The Importance of ERP in Streamlining Modeling Agency's Operations

Enhancing Efficiency, Talent Management, and Client Relationships with Raznameh Group

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Revenue in the Fashion Market is projected to reach US$770.90bn in 2024.

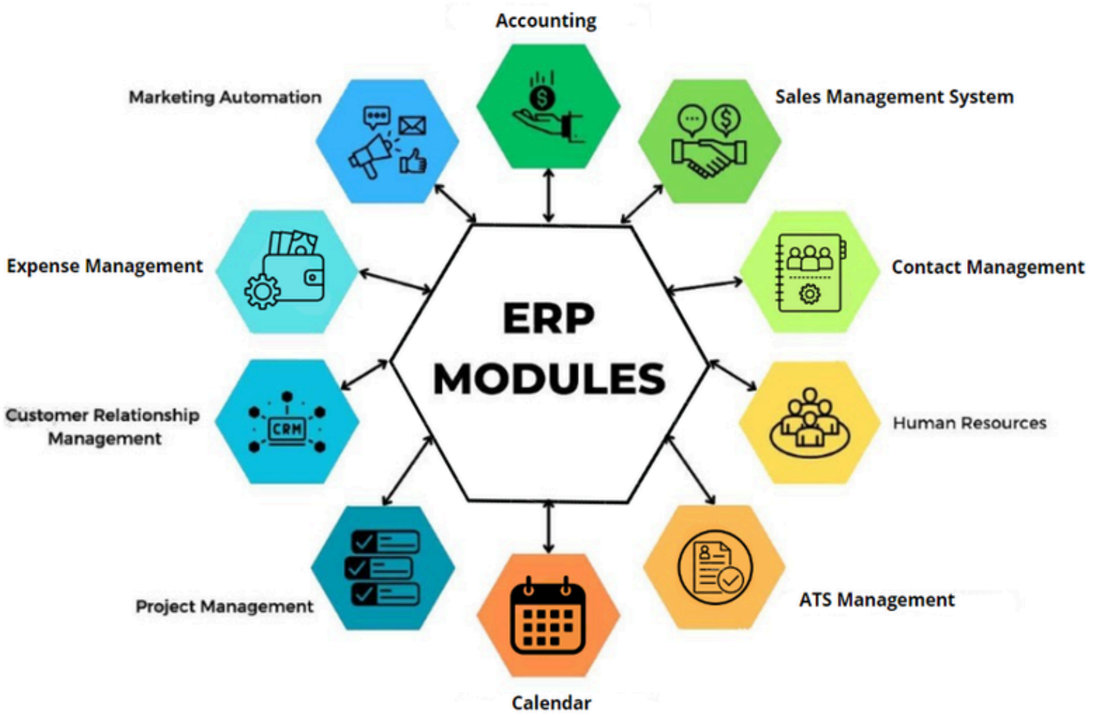
Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 8.94%, resulting in a projected market volume of US$1,183.00bn by 2029.

In the Fashion Market, the number of users is expected to amount to 2.8bn users by 2029.

The Fashion Market is projected to experience significant growth. Investing in digital solutions can boost this growth by 15%.

What is ERP?

Enterprise Resource Planning (ERP) is “the central nervous system of an enterprise,” an ERP software system provides the automation, integration, and intelligence that is essential to efficiently run all day-to-day business operations.



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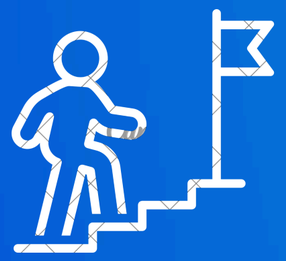
Are you facing these challenges in your modeling agency?



Talent Recruitment

Difficulty in sourcing and onboarding new models.

Client Management

Challenges in maintaining and building client relationships.

Marketing and Promotion

Inefficiencies in promoting models and managing digital presence.

Operational Efficiency

Ineffective processes for handling administrative tasks and scheduling.

Have You Ever Asked Yourself...?

- What are the best ways to find top models for your agency and manage talent effectively?
- What are the best strategies for improving communication with your clients?
- What are the most effective ways to reduce time and costs on administrative tasks?
- What are the best methods for understanding customer needs and identifying trends in the modeling industry?
- Would you like to improve client satisfaction?
- What are the most effective strategies for marketing your models to attract clients?

