

The background is a dark navy blue. It is decorated with various abstract geometric shapes in shades of orange, green, and yellow. These shapes include triangles, rectangles, and curved segments, some with patterns like horizontal stripes or polka dots. The shapes are scattered across the page, with a large yellow shape in the bottom right corner.

Toggl Track for Creative Teams

A GUIDEBOOK FROM
YOUR FRIENDS AT

toggl track

HELLO!

Who Are We, and Why Are We Here?

Toggl wasn't
always the quirky,
sophisticated,
loveable suite of
software you see
today (although
we do like to think
we've always been
loveable, in all of
our iterations!).

**A LONG TIME AGO—IN THE
EARLY 2000S**—in a small country
called Estonia, our three co-
founders were running a software
consulting agency.

Like agency work, consulting is a
business with thin margins; every
minute counts. As our founders' clients proliferated, so did their
to-do lists. They needed a way to
ensure that their time was being
accurately tracked and allocated
and that they were billing for it
appropriately.

They looked around. Time-trackers
were either way too expensive, too



lightweight, or completely unwieldy. So this team of creative problem solvers spun up their own time-tracking tool.

They started showing it to clients to provide transparency into daily activities and progress. And a funny thing happened. Clients started asking, “Hey, can we use this, too?” That’s when the beta version of Toggl Track was born.

Toggl Track was never meant to expand beyond an internal tool. But the beta users loved it, and our client list started to grow. Software developers were early adopters, loving the way the tool adapted to their specific workstreams and simplified their admin. Creative teams came next.

Artists, designers, writers, marketers, musicians, producers—they all have one major thing in common: a drive to make. Whether they’re writing copy for an ad campaign, designing a website, or making the TV show to win the streaming wars, creatives are best when they’re creating. And Toggl Track lets them focus on just that.

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Over the years, Toggl's client list has multiplied. With millions of registered users and over a decade of use, a lot has changed: features have been added, improved, discarded. Now that little internal side project is a company in its own right, with more than 85 people distributed across 40 countries.

But one thing remains the same: Toggl Track tracks time in a dead simple way, at lightning speed, right now. We know as time-pressed creatives, you don't need complicated drilldowns or fancy extras.

For busy creative teams, Toggl Track is on the clock.

We know you'll consistently underestimate time spent at the end of the week if you go by timesheets alone. We know that because we've done it ourselves.

And we know that you're not interested in learning a complicated tool. That's why Toggl Track integrates easily and automatically into your existing workflows.

Things change quickly for creative teams, and your time is better spent strategizing, experimenting, and making stuff than sorting through piles of timelogs. More on that later.

THIS GUIDE WILL SHOW YOU how Toggl Track helps creative teams. You'll see case studies of how it's worked in the past and ideas for getting the most out of it in the future.



INTRODUCTION

Why Toggl Track Works for Creatives and Their Teams



TOGGL TRACK IS USED BY A RANGE OF TEAMS: technical, support, HR, and more. Here's why it works well for creative teams:

- **Creative teams need to be able to focus on their strengths.** Whether it's design work, content strategy, art direction, or any other number of creative services you offer to your clients, creatives are best when they're focused

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on creating, not on administrative tasks. Toggl Track lets you sharpen your creative advantage by making admin easy. Toggl's seamless tracking means no one has to spend time manually updating timesheets and its billable hours features automatically measure where you are against a budget, freeing up your team's time to foster that creative spark.

- **Creative teams need to keep clients happy.**
We know agencies have tons of competition, and that differentiating yourself from the pack is vital. Toggl Track users have told us time and time again that using reports on client invoices boosts retention, since clients know exactly where their money is going. That means you can spend more time on current projects and less on hunting new clients, boosting your ROI over time. Toggl Track's beautiful and completely customizable reports can be downloaded and sent either in lieu of your previous invoices or alongside them.
- **Creative teams are constantly in touch.**
From design to communication to support to marketing, creative teams are constantly collaborating with internal and external teams who need to know what you're up to. Toggl Track tracks project completion in easy-to-read reports so that you can spend less time scrolling through Slack threads or scanning emails for updates and more time doing what you do best.



