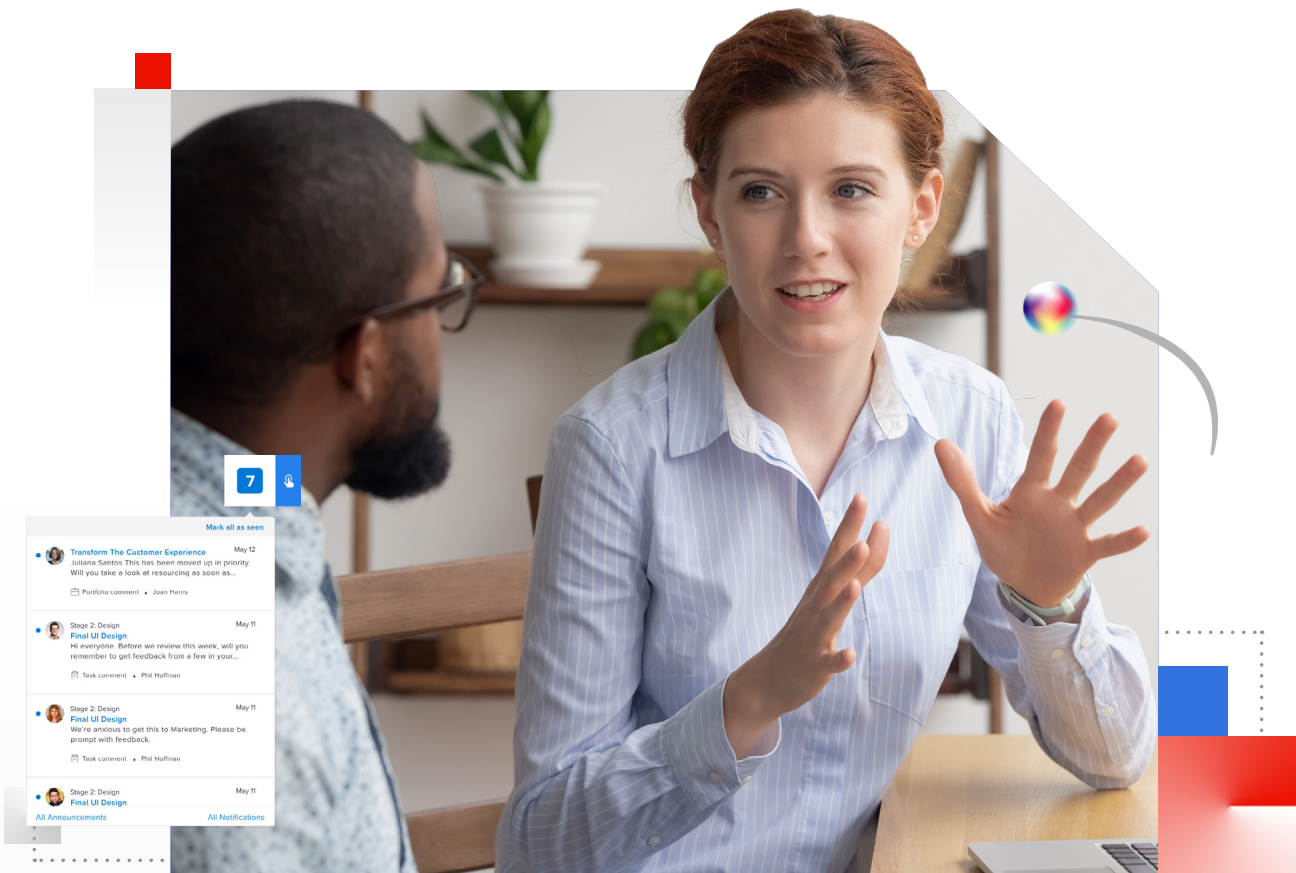




# The complete guide to work management for marketers.

A game-changing playbook for the way marketers work.





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# Work management for marketers.