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Transfer a problem into a solution.

Managing Client Relationships	→	CRM
Inefficient Sales Processes	→	Sales Management
Ineffective Marketing & Promotion	→	Marketing Automation
Inefficient Talent Recruitment	→	Applicant Tracking
Ineffective Interaction	→	Collaboration Tools
Inefficient Admin & Scheduling	→	Project Management, Calendar
Ineffective Expence & Finance	→	Expenses & Accounting

Have You Known?

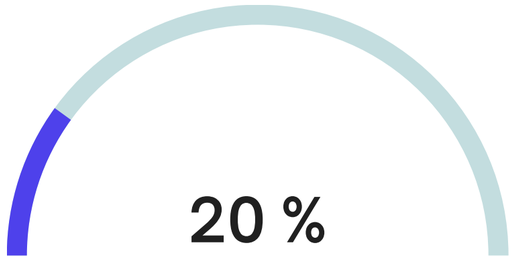
Agencies that invest in comprehensive talent management, including recruitment, training, and portfolio development, see a ***50% increase in model bookings and client retention rates.***

Modeling agencies that prioritize building and maintaining strong client relationships ***report a 40% higher rate of repeat business and client satisfaction.***

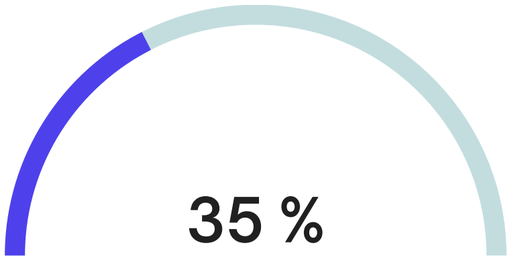
Effective Talant Management & Strong Relationships is a way to improvement and success.

Reach better results with ERP

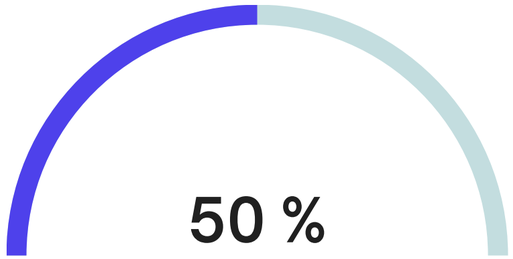
Using ERP modules you can reach better results.



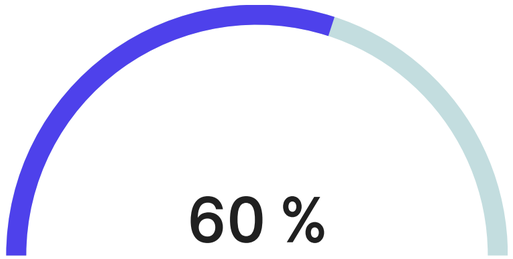
Reduce Operational Costs



Increase Marketing Efficiency



Recruitment Time Reduction



Admin Workload Reduction

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ERP Benefits:

Make client communication easier and more effective.

Increase Sales.

Increase the model promotion and agency’s visibility.

Reduce time and costs for admin tasks.

Simplify and speed up the process of selecting and hiring talents.

Plan & manage projects, share tasks, allocate resources efficiently.

