Growth Suite:
The magic behind agency success

Breaking out of the "project-to-project" mindset and building a steady stream of monthly recurring revenue is the key to success for any freelancer or agency owner— and Growth Suite makes that magic happen. In this guide, we'll explain how Growth Suite combines client and site management, billing software, and managed WordPress hosting to provide you with an all-in-one solution for your growing business.

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One does not simply *manage their clients*

When you begin a project with a client, you're taking off on an exciting new journey together! Keeping it that way, however, means navigating the ins and outs of your client's preferences, sussing out exactly what they need, creating their perfect solution, and providing ongoing support—it's the ultimate goal for any freelance designer or agency.

In order to grow your bottom line, **you need to make your agency indispensable to clients so you can capitalize on your relationships and earn more revenue**.

Like taking the ring to Mordor, however, that's easier said than done. If you're not properly nurturing relationships with existing clients, you can lose them. On the other hand, spending too much time on client and website management burns up valuable resources making it harder to create a quality product and start new projects. **The future of your business hangs in striking the right balance.**

Trying to manage multiple clients can quickly become a tightrope act fraught with pitfalls, making it all the more important that agencies and creators have the right tools to set a course for success.The path toward gaining rapport with existing clients, getting new projects off the ground, and building a book of recurring work takes multiple tools and people.

For small teams, pulling together different pieces of software to manage various aspects of their business often leads to a hodgepodge of platforms used for billing and invoicing, creating and sending client reports, monitoring client sites, and strategizing for long-term growth. These teams, unfortunately, end up spending as much time switching between programs and compiling reports and invoices as they do on actual creative work. Or, at least, they used to.

Growth Suite is an all-in-one solution that was built specifically to help agency owners and freelancers master their business growth. By combining client and site management, billing software, and managed WordPress hosting with an intuitive dashboard view of your growing business, Growth Suite provides you with the tools you need to stay on top of your agency or freelance business and focus on growing monthly recurring revenue (MRR).

No mission has ever been successful without the right people on the team, and for your clients, you fulfill the role of creative wizard. If you're the wizard, Growth Suite is the magic wand that helps you manage your work and your clients, leaving you more time to do what's important: create amazing websites and find new ways to bring value to your clients.

Growth Suite's feature set helps you compile important insights for client review, manage multiple sites with just a few clicks, send and receive payments, and track your organization's achievements all in one place. In the following sections, we'll talk about the biggest hurdles

agencies are facing on their journey toward success and the ways we're helping overcome them with Growth Suite.

Grab your gear and come with us—we'll introduce you to **your new favorite suite of tools!**

One suite to rule them all

Growth Suite is your solution for the hours lost to the important yet time-consuming administrative tasks that make you the reliable partner your clients want to work with long-term. It improves workflows by collecting client, website, billing, and revenue data and compiling it all into an intuitive, easy-to-understand dashboard view.
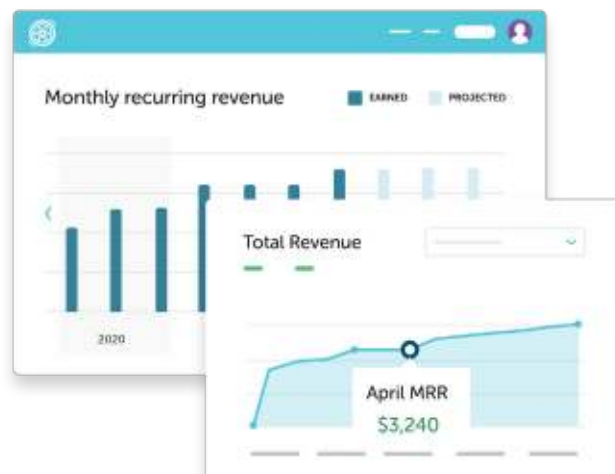
Growth dashboard