“Toggl Track has given us actual data about our labor; we're able to see how much time each step of our creative process takes. It has allowed us to reconfigure our budgets, contracts, and schedules to more accurately match a realistic timeline.”

BETHANY KAYLOR

Writer, Roguemark Studios

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Through Toggl Track, our clients can feel like everything is under their control. We can facilitate that. And none of this would be possible without Toggl's data.”

GABRIEL FAGUNDEZ

CEO, *Moove It*

Project reports update in real time and can be exported and sent every day, week, or month.

- **Creative teams live and die by billable rates.** From the first quote to the last invoice, creative teams need their billable rates to be accurate and transparent. Wouldn't it be nice to have set rates driven by data, custom billable rates for different projects, and a way to automatically apply rates to different time-tracked projects? Toggl Track's rates features do all that and more, allowing you to set billable rates by user, project, and team and to adjust them as needed over time.
- **Creative teams are highly iterative.** Creative teams go through constant change, and those changes trickle down to every project and team member. There's always a client who needs hand-holding through their million little requests and fleet-footed responses to their constant rounds of feedback. When your project plan gets changed or extended, you need to be able to account for when and where you swerved off the planned path (and why). Toggl Track lets you do that by connecting each hour spent working to specific approved tasks, letting you show clients exactly what your budget was and how their extra additions have impacted it. How's that for transparency?
- **Creative teams use multiple tools, services, and automations every day.** From brainstorming to production to presentation to delivery,

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creative teams are knee-deep in tools and automations. Toggl Track integrates with over 100 websites, including most commonly used tools like Asana and Wordpress, saving creatives time and the effort that comes with switching between dozens of tabs.

No two creative teams are perfectly alike in size, hierarchy, or main focus. Your team might be all about art and design. Or maybe you're the muscle behind marketing copy. Whatever your team's purpose is and setup looks like, the following creative wish list probably covers your top priorities:

- Deliver work faster
- Charge clients accurately
- Develop more efficient workflows
- Cut down on distractions and busywork
- Build the capability to be ultra-responsive
- Impress the heck out of clients and prospects
- Avoid getting bogged down by administrative tasks
- Create automatic client transparency (aka an immediate answer to the question, "What have you been doing with your time this week/month/quarter?")

Creative teams use Toggl Track to understand where their time went. That translates into real results. They've seen:

- **Happier teams.** One Toggl Track client had 95% of team members report being happier in their role because of improved transparency regarding time management.
- **Happier clients.** Teams have seen an 85% increase in satisfaction about reporting and project management analysis.
- **More efficiency.** Many clients see an average of 20 minutes saved each day

by each user thanks to how Toggl Track reduces administrative tasks.

- **Processes that enable growth.** A client successfully scaled from 35 people in one location to 100+ people across four countries because Toggl Track let them manage their team's time in the same easy-to-implement way across teams and locations.
- **Better planning.** A creative team realized that they could and should grow their team by 60% in the span of one year because Toggl Track showed them exactly where their resources were going and where they needed to add more people.
- **Sustainable profits.** Clients have seen profitability jump by 20% thanks to Toggl Track's treasure trove of data that shows them exactly where their billable hours are going.



CASE STUDIES

Toggl Track in Action

Some of our clients had never tracked their time before they started using Toggl Track. But now that they have data-supported insights into their costs and results, they can't imagine going back.

Teams can tell clients, with absolute certainty, that they're only paying for the work that's been done—and not a single hour more. Plus, clients can see how those hours have directly translated into business outcomes.

CASE STUDIES

How a PR Consultancy Used Toggl Track to Eliminate Wasted Time and Boost Profits by 20%

Sweat + Co is a Los Angeles-based PR firm that specializes in media strategy and consulting for the modern agency. Their work takes them all over the world, from Cannes to the heart of Hollywood.

Before using Toggl Track, they tracked time through disparate Google Sheets. “It was a mess...people would go in, enter their times, sometimes forgetting until after the weekend, estimating hours from days ago...just a mess,” says Dax Kimbrough, PR consultant with Sweat + Co.

