and have a solid understanding of the deliverables that are required of each of them each week. There's no better tool for project management than a Vibe Board, where all project deadlines, tasks, and assignments can be kept in one place and be constantly available to everyone.

Either use one of the many project management apps mentioned earlier in this E-Book that are available on the Vibe Board or create your own project tracker using one of Vibe Canvas's ready-built Templates.



## ■ How To Use a Vibe Board in your Agency

Come up with your overall project plan using Vibe's Action Priority Matrix. Decide which actions are the quickest wins, which are major projects, and what is a "Nice to have" versus a "Need to have".

You can also use Vibe's Project Management Template to map out each deliverable as it moves across the project stages. Use this kanban board to keep everyone informed on how projects are moving along.

### **Client Presentations**

Client presentations are an essential part of any agency's success. You need to gain your clients' trust, demonstrate the value your agency is providing, and keep your clients engaged throughout the presentation, all in about 30 minutes or so.

The standard presentation today, a PowerPoint deck and a Zoom call, have become tedious. The format does not give much room for interaction with your client—it's a completely one-way street.

Instead, host your presentations on a Vibe Board, and give your clients the chance to interact directly with your presentation. By uploading your presentation to the Canvas app and sharing your Canvas with your clients, you can walk through the presentation together, mark up the deck with questions or comments, sketch out proposals or ideas, and, most importantly, give your clients the opportunity to give real-time feedback during the presentation. Afterward, you'll both have a cloud-backed copy of the presentation for a complete understanding of what was discussed during the meeting and the agreed-upon next steps.

## ■ Creative Agency Productivity on Vibe

Keep this E-Book with you as you create the best productivity toolkit for your agency, and consider the most critical factors for you and your team as you explore each tool. You can also access [Vibe Canvas](#) for free right now to try it out. Check it out, and explore the [Vibe S1 system](#) in more detail here.



# Want to talk to an expert?

Contact Sales

Please contact [sales@vibe.us](mailto:sales@vibe.us) for any questions. We are happy to help.