Ripple Marketing makes waves with Sage Accounting

Dublin-based marketing consultancy transforms quoting and invoicing with streamlined processes and built-in automation from Sage Accounting

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Edwina Carey
Director, Ripple Marketing

The Challenge
As Ripple Marketing embarked on a merger with another creative agency, it needed a way of bringing consistency to its manual ways of working – such as creating client quotes and sending invoices – as well as streamlining processes.

The Solution
Sage Accounting has given Ripple Marketing the ability to automate laborious time-consuming manual tasks and raised the company's professionalism with smart quotes and estimates that are sent digitally. Everything is stored in the cloud so the whole team can easily access what they need.

The Result
Better visibility of cashflow and accurate data has improved Ripple Marketing's forecasting and planning, while the actual people-hours saved a week equate to 15 across the team, freeing them up to do more ideation and creative work for clients.

- Faster payments from clients – 10% increase in invoice payment terms being met.
- 15 hours saved across the team per week through automation of quotes and invoices.
- Improved level of professionalism with a consistent style of quoting and invoicing.
- Better forecasting with clearer overview and accurate up-to-date data.

Company
Ripple Marketing

Location
Ireland

Industry
Marketing

Sage Products
Sage Accounting, Sage Payroll

RIPPLE

About Ripple Marketing
Founded in 1992, Dublin-based Ripple Marketing helps clients in sport, property, tourism, and skincare drive incredible results by boosting their marketing capabilities.

Sage

Messy contract management – time for a new chapter

In the 30 years since it was founded, Ripple Marketing has steadily grown from a traditional marketing agency into a digital marketing consultancy with clients in property, tourism, skincare, and sport. A merger with Irish creative agency MSS Group at the start of 2022, saw Ripple Marketing double its workforce; however, with additional team members and new departments, a need for consistent processes was evident.

"We have a sponsorship team, a digital team, a design team, and everyone was quoting clients in different ways – it was messy," explains Edwina Carey, Director at Ripple Marketing.

Without a finance team, invoicing is handled by Ripple Marketing's various teams, and with large retainer-style contracts that need to be kept on top of, it was essential that a uniform approach to quoting and billing was introduced.

"We were manually typing invoices and quotes using Word, and sending as PDFs. It was increasingly hard for account managers and directors to see what had been quoted previously for a specific client. Something had to change," adds Edwina.

Sage to the rescue

Ripple Marketing's external accountant had recently switched to Sage and encouraged Ripple Marketing to consider Sage Accounting as it looked for a suitable solution to improve its processes.

"I wanted something that was extremely user friendly; there are completely different levels in the business that would be using this tool, so it had to be usable for everyone. We also needed the ability to manage what information different users could have access to," explains Edwina.

With an attractive price point and a reputable brand name, Sage Accounting was ticking the right boxes for Edwina. However, the offer from Sage to do a test-run of the software with just a few clients before committing to using it across the whole company really impressed Edwina.

"It was my idea to pitch Sage Accounting to the company so being able to try it with my clients first was invaluable," she adds.
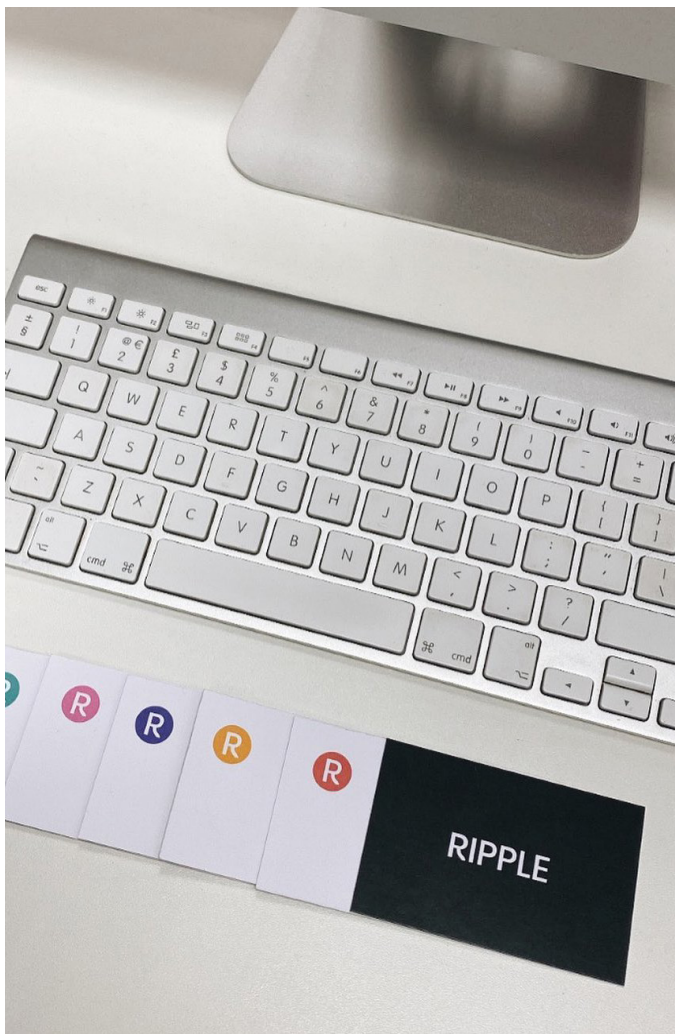
Sage