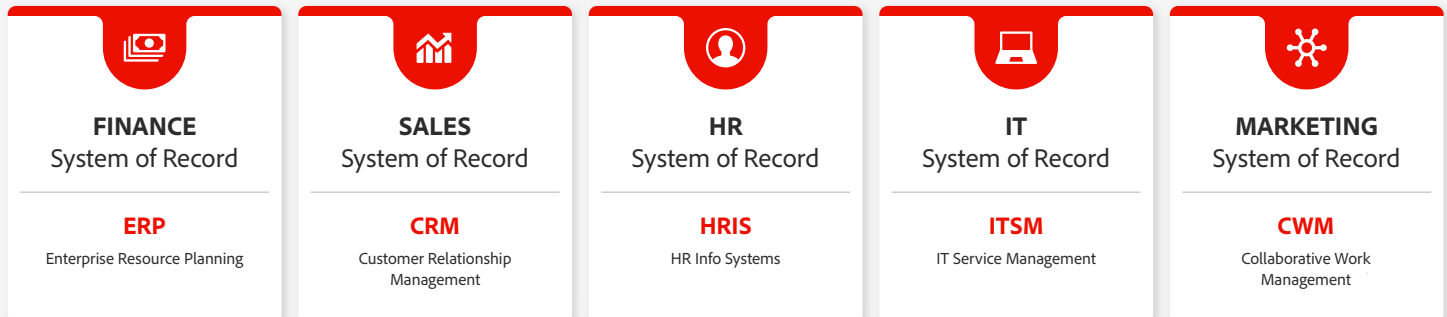
Work is a tier-one asset. Work management is the solution.

## Marketing work is essential. Treat it that way.

The best organisations—and the best marketing leaders—win by being outcomes-oriented, promoting a high level of efficiency, and treating work like a tier-one asset. That means the work people do is just as important as the product you produce, your company culture, your technology, and your financials. These organisations understand that work must be managed strategically, with the same level of process and technological sophistication as all other business-critical tier-one functions—like finance, sales, HR, and IT. They know work impacts every aspect of the organisation and is a primary driver of the digital experience—and they manage it accordingly.

Treating work as a tier-one asset is particularly essential for marketers, given the critical role their work plays in key strategic business goals like increasing revenue and customer retention. But managing marketing work is also hard to do.

Work is as essential to an organisation as other tier-one assets and requires a system of record to manage and optimise it.



Up against an ever-increasing demand for highly personalised digital campaigns and content, marketers need to create and deliver at speed and scale. On top of that, they must produce more high-quality work, often with fewer resources, while collaborating and innovating with colleagues remotely. And they need to make quick data-driven decisions about their audiences—what content they want and how they want to consume it.

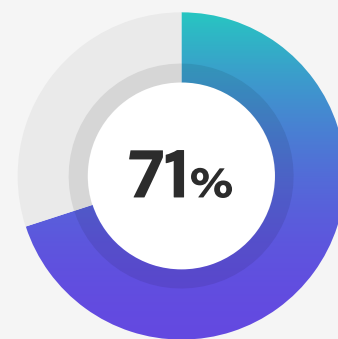
Getting it all done requires continuous, iterative planning so marketing teams can adapt as strategies shift. It takes a high level of efficiency and flexibility to keep up and remain competitive—especially under the pressure of digital transformation.

To be successful, marketing leaders need to:

- Treat work like a tier-one asset.
- Connect people, processes, data, and technology in a single system.
- Align work to strategic goals.

## Bring work management into focus.

A collaborative work management application like Adobe Workfront makes it possible to accelerate and orchestrate work with the same precision and certainty as other critical tier-one business systems. Together, Workfront and other Adobe applications provide marketers with a single system for planning, aligning, recording, measuring, and optimising the entire marketing work lifecycle in one place. This integrated system empowers marketers to create and deliver the best experiences while efficiently and seamlessly managing the workflows that bring these experiences to life. It ties marketing teams' work to the operational side of managing that work, setting them up to be more effective than ever.



**71% of global workers would like to have a single destination to understand and manage work, but 69% don't have that type of solution in place.**

Source: Adobe Workfront

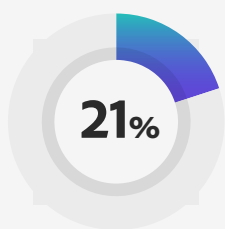
With all work managed in a single application, Workfront gives marketing teams a solution for creating and managing assets through the full marketing work lifecycle—from ideation to finished goods. It eliminates the need for siloed technologies. And it gives the CMO and other marketing leaders one centralised source of knowledge, visibility, and insights for all work.

Here's a deeper look at how.

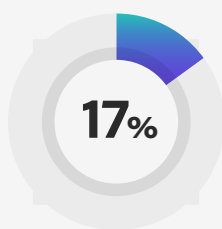
## Connect your people, processes, data, and technologies.

Marketing teams may have the tools and data they need to do their work, but often their processes and people still aren't fully connected to those tools and data. Nine out of ten marketers surveyed in our *2020 Global Marketing Report* say they feel disconnected from the work they do—and from the digital experiences they're trying to deliver.