When you log into Growth Suite, the first thing you'll see is an immediate overview of your performance and projected revenue. Organizing your dash to display the information you deem most important is simple, so all the data you need is available at a glance.
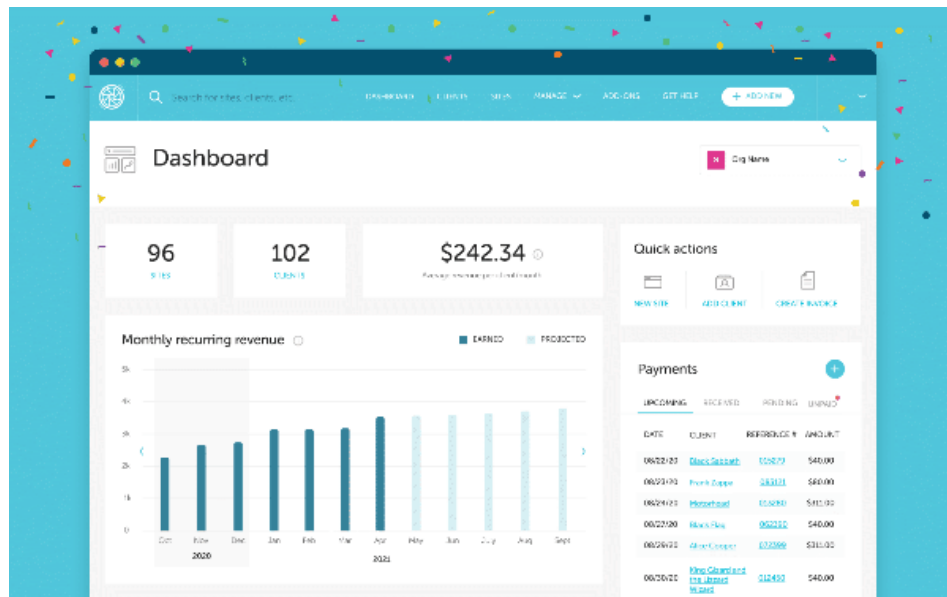
The growth dashboard is your roadmap to success, and it's an excellent visualization tool for MRR. It contains all the information you'll need to keep your business thriving as you take on new projects, nurture current client relationships, and continue to produce the creative results they've come to expect.

Here, you can track important metrics, including:

- Average revenue per-client
- Past due, recently paid, and soon-to-bill invoices
- Total MRR and per-client MRR
- Total number of sites you manage
- Total number of client profiles saved

As you grow, the Growth dashboard organizes all your information by client instead of by site—because you don't nurture relationships on a site-by-site basis. Clicking into each individual client profile allows you to dig deeper into more specific information about your relationship with each individual client, but we'll learn more about that capability a little later.

At its core, the growth dashboard helps you better manage your revenue, build rapport with your clients by keeping track of all the information they need about their website(s), and reduces the amount of time you spend doing it.

Bulk site management

Once you've checked on the health of your revenue and your client relationships, it's time to check on the health of your sites. Head there in the navigation to uncover some of the most important tooling Growth Suite offers.

In the left-hand panel, you'll see the option to view all your sites as well as different options to sort them. This is where you'll find all your **bulk site management tools**. Under the All Sites view, you can select and view each of the sites you oversee.

Below the All Sites view, you have the option to select **Growth Suite sites** which opens three sub-navigations: stats, plugins, and site options. This is where Growth Suite users unlock some real site-management power.

Sorting by stats lets you compare all your sites based on visits, bandwidth, and storage. This way, you can preemptively contact your clients if their site speed drops unexpectedly or they're running out of storage space and need to upgrade.

When you **sort by plugins**, vital information about the health of all your clients' plugins is aggregated in one place, so there's no need to dig into each individual website. If a plugin needs an update or it's inactive, you'll be notified with all of the sites it's installed on, and you'll have immediate access to hop in and fix it.

The last category, **sorting by site options**, allows you to see the other important pieces that keep sites operating at optimal levels. If you've ever accidentally left a site in dev mode or forgotten to enable an SSL certificate, you'll see the importance of this page.