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“Toggl helped us realize we were spending a lot of time talking amongst ourselves, burning up hours that weren’t billable.”

DAX KIMBROUGH

PR Consultant, Sweat + Co

Kimbrough realized they needed a remote solution to time-tracking. With people all over the country, the company needed reporting options that could increase efficiency, and in turn, profitability.

Like many creative agencies, Sweat + Co measures client profitability by hours spent per project. By recording billable hours for individual clients and tasks, Sweat + Co employees could see which activities took up most of their time. And what they found—that non-billable, internal conversations were taking up several hours of every day and that they were often over-serving clients in ways they couldn't bill for—made them change the way they do business.

“Toggl Track increased our profitability by at least 20%. We found out where the team was spending too much time on clients. Whether that was us being inefficient or over-serving or working too slowly, Toggl’s tool gave us the ability to restrategize, find out what’s wrong, and fix it.”
—Dax Kimbrough

In summary, with Toggl Track automating billing and easily mapping out the allocation of hours, the Sweat + Co team can now evaluate and restructure their time long before a project's billable hours spiral out of control. The transparency and trust provided by using Toggl Track has allowed Kimbrough and his team to enjoy increased profitability—hello to that 20% growth!—along with happier and better-served clients.

CASE STUDIES

How One Communications Firm Found the Budget to Grow Their Team by 60% in One Year with Toggl Track

Paxson Fay is a women-owned communications agency based in Seattle, Washington specializing in the fields of architecture and design.

When your company suddenly grows, that's usually a good thing. But not if your processes can't handle the extra strain. Paxson Fay's communications manager Anna Coumou explains that over the course of a year, the company's success led to a huge increase in demand. Something needed to change.

"We realized we couldn't grow anymore unless we substantially revamped our process," Anna says. The team didn't use any time reporting management tools. They needed a way to streamline work, inform efficiency, and come up with data-backed insights at the end of each month that would help them manage their growth.

So what to do? They knew they should scale their team, but they couldn't exactly prove it because they weren't tracking their time.

That's when they found Toggl Track.

“Toggl Track totally transformed our business and our bottom line,” Coumou says. With insights and tracking, they’ve been able to staff their team appropriately, divide work evenly, and manage workloads transparently. And that’s good for business.

Now, through Toggl Track, Paxson Fay uses data to inform their entire hiring process. They have grown their client roster because they feel empowered to place team members on projects where they have complete ownership, freeing up the C-suite to focus on business development.

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“As a communications agency, no two days are the same. We constantly juggle clients, projects, meetings, deadlines—time really does fly! Toggl Track is a super easy, intuitive way for us to track our time, keeping separate what we’ve been devoting resources to, and most of all, look back on a day and gain insight into everything we were able to accomplish.”

ANNA COUMOU*Communications Manager, Paxson Fay*

Thanks to Toggl Track’s ability to unburden and streamline their work, Paxson Fay boosted their head count by 60% this year. How would Anna describe Toggl to other companies looking for tools to support sustainable growth? “It’s a lifesaver.”

IN THEIR WORDS

Take It From The Founder of Reddit

We love our own case studies. But if you'd like to see how a major creative mind uses Toggl Track, check out this [CNBC interview with the CEO of Reddit](#), Alexis Ohanian. Alexis shared that using Toggl Track has drastically improved his productivity and focus, saying that "forcing myself to start a timer when I'm working [puts me in] a mindset where that's the only thing I'm working on during that allotted time."

Alexis uses Toggl Track to log and track time with his family, too, in order to be more present with his wife and daughter.

"[I] started tracking all my hours using Toggl and I'm addicted. Only a couple weeks in, but I think it's going to be life-changing...I'm the kind of person who has 30 tabs open [on my laptop] normally and by having to be really deliberate in the one thing that I'm working on, it makes me be way more effective at doing that task."

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WE CAN FIX THAT

What Problem Are We Solving for Creatives?