Customer Relationship Management

Leads & Opportunities

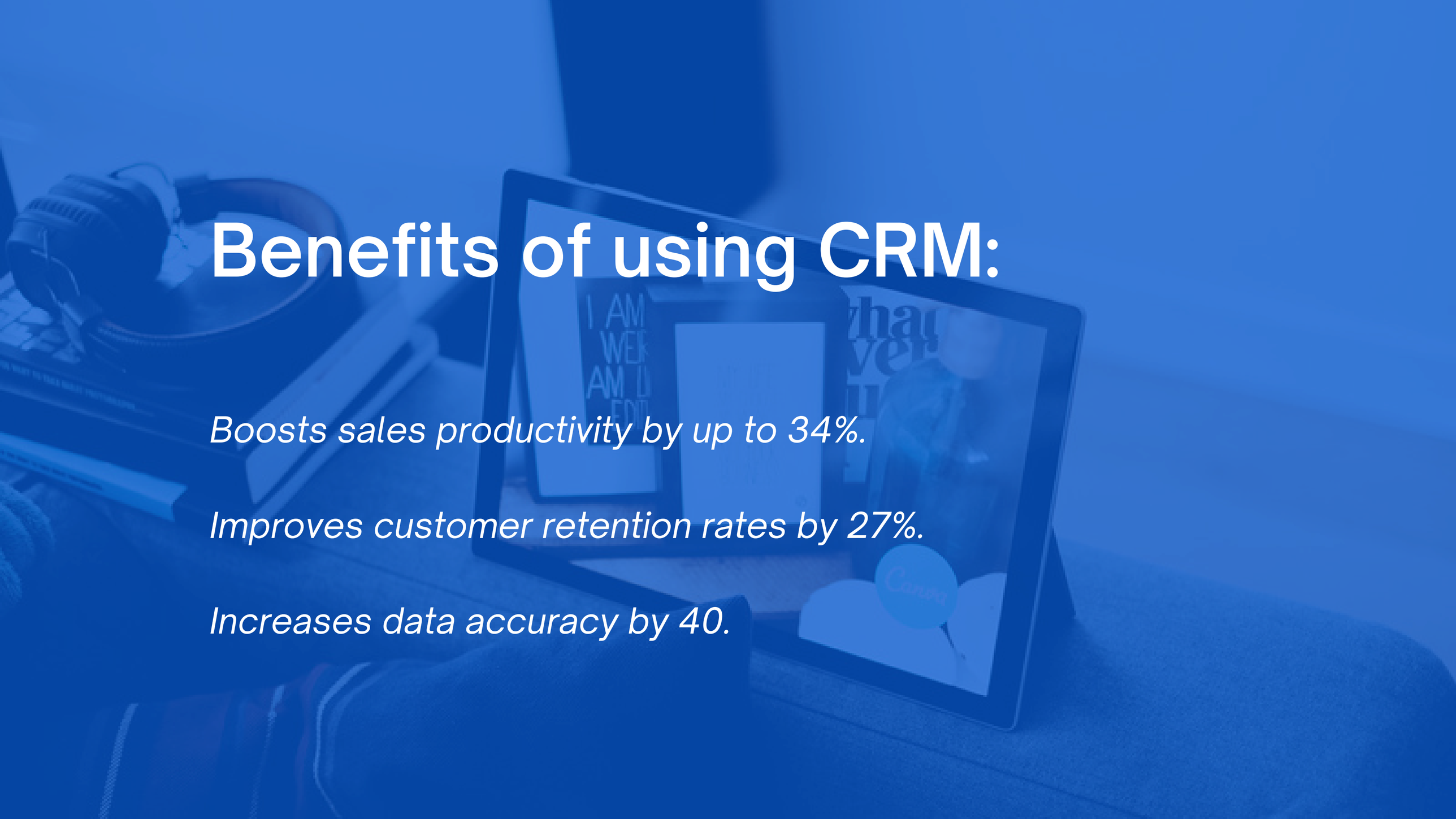
Monitors and manage booking inquiries from clients seeking models for fashion shows. Track each client's journey from initial contact through to final contract, ensuring efficient handling of all client interactions and maximizing booking opportunities.

Customer Targeting

Segments clients based on past bookings and preferences to tailor marketing campaigns. For instance, target high-end fashion clients with exclusive event invitations and personalized offers.

Interaction Tracking

Records every interaction with clients, such as emails about upcoming shoots or phone calls about new model portfolios. This ensures all communications are documented, leading to better follow-up and improved client relations.



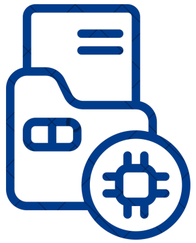
Benefits of using CRM:

Boosts sales productivity by up to 34%.

Improves customer retention rates by 27%.

Increases data accuracy by 40.

Sales Management



Quotations

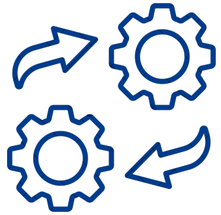
Quickly generates detailed quotes for model bookings and fashion events.

Effectively convert leads into confirmed bookings.

Automated Billing

Automatically generates and send bills for jobs, events, fashion shows.

Bookings & Events are processed smoothly and timely.



Streamlined Communication

Tracks activities, link emails to orders, receives timely information to clients through emails.

Simplifies communication and client management.

Customer Loyalty

Designs loyalty programs and tailored discounts and promotions, to reward repeat clients.

