

MARKETING START-UPS NEED A BETTER CREATIVE SPACE TO VIBE

Marketing CEOs use Vibe to keep their creativity flowing.

OVERVIEW

CEOs of growing marketing startups need big ideas, and they need them yesterday. Adam Elbendary, CEO of digital marketing agency Cleverman, Inc., knew he needed a digital

whiteboard that could keep his projects flowing smoothly for his demanding roster of Fortune 50 clients around the country.

WHY CHOOSE VIBE?

When assessing the digital whiteboard space, Adam felt that the competitors didn't exactly fit into his working process. Not only was the price too high, but the capabilities didn't create an immersive space for creativity. That's when he found Vibe.

“I looked at DTEN, SMART Board, and Jamboard, but I knew those weren't for me. The DTEN was something like \$5,000 and I thought, ‘This isn't for the creative environment; this is for professional services.’ I needed a collaborative space.” – Adam Elbendary, CEO of digital marketing agency Cleverman, Inc.

RESULTS

As a self-professed “mover and shaker,” Adam found that the Vibe could seamlessly handle his brainstorming sessions, then integrate with

his productivity apps to build strategies and communicate with clients. Adam could take his ideas from thoughts on a digital whiteboard to



real business solutions.

Supercharged collaboration and communication.

With the ability to take calls and notes simultaneously without having to switch between screens, paper notes, and devices, Adam was able to lead ideation and brainstorming sessions directly into planning and strategizing all on one device.

“I was able to export the PDF with the assets and send it to the developer along with a Loom file that walked through the PDF. The

CONCLUSION

Vibe has helped Adam heighten his productivity and creativity to develop new and exciting ideas for his clients. “We wouldn’t have been able to move as fast without the tools that we had, and one of those very important tools was Vibe, 100 percent.”

Explore additional customer stories [here](#), and learn how the Vibe Board can help you better innovate, ideate, and collaborate as well.

way that the Vibe board integrates everything is absolutely great.”

Move fast and Vibe.

Vibe helped Adam make good ideas into good businesses. When his best friend and agency co-founder came up with an app concept in January 2020, Vibe was there to support their endeavor.

“From start to finish, from 40,000-foot views to the granular intricacies of the platform we’re building, we got it all done through Vibe. And it was amazing.”