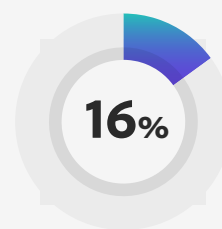
### 9 out of 10 marketers report these frustrations at work:



Lack of strategic alignment across functional teams



Lack of visibility into project status and productivity



Lack of defined workflows or disconnected workflows across teams

Source: Workfront

Workfront is a work management application that manages all work in one place and ties it all together—the tools, data, people, and processes. Because when every element of work is visible and understood, strategic alignment becomes clear. And it's much easier to ensure the right work is getting done at the right time.

“ Workfront has changed our culture at Sage. It’s more inclusive now because people understand how their processes affect other people’s processes. Before, there was frustration around lost and busy work. That’s improved a lot since we adopted Workfront because everyone can engage with the tools.

**Paul Tasker**

VP Marketing Operations,

Sage

## **Align everyone’s work to business goals.**

It’s important to keep your entire team’s work connected to company strategy. A work management application empowers the CMO to set the marketing goals and cascade them down the entire marketing organisation. It ensures the work getting done is the work that matters most. If the marketing goal is to deliver a customer-centric experience, then every element of marketing’s work gets tied to this goal, with every team member asking questions like:

- How do we set up our marketing automation to achieve this goal?
- What content do we need to create to ensure a customer-centric experience?
- What does the web experience need to look like to achieve this goal?

Aligning work to strategic goals empowers individuals and teams to prioritise meaningful, high-value work that contributes to business outcomes and helps the company achieve its goals. It also motivates and engages employees because they know their work matters and understand exactly how it drives results.

“ As the world continues to change, we’re constantly making small and large adjustments to our plans. Workfront will enable us to make smart, responsive decisions more quickly and easily.

**Jen Krempa**

Executive Director of Strategic Planning and Administration,  
Penn State World Campus

## **A single application for managing all marketing work leads to better outcomes.**

Having a work management solution isn’t about bolting another tool onto your tech stack. It’s about building the right foundation to allow your teams to work efficiently and effectively. An ideal work management application connects every facet of work—so there’s greater visibility across the work lifecycle. Everyone is empowered to do their best work because they know they’re prioritising the work that matters most.

In this guide, you’ll learn how you can use the combined power of Adobe Workfront and other Adobe applications in one cloud platform to achieve the goals you value most—all while optimising your processes, driving greater efficiency, and accurately measuring the value, outcomes, and impact of marketing’s work.



# The lifecycle of marketing work.

## Make work flow seamlessly from one stage to the next.

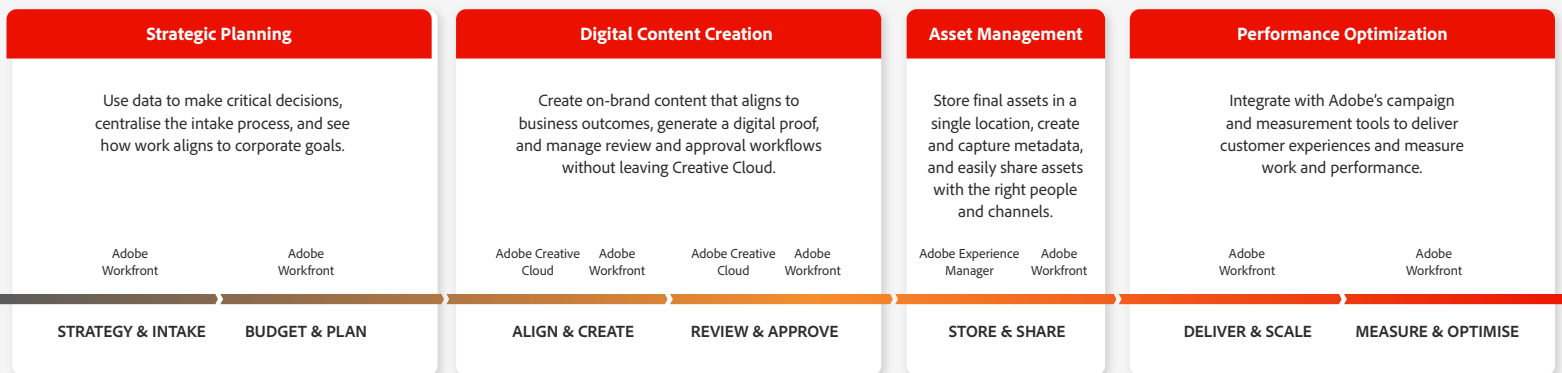
The work your team does to improve the digital experience can feel like a large-scale juggling act. Even a small piece of content requires figuring out budget, resources, timelines, reviews, and approvals—on top of all the effort that goes into publishing the content and measuring its performance. Multiply all those tasks by the assets and campaigns your team creates and delivers—across multiple channels to millions of customers—and it can be mind-boggling to track, manage, and measure.

