



# PMG FINDS CLIENT CREDIBILITY AND CONFIDENCE USING JOIN.ME

## Challenge

Since joining as the Los Angeles-based Director of Strategic Accounts at PMG, David Gong has witnessed the company grow from a firm with 12 employees to a full-service independent digital marketing agency with over 80 full-time staff handling domestic and international campaigns for a variety of clients. Still, PMG's success remains based on their core principles: As David says, "Agency life is built around relationships, and maintaining that face-to-face contact." As they used a combination of Google Hangouts and free conference line numbers for their video conferencing needs, they found those crucial relationships were suffering. During their weekly performance recap calls with clients, teams were wasting valuable time trying to fix technical issues, which grew worse as the conference sizes increased. Client satisfaction and trust in their work was at risk, and things needed to change.

## Solution

Choosing **join.me** as their primary video conferencing tool allowed David and his team to shift focus back on their top priority: serving their clients. A dedicated dial-in number and screen-sharing URL established PMG's credibility with customers, making face-to-face meetings quick, reliable and available from anywhere on the **join.me** mobile app. Clients appreciated **join.me**'s user-friendly controls and high quality screen-sharing resolution, even with many participants on a call. Implementing **join.me** also meant PMG now had one simple conferencing system for internal meetings across all their global teams. David regularly used tools like screen sharing during video conferences with his team in Texas to present product demonstrations and share works in-progress.

## Results

For a company that thrives from strong customer relationships, **join.me** has proven to be the best option for PMG's conferencing needs. The overall experience for clients, from basic conference accessibility to actual live collaboration with PMG teams, has been enhanced in all aspects with **join.me**. "Our clients appreciate that we now have a better tool in place to collaborate," says David. "They have more confidence in the work we're doing, and more trust in our relationship as a whole."

**Want to learn more about how join.me can help your team? Request a demo or call us at 1-877-251-8373.**



**Industry:** Digital Marketing

**Headquarters:** Fort Worth, TX

**Number of Employees:** 80+

*"We aren't wasting time anymore or having technical issues to start meetings. join.me is what a good solution looks like. It gives us greater credibility with our clients."*

-David Gong,  
Director of Strategic Accounts

