



## CASE STUDY

Octane Interactive Reduces Proofreading Costs  
and Decreases Response Times for Proposals by  
Using Proof-Reading.com

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### + Octane Interactive

Octane Interactive is an Atlanta-based social media consulting firm. The company helps brands to engage their target consumers online and participate in ongoing conversations in a relevant and meaningful way.

Octane consultants monitor the ever-changing social media landscape and present timely recommendations for their clients' involvement. The firm focuses on methods for adding value to the consumer, while exposing the brand's message naturally.

Octane Interactive works with several social network platforms, such as Facebook and MySpace. Unlike other social marketing firms, Octane consultants monitor incoming and outgoing correspondence between consumers and their clients. The firm seeks opportunities to establish two-way dialogue and encourage consumers to become brand evangelists. Octane Interactive builds fan pages on Facebook and creates graphical content for MySpace. The members of the firm have a combined marketing experience of 47 plus years, in addition to over a decade in Web development and Internet user engagement.

### + Working with Deadlines

Octane Interactive must return proposals to prospective clients as soon as possible. Potential clients distribute requests for proposals with tight deadlines. In some cases, there are only 24 hours to respond. Since Octane Interactive has potential clients spread throughout the United States, the firm may work long hours to complete proposals for clients in different time zones. "It is imperative that we have an editor on hand 24 hours a day," said Harry Hallman, Co-Founder of Octane Interactive.

"Bang, Bang, Bang, you are in and out with Proof-Reading.com. You can easily upload a document and move on to the next task. There is no overly complex navigation or procedure. Proof-Reading.com has high-quality editing at the best prices while offering flexible hours and timing."

-Harry Hallman, Co-Founder, Octane Interactive



### Key Challenges

- Locating a provider of proven editing services available 24/7
- Managing editing costs • Meeting tight deadlines

### Solution Summary

Octane Interactive is often required to provide prospective clients with detailed proposals. Proof-Reading.com returns edited proposals for submission in as little as three hours. This allows Octane Interactive to focus on content and presentation, instead of English mechanics and grammar.

### Industry

Consulting

### Results

- Reduced editing costs and response times
- Winning proposals accepted more quickly than with a freelance editor

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**Harry Hallman, Co-Founder, Octane Interactive**

Having a dedicated editor can cost more than \$39,000<sup>1</sup> per year, and having a dedicated staff of editors can exceed \$80,000<sup>2</sup> annually. Since Octane Interactive needs editors around the clock, but does not require them on a daily basis, the firm was forced to hire freelance editors at premium prices. “Freelance editors can run well over \$50 per hour. Utilizing their skills in the early hours of the morning to meet an 8:00 a.m. deadline can surpass \$400.00.”

Octane Interactive provides intellectual capital, so its written work must be professional, clear, and succinct. “It is difficult to find a reliable part-time editor that will provide editing services 24-hours a day,” reported Hallman. Hallman continued, “It is possible to locate editors, but they are extremely expensive and do not offer three-hour turnaround.”



## + Meeting Deadlines in a Cost Effective Manner

Octane Interactive reviewed several professional proofreading Web sites and then selected Proof-Reading.com because of its ability to return documents in three hours or less, and for its professional layout and intuitive navigation. Hallman elaborated on his selection, saying, “I selected Proof-Reading.com during an emergency; our part-time editor was on vacation, and we needed to return a proposal to a prospective client immediately.”

Octane Interactive has a reliable partner that provides 24/7 proofreading services in Proof-Reading.com. The firm has not needed to hire either freelance editors or a dedicated editing staff since becoming a client of Proof-Reading.com in April, 2006. “Our consultants can focus on delivering exceptional social media strategies and creating winning proposals,” reiterated Hallman. Octane Interactive has become more successful since outsourcing its editing needs to Proof-Reading.com.

“Our selection was easy since they offered professional editing services, published client testimonials, and have a secure Web site. There were no other professional editing firms that offered the quick three-hour return time that we needed.”

**Harry Hallman, Co-Founder  
Octane Interactive**

<sup>1</sup> The average annual salary for a full-time editor based in Atlanta, Georgia is \$39,000.00.

<sup>2</sup> This is derived by adding the annual salary of two full-time editors based in Atlanta, Georgia.



## + About Proof Reading, LLC

Proof-Reading.com was established to provide high-quality business document proofreading and editing services, utilizing the convenience of the Internet. Proof-Reading.com is located in the heart of San Francisco's Financial District, providing proofreading and editing services to businesses and individuals. Proof-Reading.com has a professional editing staff that provides high-impact results and quick return times.

Visit us at [www.Proof-Reading.com](http://www.Proof-Reading.com) or call us at **866.4Editor** for more information.



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