Through our experience with the best brands in the world, we've identified seven stages in the marketing work lifecycle. Each stage plays a critical role in executing great marketing work.

“ Different producers are responsible for each piece of the puzzle, yet Workfront is where we keep everyone aligned.

**Jenifer Salzwedel**

Senior Director of Marketing Operations and Enablement, Poly



Adobe Workfront powers the entire marketing work lifecycle, helping marketing teams manage work more efficiently through each stage.



# The seven stages of the marketing work lifecycle.

Getting work done starts with the initial request for work and ends with measuring and optimising its performance against the desired business outcomes and corporate goals—plus many critical steps in between.

Here's a brief look at the marketing lifecycle's seven stages and why work management is essential throughout each.

## 1. Strategy and intake

Your goal is to standardise the intake process by designating a centralised location for all project requests that come to your team. This gives marketing leaders visibility into what work is being requested and how the work aligns with the organisation's strategic goals.

## 2. Budget and plan

In this stage, you need to plan how long the work will take, what resources you'll need, how much it will cost to get it done, and how to allocate budget and manage expenses. Comparing possible scenarios while taking budget, expenses, resources, and timelines into consideration will help you assess the best path forward to meet your most critical objectives.

## 3. Align and create

Delivering customers unique and personalised experiences should be a top business priority. And it's one that takes everyone working on the right projects at the right times. If your creative team can work directly in the tools they use, like Adobe Creative Cloud, while communicating and iterating on the work they're doing with Workfront, they can stay in their creative zone and get work done faster.

## 4. Review and approve

Before content can be built into relevant digital experiences, it needs stakeholders' approval. This stage is important for ensuring brand consistency, high-quality content, and alignment among stakeholders—but it can also stall delivery if

the process is disjointed. By automating the process and centralising feedback in one work management application, you can significantly streamline the review and approval process.

## 5. Store and share

Content is only valuable if it's accessible and easy to use. In this stage, a digital asset management (DAM) enables you to store content all in one place and share it across multiple channels and audiences. A centralised storage tool also affords you more value from your assets because anyone within the organisation can easily find, refresh, and reuse in different channels or campaigns.

## 6. Deliver and scale

Now it's time to deliver campaigns. In this stage, it's critical to have your people, processes, data, and technology all connected and in the cloud. This lets you deliver campaigns faster across all channels—and offer personalised content with real-time speed, scaling to thousands or millions of customers at once.

## 7. Measure and optimise

Finally, you need to measure your marketing team's performance and identify opportunities to improve everything from asset management and velocity to channel strategy and segmentation. This requires gathering data on project costs and time metrics as well as campaign analytics. Capturing all these metrics will clarify what's working and what's not—and give you data-driven insights about where you can increase your efficiency and effectiveness.

## Work smarter, not harder.

To approach work strategically and intelligently in every stage of the marketing work lifecycle, you need three core work management capabilities:

- Standardisation using templates and processes
- Integration with the Adobe ecosystem and any other tool in your martech stack
- Automation to increase efficiency

### Standardise processes.

One of the most valuable ways you can protect your team's time is consistency. Standardise your workflows with consistent work intake processes, templates, and a single system for documenting work. Standardisation lets teams know where things are and what is expected of them at each stage so they can avoid wasting time.

Disney Yellow Shoes, the in-house agency for the Walt Disney Company, had a massive project at hand that involved designers, writers, producers, artists, and project managers—and 14 acres of themed space to bring to life. By creating a single source of truth for all documentation and production routing, the agency standardised its processes for submitting and managing work. The team became more organised, avoided duplication, and ensured a seamless and documented agreement on all assets before they were published.

“ We wanted to make sure we had one central point of truth—where we have documentation and we do our production routing to make sure that we have seamless agreement and documented agreement across the board—before we release assets to the world.

**Megan Reilly**

Senior Manager, Project Management Team,  
Disney Yellow Shoes

## **Integrate with applications.**

Integrations between Workfront and other Adobe applications—and other key tools like Slack, Microsoft Teams, Zoom, Workday, SAP, Uptempo, and so on—make it easier and faster for your team to get work done. There's less time spent toggling between tools or training on new tools, which leaves more time for the essential creative and strategic work your teams need to do.