These are the types of top-level insights that allow you to see the important information you need for all your client sites—easily and quickly—saving you hours of site management work. Plus, all the updates you make will pull into your automated client reports (which we'll talk about below), so you can better illustrate the true value of your work to your clients.

A bill is neither late nor early, it arrives precisely when it means to

Billing is no easy task, which is why large companies often have entire teams of people who tackle it. But small agencies, design firms, and independent creatives can't afford to lose precious hours chasing lost or overdue bills, adjusting invoices, and recording payments received, what they're paying for, and why.

The service creation and **individualized client billing tools** available through Growth Suite help keep track of all billing (for one-time and recurring services) your clients receive—it can even send out bills automatically to save you more time!

Service creation
You offer a unique set of services, and depending on whether the range of clients you work with is very broad or extremely niche, you may need to charge for services in unique ways. Whether it's a one-time plugin setup fee or a recurring maintenance charge, Growth Suite allows you to bill clients by creating your own services, including tiered services!
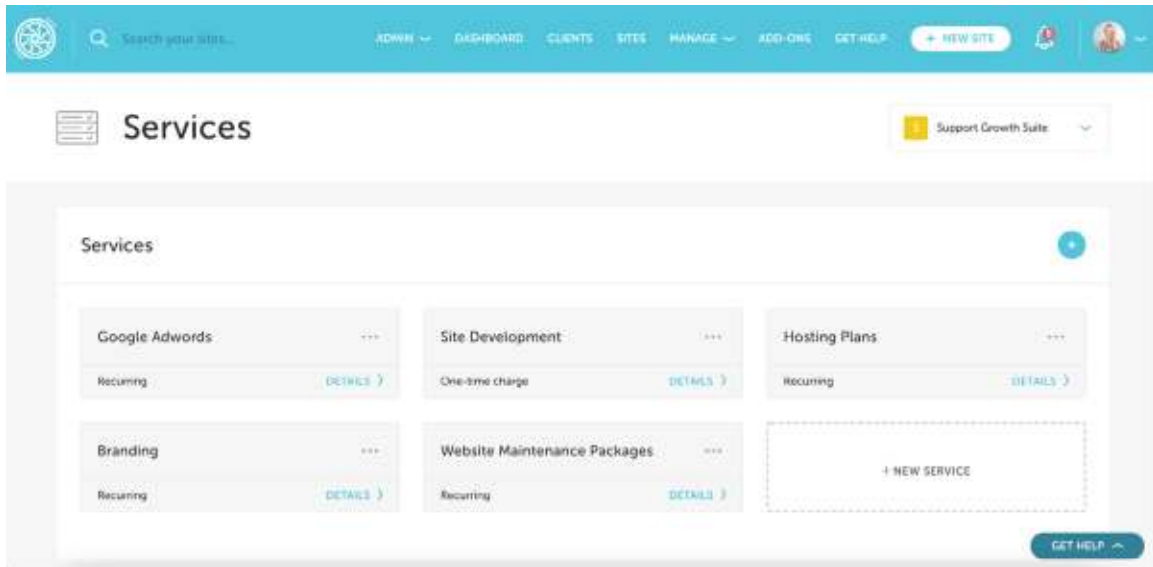
When you go in to **create a service**, you'll start by entering a title; for example: Managed Hosting. If you have more than one managed hosting plan for your customers, you then have the ability to set up tiers that allow you to increase costs for more in-depth service. For example, you could have three tiers for Managed Hosting and label them Hobbit Hosting, Elf Hosting, and Ent Hosting to denote the size and scope of your plans.

You can then edit the description of each tier to explain exactly what services are being rendered at every level. So when a client wants services that are out of scope or you're wondering whether they'd benefit from an upgrade, you can easily see exactly what you're being paid to do for each client. You'll never spend time searching through old paperwork to dig up exactly what services you're contractually obligated to carry out again.

[Services and service tiers](#) let you create a hierarchy within your offerings, ensuring you have service levels and price points that cater to your clients' differing needs. And once you've set up your services and service tiers, billing becomes a snap!