CREATIVE TEAMS FACE MYRIAD CHALLENGES throughout the work week. Producing great work, dealing with changing client needs and detours from the original vision, managing inconsistent communication, and building trust are just a few. While we can't promise to solve every problem you have and then cook you dinner afterwards, we can break down common workflow issues and explain how we can help you address them.

Here are some ways that Toggl Track can help your creative team work more efficiently:

How do I keep projects on track?

Time tracking gives you more visibility into your projects. Catch problems before they derail your progress, not afterwards. For example, with Toggl Track, you can get notified the moment you're projected to go over your allotted hours, instead of figuring that out at the end of the month as you're drawing up an invoice.

How do I bring my A-game to pitch to new clients?

There's no one right way to scope, budget, and invoice work for a client. Every agency and creative does it a little differently. Helping clients understand and get on board with your process starts at the pitch. When you bring Toggl Track reports to pitch meetings, you can show prospective clients exactly how you work. With beautiful visuals and easy-to-understand reports, clients will see how every dollar and every hour gets spent—which saves a lot of back-and-forth when you're negotiating rates and scopes.

How do I put the right team on a project?

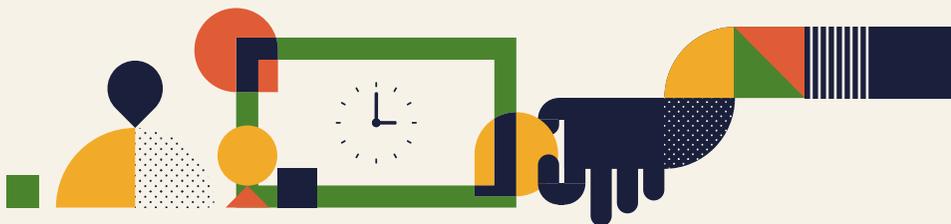
Need to know when to hire or how to plan team allocation? Compare project progress to estimated time with Toggl Track's Project Dashboard. There, you can spot problems early on, like whether you're over- or under-staffed. You'll immediately understand where your needs are with easy-to-read visual data.

How do I plan and schedule my projects?

While we haven't invented a way to see into the future (yet), Toggl Track can show the status of several different projects concurrently and help you decide what project to prioritize next. It can also give you an overview of how many creative hours have been spent on something and approximately how many are left to spend. Toggl Track's logs provide an easy-to-read overview of time spent on prior projects, meaning you don't have to reinvent the wheel every time a new project comes up.

How can I let my clients in on what we're doing?

For freelancers, managers, or agencies who need data on hours worked to support invoicing, time tracking provides that proof. With Toggl Track, you can schedule alerts to pop up when your projects hit 50%, 75%, or 100% of your time estimates, so you'll know when you're nearing the red zone and when it's time to send the next invoice.



How do I know how much my projects will cost—and how much I'll make?

No more guesstimating: Toggl Track breaks down profits vs. labor costs with useful data visualizations so you can see which projects and clients are profitable. Assign unique billable rates by client and by employee to sort and prioritize your most profitable opportunities. (And never take on a money-losing project again!)

How do I get paid faster by my clients?

Before you can get paid, you need to invoice. And Toggl Track's automatic reporting and alerts make it easy to include time-tracking data on your invoices, speeding up your accounting and giving your clients everything they need to process payment quickly.

How do I let the rest of my company know what we're working on?

Create collaborative workspaces within Toggl Track that are shared with your creative team and other teams in your organization. There's no better way to enable communication and transparency from one part of your organization to another.

How do I track time from anywhere on the internet?

Use a time-tracker with powerful integrations. If you use a tool like Adobe Creative Cloud, for example, use handy plug-ins so you don't have to jump between both tools to capture your minutes. Same goes for over 100 other project management, writing, budgeting, and communication tools. The **Toggl Track Button**, available for Chrome and Firefox, puts a timer into popular online web tools like Trello, Slack, and Basecamp that enables time tracking. And Toggl mobile lets you track time easily from your phone, so whether you're traveling for client meetings or on a brainstorming walk around your house, you won't lose a minute. All your data syncs to your Toggl Track account in real time.

How do I prevent burnout?

