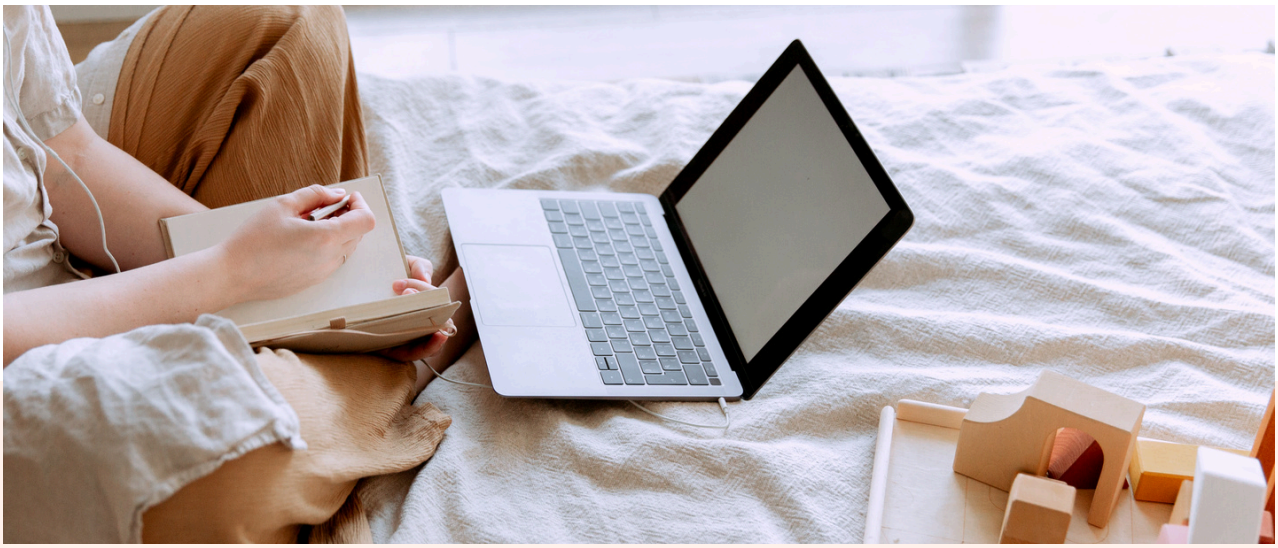
Case Study:

How Backend Operations Support Helped Willow Publishing Create Smoother Digital Workflows

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A growing business gained structure, systems, and consistent support behind the scenes.



About the Business

Willow Publishing is an Australian Catholic music publisher providing liturgical music resources, recordings, and digital products for churches, musicians, and faith communities.

With thousands of music titles available, the business manages a large catalogue of digital products, composer submissions, website content, marketing activities, and customer resources.

As the business continued growing its online presence, it needed reliable backend support to improve organisation, maintain consistency, and ensure daily operations continued running smoothly.

The Challenge

Initially, Willow Publishing was looking for support with administrative tasks, including creating customer invoices and uploading them into Saasu.

As the business grew, additional support was needed across multiple areas, including:

- Managing a growing online product catalogue
- Maintaining accurate website information
- Creating repeatable processes for product publishing
- Supporting composers through the submission process
- Improving digital marketing consistency
- Managing content across multiple platforms
- Keeping backend systems organised

The challenge was not only completing individual tasks but creating smoother workflows that would allow the business to operate more efficiently.



My Role

What started as administrative support developed into a broader backend operations role, supporting Willow Publishing across website management, content systems, marketing, SEO, and digital organisation.

My role included:

Website & Product Management

I supported the ongoing management of Willow Publishing's online catalogue by:

- Uploading new music products to the website
- Formatting product pages with SEO considerations
- Reviewing product information for accuracy
- Uploading blogs and website content
- Managing updates across existing pages
- Assisting with customer orders and resolving website-related issues

To create more consistency, I developed a structured process for uploading products, ensuring each new listing followed a clear workflow and included important SEO elements.

Process Creation & SOP Development

A key part of my support was creating repeatable systems so important processes were not dependent on memory.

I developed SOPs and documentation for:

Product Upload Process

Created a step-by-step workflow for uploading new products, including:

- Required product information
- Website formatting guidelines
- SEO considerations
- Image and resource requirements
- Publishing checklist

Composer Submission Process

Created a composer submission workflow to streamline how new music was prepared for publication.

This included documentation for composers to provide:

- Music details
- Copyright information
- One License registration details
- CCLI information
- Promotional information
- Social media requirements

This helped create a smoother process from composer submission through to website publication and promotion.

Composer & Product Launch Support

I supported composers when launching new music releases by coordinating the backend requirements, including:

- Gathering launch information
- Preparing promotional materials
- Creating social media graphics
- Designing banners and cover images
- Organising launch assets
- Supporting the release timeline

This allowed new releases to be presented consistently across Willow Publishing’s platforms.

SEO & Digital Marketing Support

I supported Willow Publishing’s ongoing digital visibility by managing:

- Search engine optimisation improvements
- Google Merchant updates
- Google Business Profile updates
- Website content optimisation
- Blog creation and formatting
- Product metadata improvements

I also supported content distribution across multiple platforms, including:

- Facebook
- Instagram
- LinkedIn
- Pinterest
- YouTube

Content Creation & Social Media Management

To maintain consistent online communication, I supported:

- Daily social media content creation
- Promotional graphics
- Product announcements
- Blog content
- Website updates
- Social media scheduling

This helped Willow Publishing continue sharing new resources and connecting with its audience consistently.

Digital Organisation & Backend Management

As part of improving the business workflow, I also helped organise backend resources, including:

- Google Drive file organisation
- Digital asset management
- Creating clearer processes for recurring tasks
- Improving accessibility of business information

This created a more structured environment where important files, resources, and processes could be easily accessed.

Email Marketing & Audience Communication Support

I supported Willow Publishing's email marketing activities by helping manage campaigns designed to promote new music releases, resources, and important updates to their audience.

My support included:

- Creating and sending newsletters featuring new products and resources
- Preparing email content and promotional information
- Ensuring campaigns were aligned with current releases and business goals
- Reviewing email campaigns for accuracy, timing, and effectiveness
- Supporting audience communication through consistent email updates
- Monitoring campaign performance and identifying opportunities for improvement

By creating a more structured approach to email marketing, Willow Publishing was able to maintain regular communication with its audience and ensure new resources were promoted consistently.

What Changed

Through ongoing backend support and process improvements, Willow Publishing gained:

✓ More organised product management workflows

✓ A clearer system for publishing new music resources

✓ Repeatable SOPs for composers and internal processes

✓ Improved consistency across website, email, and social media channels

✓ More structured email marketing campaigns and audience communication

✓ Better organisation of digital files and resources

✓ Stronger SEO foundations across digital platforms

✓ Additional operational support without needing to manage every detail internally

The Outcome

What began as administrative support evolved into a long-term backend operations partnership.

By creating systems, improving workflows, and managing ongoing digital operations, I helped Willow Publishing reduce repetitive manual work, maintain consistency across platforms, and create a stronger foundation for continued growth.

My role became an extension of the business, ensuring that important projects moved forward while allowing the team to focus on their core mission of creating and sharing meaningful music resources.

Services Provided

- **Backend Operations Support**
- **Website & Product Management**
- **SEO & Content Optimisation**
- **Email Marketing Management**
- **Newsletter & Campaign Support**
- **Product Launch Support**
- **Composer Workflow & SOP Creation**
- **Social Media Management**
- **Digital Marketing Support**
- **Administrative Support**
- **File & Workflow Organisation**