Subscriptions & billing

You can set up one-time and recurring invoices directly from an individual client's profile. Click on your client, and you'll open up their client management profile. You'll immediately see options to set up recurring subscriptions and one-time charges, as well as a list of previous invoices and their payment status.
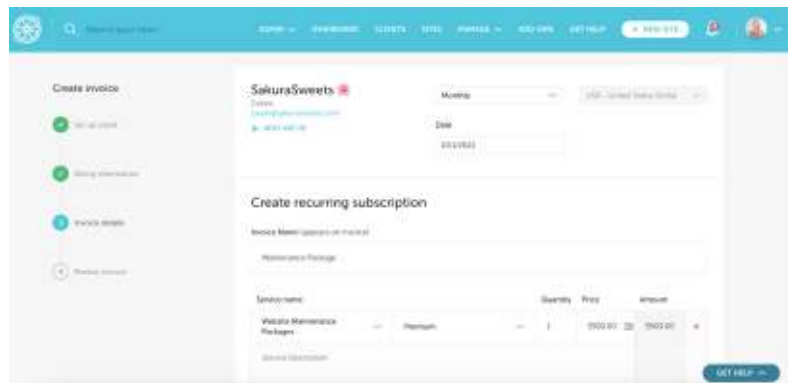
When you add a new subscription or one-time charge for a client, the invoice will automatically allow you to choose from the list of services you've already created. You'll set the currency in which you charge for services, the frequency of billing, due dates for automated payments from a client's credit card, and add, **edit, or cancel invoices** all in one easy place. Then, just **schedule the invoice** so you get paid on time!

Plus, Growth Suite allows you to **add custom lines to client subscriptions**. While building client relationships is predicated on predictable, reliable service, this feature provides you the ability to charge for anything extra you complete on top of your recurring work. That way, your clients can see why they're being charged and you can show off the value of your partnership with them while ensuring you get paid accurately for the amount of work you accomplish.

Even the smallest client can change the course of your future

The key to building successful client relationships is more than just creating great work (although that's a big part of it). Agencies and freelance website designers often fall prey to a problematic cycle.

It goes like this: A client needs you to build a website. You work with them to come up with the right solution. The website is built. After a few months, they no longer see the value in paying you so they decide to take over management and hosting. Then, they either come back to you when something breaks or when they're ready to create a whole new website. You're then left to seek out new clients and start the process all over again.

Growth Suite's **client fulfillment features** facilitate all the touchpoints that make your clients feel appreciated and showcase the value of your services, making it easier than ever to properly nurture your client relationships.

Client management
Setting up unique client profiles allows you to tie services rendered and specific projects to the client that they belong to. For example, an agency offering web design, managed hosting, content management, and social media services has two clients. One client has three different websites managed by the agency, and the other has only one site but four social media accounts.
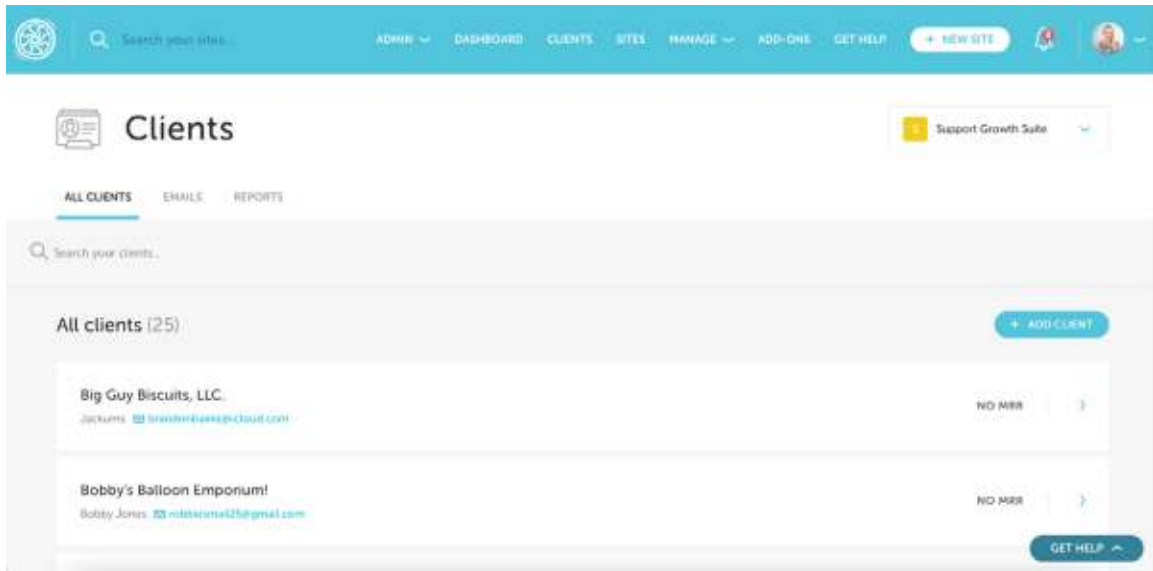
The **client management suite** allows you to bill for those specific services—but it offers more functionality than just that. You can also:

- Create, edit, and cancel invoices

- Fill out a "client notes" section with important details

- Track details about multiple contacts under a single client like roles, email addresses, and phone numbers

- Save and update credit card information used for billing

- Save and update point-of-contact information

- View all managed sites associated with a client

Client reports

The best way to illustrate the value and quality of a partnership with you is simple: Show them through branded client reports! These automated reports are customizable, so your clients each get a report that's personalized with their logo and imagery and contains important insight into their site performance metrics.
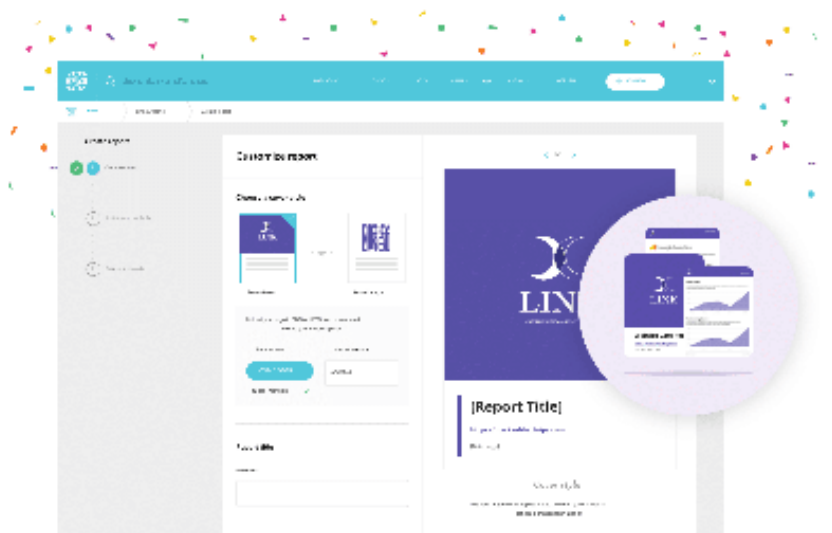
You just need to specify a date range, and your **Growth Suite client report** will automatically pull in the important information your clients want to see, including all WordPress and plugin updates, backups, security updates, and optimization efforts, as well as **Google Analytics** insights like bounce rate, average time on site, conversion rate, traffic sources, and devices used to access your site.

Automate reports to include all the information your clients most want to see, and they'll send at the scheduled time, saving you hours previously lost both to compiling client reports and sending them out! Your clients can review the backlog of every report you send them, as well as other important documentation like invoices, through their very own client portal.