Creative work is often done under high pressure and tight deadlines, and requires collaboration and communication with a range of individuals. It's easy to get burnt out in a situation like that. But time-tracking can help you identify patterns of burnout (like who's working way too many hours a week) before one of your team members is teetering on the brink of collapse. Time-tracking allows you to reassign work to under-utilized team members and make sure no one person is carrying too much weight.

STRAIGHT FROM THE SOURCE

Toggl Uses Toggl Track

Why and How We Rely on our Own Tool



IT TAKES A LOT OF CREATIVITY to make a product this good, let us tell you. From design to marketing to UX to product, we have an in-house creative team that's responsible for strategizing and producing content and managing internal customers across our business.

As our creative team members go about their days solving problems, managing projects, and responding to inquiries, Toggl Track runs in the background. It's busy tracking billable hours and resources, without dragging our team into the weeds each time.

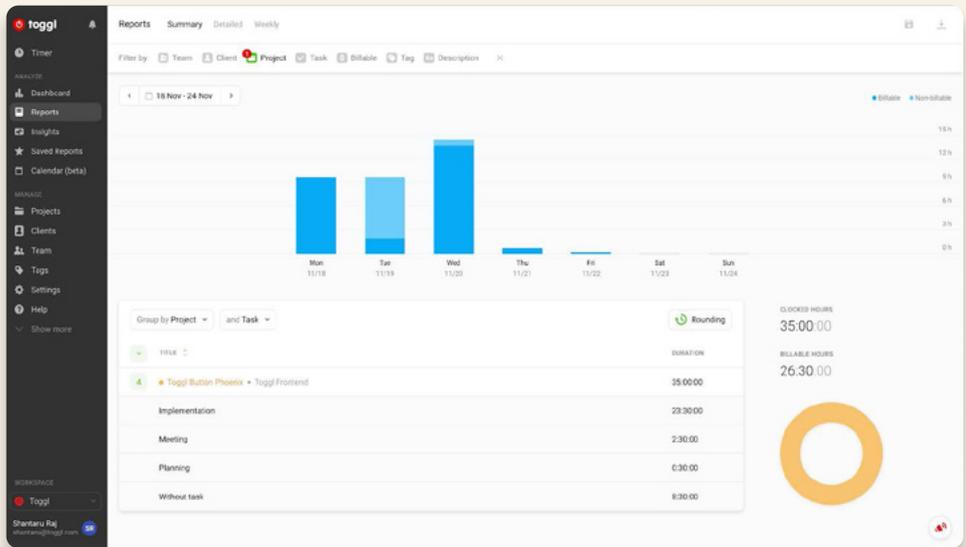
Let's walk through a few use cases of how internal teams use Toggl.



Marketing

The Marketing Team Wants to Understand How Much Time They Spend In Meetings vs. Actual Work

Our marketing team works in two-week sprints. To find out how much of their time they spent sitting around talking about marketing strategies versus actually implementing them, they look at a summary report that gives them that data at a glance. The team uses that time ratio to allow “time spent” to be a metric that determines if something is worth their energy.



This report screen breaks down work by day and project, so they know how many creative hours they've spent.