For Sage, a large enterprise software company with a distributed global marketing team, integrating Workfront into its CRM and marketing automation software streamlined workflows and eliminated the need for its employees to learn multiple individual point solutions.

“ Making the data flow seamlessly across our tools means that people won't have to learn the individual point solutions. They can just go to Workfront and do everything they need to do there.

**Paul Tasker**

VP Marketing Operations,  
Sage

## **Automate workflows.**

Through powerful automations, marketing teams can free themselves from manual processes across disconnected tools—so they can spend their precious time on creative and strategic work. Automation can include simple workflows like scoring and prioritising new work requests against strategic goals, assigning work requests to the right resources, or estimating delivery dates. You can also automate complex workflows that build upon API integrations with other tools. For instance, you can enter all your campaign information once in Workfront, and your marketing automation and CRM will automatically create the campaign without ever going into those systems.

Automation has enabled Stanley Black & Decker to produce more work without needing more resources. It added automations like notifying sponsors of project updates, sending project requesters tracking numbers, and adding tool-to-tool automation, such as connecting Workfront to its in-house print system. As a result, the company has produced three times as much work without growing its workforce at the same rate.

“ Automation is one of our top innovation goals because it improves quality, consistency, and velocity. And it frees up the company's best talent to focus on the jobs they were hired to do, keeping them engaged and at the top of their game creatively. When employees are engaged, they're more productive. They're happier. They stick around longer, create better outcomes for their companies, and grow professionally.

**Paul Tasker**

VP Marketing Operations, Sage

## **Connected tools, connected work.**

Even though great marketing is all about connection, many marketing departments use disconnected tools to manage different aspects of marketing work.

Project management tools can track timelines, budgets, reviews and approvals, and measure how the work is getting done, but they don't help you orchestrate and execute strategic work or measure its impact on the customer experience. And while creative tools make it possible to offer beautifully designed web and content experiences, they don't help much with planning, budgeting, allocating resources, and all the other tasks that go into getting the creative work done.

The gaps between these tools leave gaps in marketers' ability to manage the entire lifecycle of work, hindering efficiency and frustrating marketers.

You can empower your teams to do their best work with a work management application that standardises processes, integrates with other tools, and automates complex processes. It sets your team up to deliver work that is connected, streamlined, and strategically in step with your organisation's primary goals.

**1/2**

Over one-half of marketers work in disintegrated systems with disconnected tools.

**3/4**

Approximately three-fourths of marketers say the tools they use make work slower and more complicated.