Client portal

The **client portal** is a powerful way Growth Suite helps improve your relationships with clients, and you don't ever have to look at it. The client portal allows your customers to log in and find all the documents you send to them through Growth Suite—like invoices and client reports—and even contact you for assistance if need be!
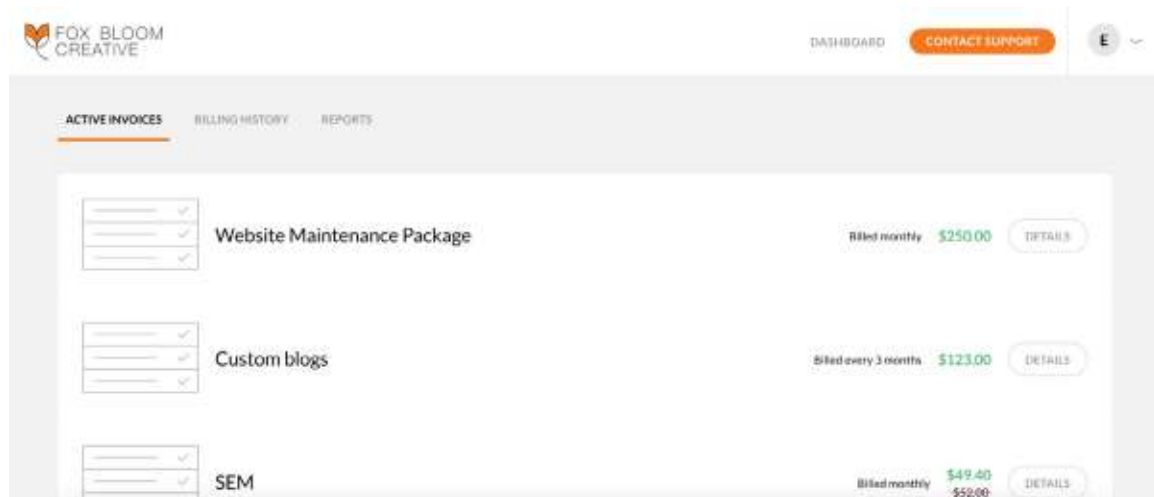
They'll set up their own login information and use it to view and edit their client profile, view a summary of the services they received, and submit payments. The client portal is a site that's fully customized to your agency or business, so your customers aren't even aware that there's a tool called Growth Suite and that they're using it.

It's entirely branded for your agency, so all information and **emails** your customers get through Growth Suite look and feel like they're coming from you. Clients don't need to know about us or the tools we provide—they just need to know your agency is providing them amazing creative work and key insights into the performance of their digital presence.

Does the growth ever have an end? I suppose not

By implementing Growth Suite as their all-in-one tool for client and site management agencies and freelancers increase their bottom line and decrease the amount of time they spend on tedious administrative tasks. Take a look at the user feedback we've gathered below to see how Growth Suite has helped real users progress toward success!

Growth Suite user feedback

Every Growth Suite story is different, and every user relies on it for different reasons. Here's a smattering of real customer use stories that showcase the true value of Growth Suite.

Extraordinary Brands

MRR is one of the metrics Darren Peel tracks most closely, and he was able to see a drastic increase in those averages after switching to Growth Suite. He has boosted revenue by an average of $49/month per client (an additional $588/year per client), accelerating his ability to earn income quickly and easily.

> *The thought that in just over a year I created a near passive revenue stream that allows me to live my life for free is so freaking fulfilling! And it's just the start!"*
>
> **—Darren Peel**
> **Founder, Extraordinary Brands**

Handyman Marketing Pros

After getting started with Growth Suite, Handyman Marketing Pros, a niche digital marketing firm that focuses on handyman and contractor services, has seen exponential growth, including a more than 60% increase in MRR over the first half of 2021.

> *I signed up for a freelancer plan, and with tools like automated billing to handle the finance side, and the ability to easily launch new sites and transfer over site templates on the production side, it was like, 'pinch me, this makes my life so much easier.'"*
>
> **—Jason Call**
> **Founder, Handyman Marketing Pros**

Suited

Suited is a lean agency team that has earned more than $443,000 through Growth Suite since implementing it in 2017. The Suited team has used Growth Suite to help them create unique service "bundles" which are sold as packages to their clients. Growth Suite enables them to show the full value of their services, so when the time for billing arrives, their clients know exactly what they're getting with their subscription.

