



**NEXTINY**  
inbound marketing

POSTAL.IO



# Nextiny Increases Productivity by 5% to Drive 33% More Revenue

Strengthening the bonds of a remote team to spur business growth and expansion.

## About

Nextiny is a marketing agency from Sarasota, Florida with a team of experts specializing in inbound growth, website design, and video marketing. They help brands grow by building emotional connections with their audiences through engaging content and robust data driven lead generation strategies. They're in a high-growth stage, and like most companies, recently pivoted to a fully remote work environment.

## The Challenge

Nextiny's biggest People Ops goal is hiring and retaining the right people. Nextiny strives to provide a happy, positive, and productive work environment for their entire workforce, regardless of where the employee sits.

In 2020, not only did Nextiny pivot to remote work, but they also grew their team by 28%. A big feat for any organization that is looking to develop and sustain a company culture, let alone during a pandemic. This changed the day-to-day for the Nextiny team, engagement with customers, and most especially their in-person events, which were used to create amazing experiences.

Like most organizations in 2020, they had to find new ways to create amazing experiences with remote employees. Enter Postal.

## Implementation

After integrating Postal with their HubSpot account, Nextiny set up multiple lists of contacts based on specific criteria, and from there quickly started scheduling and automating certain items to be sent to their prospects and clients.

They realized almost immediately they could apply the same benefit to their employees as a way to keep them engaged and happy during an otherwise trying time.

**By implementing Postal, Nextiny brought their remote team closer together, increasing overall productivity by 5%, contributing to 33% revenue growth.**



## Solution

Gabriel Margugilo, CEO of Nextiny, is a firm believer that a productive workplace is a direct result of employee happiness. However, until Postal, he didn't have a way to create and manage meaningful experiences for Nextiny employees. By implementing Postal, he was able to bring his remote team closer together, increasing overall productivity by 5%, contributing to 33% revenue growth.

With Postal, Margugilo was able to send gifts with special messages to those who met or exceeded their performance goals for the year. Nextiny doubled down on gift-giving through Postal and even sent toys to employee's pets over the holidays. "Everyone had an amazing response and was super happy as the gift spurred interactions with their pets," said Margugilo. "People started sharing pictures in Slack of their dogs and cats using the toys. It was awesome."

**"Integrating Postal was super easy, clean, and fast. I loved that Postal had a step-by-step tutorial because it helped us understand the platform and gave us ideas for internal and external use."**



**Nextiny has used Postal to celebrate everything from birthdays, anniversaries, holidays, including when an employee buys their first home.**

Postal has given Nextiny a new and creative way for them to empower and support their employees remotely with just a few clicks. Like most organizations, Nextiny is an extended family for their employees, as they tend to see colleagues more than they see family so connecting is more important than ever. Thanks to Postal, Margugilo was able to achieve his goal of creating a positive and happy work environment for the entire Nextiny organization. "\$50 here and \$100 there goes a long way," said Margugilo.

Postal's expansive marketplace, flexible integrations and easy-to-use platform help companies like Nextiny create memorable moments for their employees, prospects, and customers.

## Proven Results with Postal



**5%**

Nextiny experienced a 5% increase in overall productivity



**33%**

Nextiny experienced 33% revenue growth



**100%**

Meaningful experiences delivered to all Nextiny employees