Ripple Marketing has found forecasting much easier due to a clearer overview of their financial position, with the help of Sage Accounting.

Easy roll-out and smooth quoting

The Sage library of video tutorials helped Edwina quickly get to grips with the cloud-based software, and she then created a process guidance document for the rest of the company to help them learn how to use the new system.

"Some of our staff have been with us for 30 years so were used to the old manual procedures; I didn't want to bombard them with too much information on how to use the new Sage system. However, to my surprise, they've all been delighted with the new platform and are 100% on board with it, picking it up really quickly," she adds.

Quoting was an important aspect for the chosen software to support Ripple Marketing with and Sage Accounting's built-in quoting tools are already making a difference to the team, particularly the ability to edit a quote as many times as necessary and retrieve past quotes easily.

"We work on a menu-based offering to clients now and with things often changing constantly it's great that Sage Accounting allows us to be really adaptive and flexible with our quoting," adds Edwina.

Sage Accounting easily allows Ripple Marketing to track any sales quotes or estimates it creates in the system and will convert them automatically to a sales invoice once the client has accepted a quote or estimate.

"It's given us more visibility and security as instead of just putting a price in an email and hoping it was ok, the quote gets sent to the client via Sage and the client has to actually accept or decline. It also confirms that a client is clear on the costs," says Edwina.

Improved forecasting and better cash flow

Sage Accounting has given the directors of the business a much clearer overview of Ripple Marketing's financial position and client business, making forecasting much easier. Previously, Edwina said it was difficult to get an accurate, up-to-date picture of where the business was at any given moment in time, which was particularly tricky during the pandemic.

"A lot of our work is events based so things have been very up and down during Covid-19; having greater visibility now with Sage is really helping with our forecasting and planning," says Edwina.

It's also helping the business better manage outstanding client invoices and save time by not having to send invoices to Ripple Marketing's accountant to check if they've been paid or not.

"In terms of getting payment from clients, it's really easy with Sage to be able to see what's overdue and what's owed, which as a small business is hugely important," explains Edwina. "It also allows us to manage the whole process ourselves which is better from a control point of view, and we've seen a 10% increase in invoice payment terms being met," says Edwina.

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"Sage Accounting has made it as seamless as possible for us to merge and set us up nicely for further growth."

Edwina Carey
Director, Ripple Marketing

Automation gives consistency and frees up team for more creativity

With clearer streamlined processes and a nice amount of built-in automation – such as auto-populating totals – Edwina says Ripple Marketing are saving 15 hours a week across the team.. "It's given everyone back more time to come up with ideation for our which is a huge part of our business."

Rather than spending ages trying to work out costs and what price to charge, everything is within Sage so the team can just simply drop the estimate into their presentation. "We're much more prescriptive in how we quote now, and it's definitely taken our professionalism to a new level," she adds.

Ultimately though, Sage has given Ripple Marketing huge consistency in its processes and helped support its growth as it merged with MSS Group at the start of the year.

"When you merge with another company you have to make sure you have proper process in place from the start, otherwise you're just going to add more stress and strain to the business," says Edwina. "Sage Accounting has made it as seamless as possible for us to merge and set us up nicely for further growth," concludes Edwina.

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Consistent steps
lead to success

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