Enhances customer retention and loyalty.

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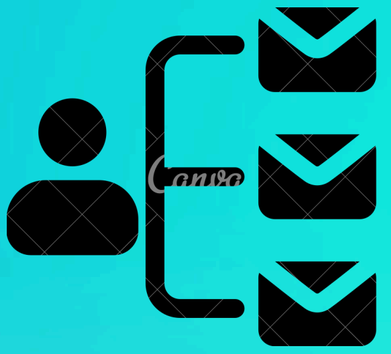
Marketing Automation



Email Marketing

Email Campaigns

Develops and oversee targeted email campaigns, connecting with potential customers through personalized messages to enhance engagement and increase conversion rates.

Efficient Campaign Management

Organizes and tracks your marketing campaign to promote a new modeling event, segment your audience for targeted outreach, and use A/B testing to refine your approach.

Strategic Lead Nurturing

Access in-depth analytics and performance metrics to track campaign success and make data-driven improvements. Develops marketing strategies for potential customers.

Benefit: Increases audience engagement and higher conversions.

Recruitment

Applicant Tracking System

Application Management

Posts a casting call for a new fashion show, reviews incoming applications, screens portfolios, and manages communications with candidates seamlessly.

Candidates Management

Streamlines candidate pipelines with tools for scheduling interviews, contacting applicants, and tracking progress in real-time, leads to faster hiring decisions.

Performance Tracking

Centralizes candidate information and improves recruitment outcomes through performance tracking and feedback surveys.

Collaboration

Enhances Team Communication

Use messaging, video calls, and group chats for quick updates, virtual meetings, and departmental coordination.

Centralize Knowledge Sharing

Share policies, schedules, and learning materials through a centralized document system for easy access.

Enhance Decision-Making

Creates secure channels for efficient information sharing and team discussions, improving decision speed and coordination.

Benefit: overall enhanced operational effectiveness to 35%

Calendar

Event & Scheduling Management

Efficiently manages meetings, bookings, photoshoots. Organizes events, handles invitations, and tracks tasks for smooth operations.

Reminders & Notifications

Sets reminders for contract renewals and fitting appointments, and receive timely notifications to stay on top of all deadlines and tasks.

Resource Scheduling

Efficiently schedules studio time, equipment, and model availability, avoiding conflicts and organizing events with real-time updates.

Benefit: Improves operational efficiency by up to 30%.

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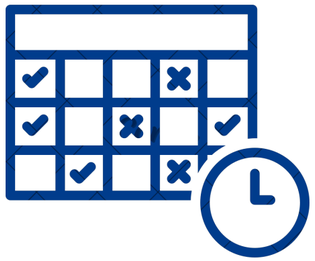
Human Resources

Employee Records

Maintains and updates information on models and staff, including personal details, roles, and performance records, ensuring smooth agency operations.

Payroll, Comissions

Manages and automates staff salary payments and models comissions, expense reports, approvals, ensuring timely and accurate compensation, which improves satisfaction and compliance.

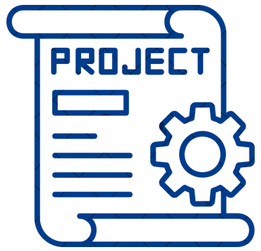


Attendance Tracking

Monitors model and staff attendance, tracking working hours and absences to ensure compliance with regulations and optimize scheduling.

Benefit: Improves operational efficiency by 25% and ensures compliance with regulations.

Project Management

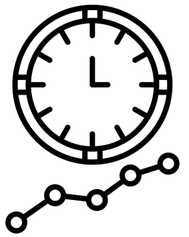


Task Management

Create and manage modeling assignments, fashion shoots, and events, assign detailed tasks to team members, set deadlines.

Time & Efficiency Tracking

Tracks time spent on projects, monitors progress and resource use, and provides insights into project efficiency and performance.



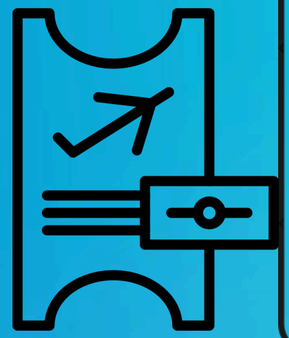
Reporting & Analysis

Gain insights through real-time reporting, budget management, and performance analysis.