Source: Workfront

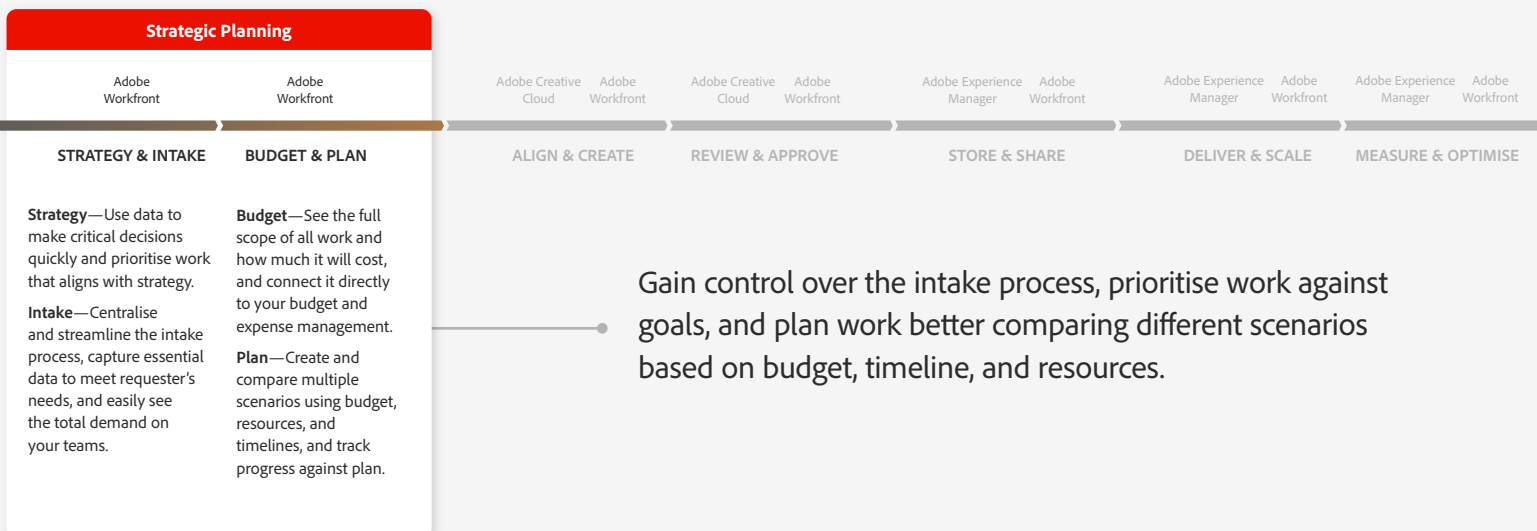


# Strategic planning.

With so many requests coming in from so many different directions, it's hard for marketers to constantly keep all their teams' efforts in line with strategic goals. Often, the squeaky wheels win out while more important work gets delayed.

To make smart and accurate decisions from the very beginning of your marketing workflow, you need a work management application that can:

- Give you visibility into all work by streamlining and standardising the intake process.
- Show you exactly how all work is laddering into a goal to ensure all work is the right work.
- Facilitate the strategic planning process by using data to make critical decisions quickly so you can prioritise and plan.
- Connect marketing projects to your financial plan, tying costs directly to initiatives and resources.



## Standardise the intake of work.

Most marketing departments get work requests through a variety of scattershot channels—email, Slack, phone calls, chats, and so forth. It's incredibly hard to track the requests and prioritise them—unless you centralise work requests in one place and require the use of a standardised form to collect the information you need. When you understand what the request is, what resources you'll need to complete it, when it needs to be done, and how it aligns with strategic goals, it's easy to evaluate what work your team should say yes to—and how to prioritise it.

The marketing division at Esri, a geographic information system-mapping software company, had work requests coming from all over the organisation in all manner of channels, making it tough to prioritise and track. In fact, to get all work requests into one place, it consolidated 74 request systems into a single work management application.

By centralising work requests in Workfront, Esri finally had a centralised location for managing the intake process, which improved visibility into all work requests. Because its employees could stick with the tools they were already comfortable with, like Outlook, to submit their requests to Workfront, Esri avoided the change management battle that's common when introducing a new tool.

“ We increased Workfront user adoption through the native integration with Outlook. Our staff can submit requests with the responsive fields and reply to notifications as if they were in Workfront. They became comfortable with Workfront by using it in the tool they were comfortable with.

**Brian Sapp**

Organisation Adoption Lead,  
Esri

## **Align work to strategic goals.**

Once you have all your work requests in one location, you can prioritise the work that is driving toward strategic goals—whether that's improving the mobile experience or bringing new products and capabilities to market. By aligning and prioritising work to strategic goals and initiatives, you're ensuring your team's work matters, and you can prove its impact. You also gain the ability to say no to work requests that aren't strategic and won't bring value to the business.

### MARKETING WORK LIFECYCLE STAGE 2: BUDGET AND PLAN

## **Allocate budgets and manage expenses.**

With work centralised and recorded in Workfront, you can connect your work ecosystem directly and seamlessly to your financial system of record. Sudden changes in the market or performance drops in your programs can cause your entire strategy to shift—and costs to shift with it. Using Workfront to understand what work is most important, what resources you have, and the capacity of your teams will help you identify costs, allocate budget, and manage expenses quickly and easily. With your financials seamlessly connected into your work management application, you can adjust work assignments, resource allocation, and timelines and reconcile costs easily and quickly in one place.

## **Make smart, data-driven decisions.**

Ever-changing plans are one of the most challenging aspects of marketing work. When this happens and you find that your entire campaign messaging strategy needs to shift—or that you need to move up the timeline of a product launch—a work management application lets you run multiple scenarios to determine what the timeline will look like if more or less of your team pitches in to help rewrite



the messaging or develop a new launch campaign. And you can see how that would impact the timeline of other projects already in progress.

A big part of planning work is understanding the capacity of your people to take on new work. Using a work management application to compare different scenarios, you get better insight into where your resource gaps lie. This not only helps you plan better by identifying where and when you need resources, but it also gives you the data to back up any budget requests for more resources.

Having this type of scenario-planning data has helped Sage make better planning decisions. It's helped the company stay agile and adapt quickly to reprioritise projects across all 16 teams in its marketing department. Being able to show marketing's ROI and decision-making process to leadership has also earned marketing a seat at the leadership table.

“ Before we couldn't plan capacity. With Workfront, we can see request types' volumes, so we're able to ask the right questions: 'Do we have enough internal resources to deliver what people are asking of us? How much are we spending? Do we have the right agencies on board?' And because Workfront allows us to see what we are delivering internally versus outsourcing, we're able to find data-driven answers to those types of questions before making decisions.