Design

The Design Team Wants to Tell Other Teams Whether They're on Time

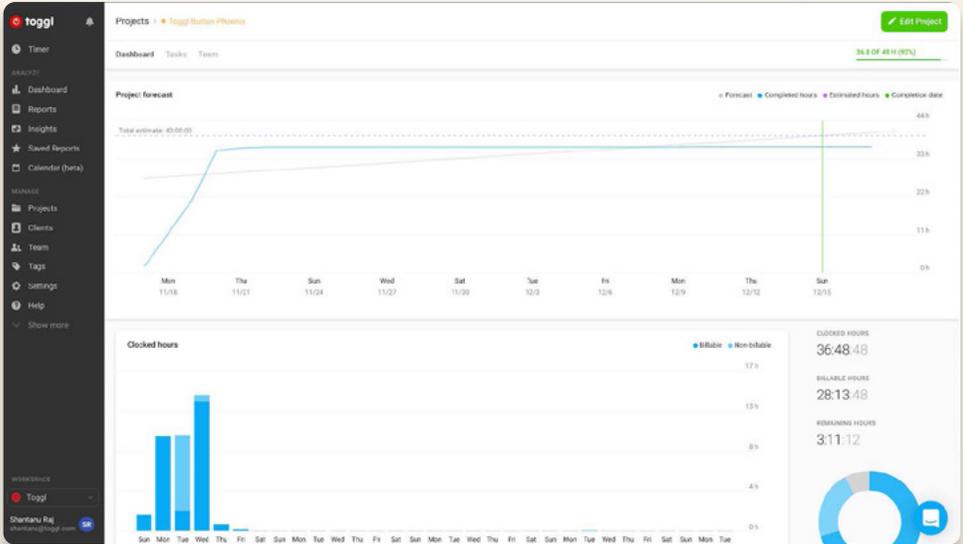
When the design team gets a new project—whether it's to put together a banner ad or design **a whole new company-wide look**—they look at historical data to answer questions like “How long will designing this asset take?” and “What issues are likely to delay estimates?” They then assign each issue a priority. Is it small, medium, or will it take a large effort and a dedicated team? With historical data behind them, they can be confident in those projected priorities, which means accurate forecasting for other teams and stakeholders relying on them and easier staffing.



Sales

The Sales Team Wants to Estimate When a Project Will Wrap Up

The sales team would be lost without Project Dashboards, and specifically the forecasting functionality. They use it to project the end of a project based on available data for that project. If someone asks when a project will end, or when they'll have free time to start another project, they have an immediate answer. While the Toggl sales team works mostly with external groups, they are key customers of Toggl's creative team, so dashboards help them know exactly where they're at against their goals.

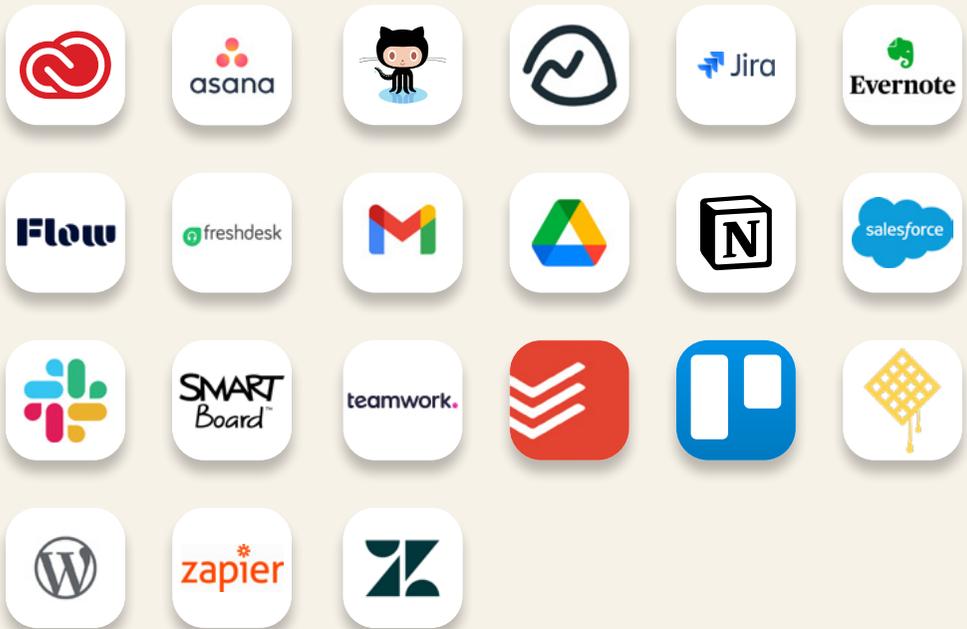


This project is estimated to end in just a few hours, based on current data.

PAIRS WELL WITH...

Integrations

Some Toggl integrations that creative teams commonly use:





YOUR TURN

Over to You

Now you know how creative teams and leaders around the world use **Toggl Track**.

If you have questions this guide hasn't answered, write us. And if you're interested in seeing more, [request a demo](#). We'd love to bring Toggl Track to you.

toggl track