" _With Growth Suite, we changed how we approach our clients from 'we need your money to do things' to asking for funds by showing exactly what that money is buying. It created much-needed transparency between us and our clients._

We even bundle services to simplify the billing process—clients tend to look at quarterly and annual budgets when making cost decisions, so bundling services and billing them as subscriptions has been vital to our growth.

The best way to describe Growth Suite is that it takes care of the hassle involved with all the tech and all the financial stuff that we don't want to have to deal with."

—Drew Moore
 Founder, Suited

Adding Growth Suite to your agency or freelance business
Growth Suite is the **magic behind your management**, allowing you to more easily keep track of clients, set up invoicing, and visualize revenue insights. Whether you manage six sites or 60, you can grow more quickly and predictably, scale your business with confidence, and become the creative wizard your customers need using Growth Suite.
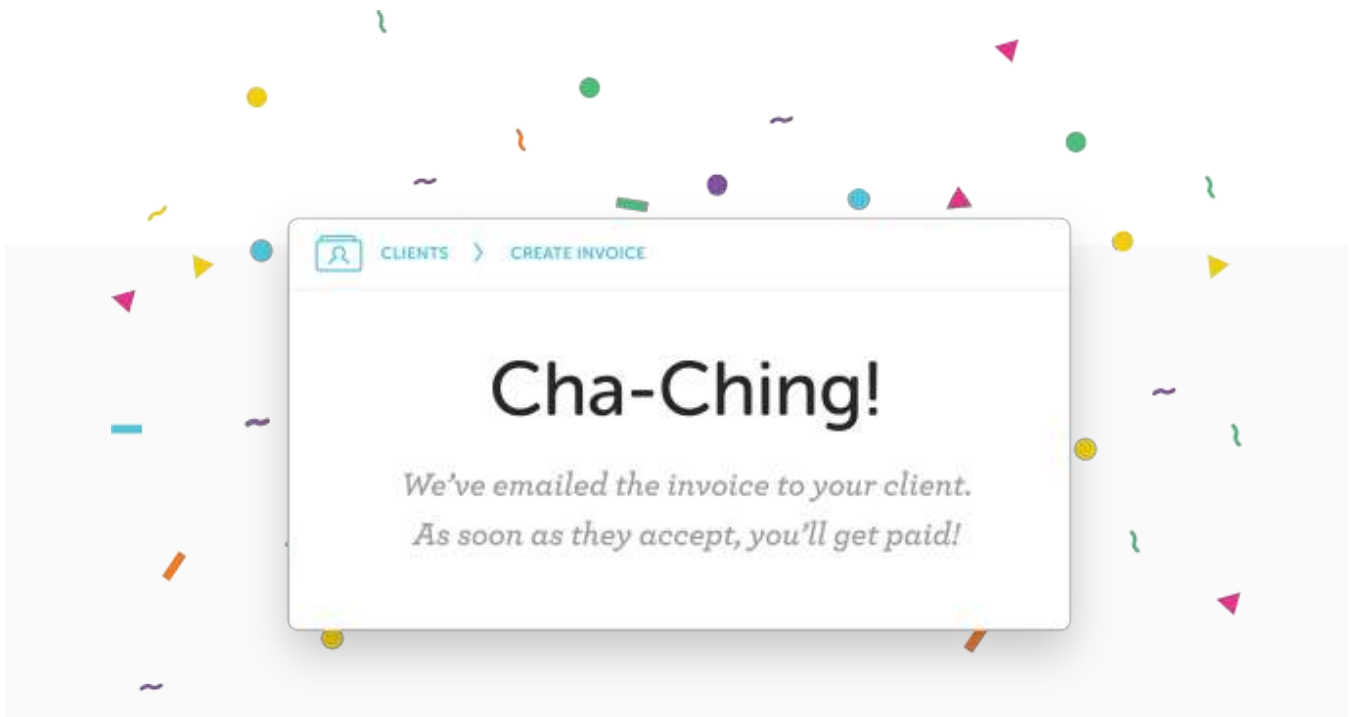
Ready to get started?

See pricing or **chat with a specialist** to learn more about the ways Growth Suite can improve your workflow and increase your bottom line!