Expenses

Expense Records

Streamlines the submission, tracking, and approval of expense reports, ensuring efficient management and timely processing of employee expenses.



Reimbursable Expenses

Ensures employees are quickly reimbursed for approved expenses, like travel or wardrobe costs or supplies, so they receive their money promptly and correctly.

Analytics & Reporting

Generate reports to review expenses claimed by specific models or team members, track photoshoot costs, and sort expenses by date, ensuring efficient budget management.

Accounting

Accounts Receivable & Payable Management

Efficiently manages both incoming and outgoing payments by handling bills for services and payments, ensuring accurate and timely financial transactions.

General Ledger & Financial Tracking

Tracks and manages all financial records through a comprehensive general ledger, helping to maintain accurate records and streamline financial operations.

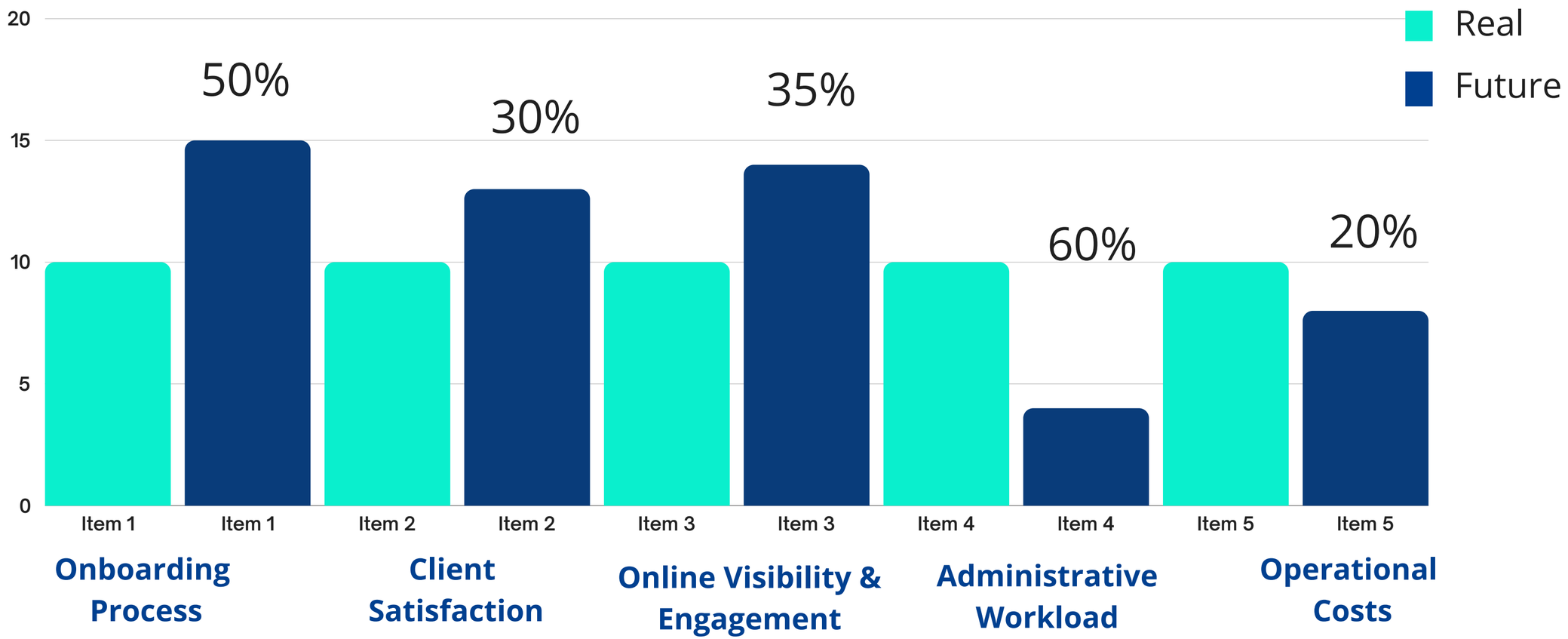
Financial Reporting & Insights

Generates financial reports for analysing bills, model bookings revenue, event services and payments. Tracks expense trends to make informed decisions.

Benefits:

This reduces manual data entry and improves overall efficiency by 30%.

ERP Impacts on Modeling Agency’s Operations



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Bring Your Idea To Reality

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