**Amy Potts**

Former Global Senior Manager of Creative Operations,

Sage

## Always get the right work done.

When work requests come to your department, you need to be able to quickly assess whether it's the right work, how urgent it is, and whether you have the resources and budget to get the work done when it needs to be done. Workfront makes this easy to do by allowing you to:

- Standardise the intake process so you have complete visibility into all work requests.
- Prioritise that work against strategic goals.
- Use scenario planning to determine how to best proceed when trying to balance budget, resources, and timelines.

Having these capabilities empowers your teams to say no to the work they shouldn't be doing and yes to the work that matters most. This not only allows your teams to do work of value, but also to prove their value to the organisation.



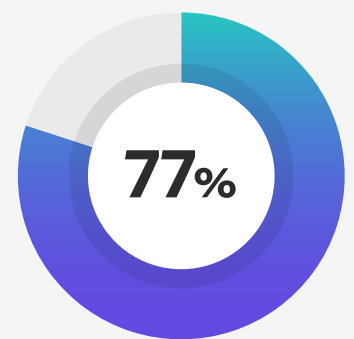
# Digital content creation.

Personalised customer experiences—the kind that makes every customer feel seen and understood at every interaction—are at the heart of what marketing does. It makes customers loyal to the brand and hungry for more great experiences. As a result, all the stages of the marketing work lifecycle—from the initial strategy and planning to the post-publishing management and measurement—should support this critical stage.

But creating digital content isn't easy—especially considering just how much content it takes to deliver personalisation to every customer in real time. Creative teams are faced with creating more content than ever, often with the same resources, budget, and headcount. According to our report *The Future of Creative Experiences*, creatives spend 70% of their time on work unrelated to creative tasks, such as project management, meetings, and admin work. Often, creatives need to toggle back and forth between tools to respond to feedback, give status updates, manage reviews and approvals, and publish to the DAM. This lack of integration between tools and processes slows content workflows and stalls review and approval cycles. And when creative and marketing teams can't connect, collaborate, and move creative work through the pipeline efficiently, it becomes more difficult to deliver experiences in real time.

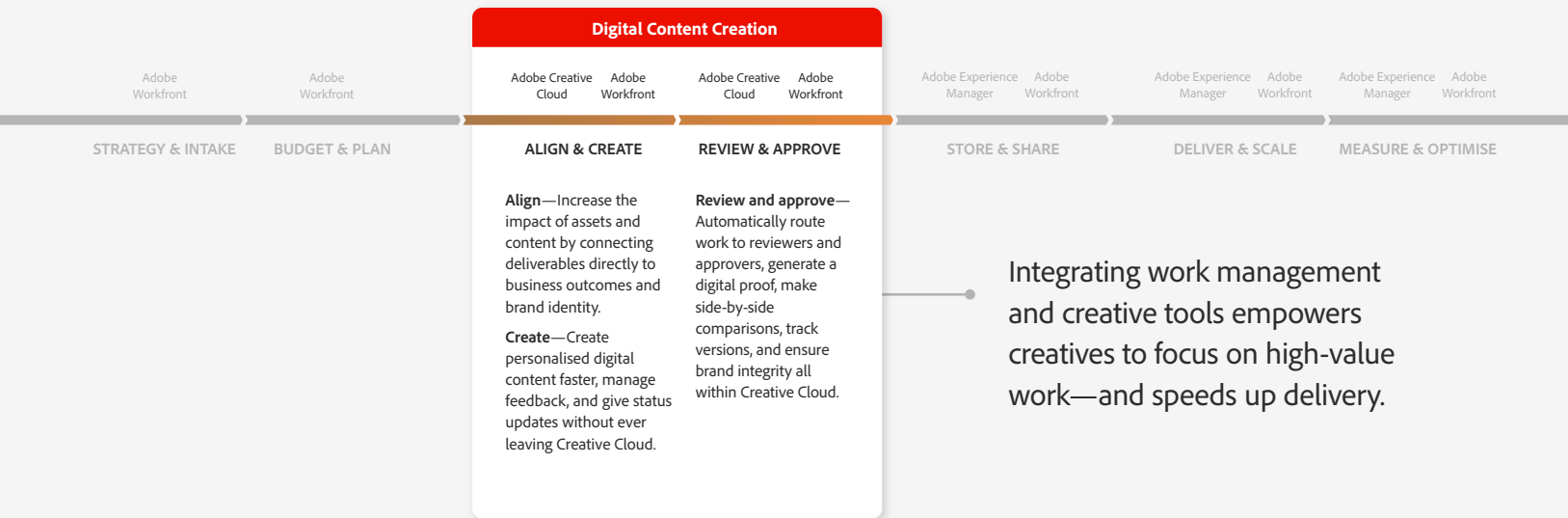
To ensure your creative teams can collaborate effectively and manage work without leaving their creative tools, you need a work management application that can:

- Integrate seamlessly with your creative tools
- Automate digital proofing
- Manage the review and approval workflows



**77% of experience leaders provide their creative teams with a single place to manage assigned tasks, create content, and collaborate in real time and natively in their design tools.**

Source: Adobe



## MARKETING WORK LIFECYCLE STAGE 3: ALIGN AND EXECUTE

### Integrate tools to keep creative work on track.

Creative work is demanding work. It requires both the right tools and uninterrupted time to create—but that’s often not the world creatives live in. They’re asked instead to juggle both creative and administrative tasks, like managing the review and approval process.

This requires creatives to constantly toggle between tools like Creative Cloud and email, chat, and project management software while they work. It breaks their focus and often leaves them rushing—and the work typically takes longer to execute.

A better way to manage the process is to use a work management system like Workfront. By letting creatives stay in their creative tools, they can focus on delivering amazing work—faster and with fewer hassles. The Workfront native integration also means you can seamlessly connect all of your tools onto one platform without needing to stitch them together through back-end development

work. From there, you can automate important administrative tasks that keep everyone informed—and the work on track.

When Liberty Mutual launched its in-house agency, it needed to enable creatives to build content that tied marketing more closely to the brand—while keeping up with fast turnaround times. By integrating Workfront and Creative Cloud, teams can now automate workflow processes, gain visibility into projects, and track content priorities—all of which has saved Liberty Mutual several million dollars a year.

## MARKETING WORK LIFECYCLE STAGE 4: REVIEW AND APPROVE

### **Automate the review and approval process while staying on-brand.**

The review and approval process can be one of the most time-consuming parts of the creative journey. Stakeholders are often slow to review and frequently give conflicting feedback. And with so many rounds of reviews, it can get confusing to tell which version is the correct and latest—leading to brand inconsistencies and other publication errors.

Workfront eliminates many of these challenges by standardising the proofing process with automated workflows and notifications. The ability to generate a proof and make side-by-side comparisons of visuals and copy makes the review and approval process easier for stakeholders and creatives. The benefit to stakeholders is that they are automatically notified when a proof is ready for their review and approval. Creatives can stay in their favourite tools, see all feedback in one place, and focus on the work rather than moving between tools to make changes and manually chase approvals—all while easily ensuring everything is brand compliant.

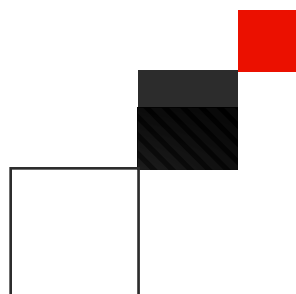
By combining version tracking, clear approvals process, and visibility into each approval stage, you can make sure every piece of content gets reviewed and approved by the right people and in the right order, including during a final brand review. That way, you can ensure your content follows a cohesive, personalised story that your customers can connect with.

## **Create consistently great creative work.**

The best creative work is done in an environment that allows creatives to focus and get into a flow on high-value work. And the best way to give creatives the time and space to do this is with a work management application like Workfront that lets your creative team:

- Work the way they want to work in the tools they want to use through a seamless integration between Workfront and other Adobe applications.
- Eliminate routine and repetitive project management tasks, like intake, reviews and approvals, and status updates, through automation.
- Stay on brand consistently with better visibility and auditing of the review and approval process.

With these processes in place, creatives have the time to do what they do best—create.

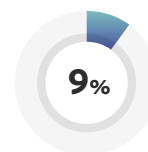


# Asset management.

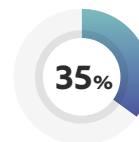
More than ever, customers are expecting digital experiences to feel unique to them. To deliver on this level of personalisation, marketing teams have an enormous amount of digital content to manage—and creatives have even more content to produce. According to Adobe, 68% of creatives agree it's getting harder to produce content on a global scale. Not surprisingly, many companies are struggling to both keep track of assets and meet the demand for creating highly tailored customer experiences.

To manage the work of creating and delivering personalised content, you need an asset management platform that can:

- Integrate with your work management system.
- Automatically assign and capture metadata for each asset.
- Provide total visibility into all assets for easy search, access, reuse, and sharing.
- Rapidly create new versions of assets within your asset management platform.

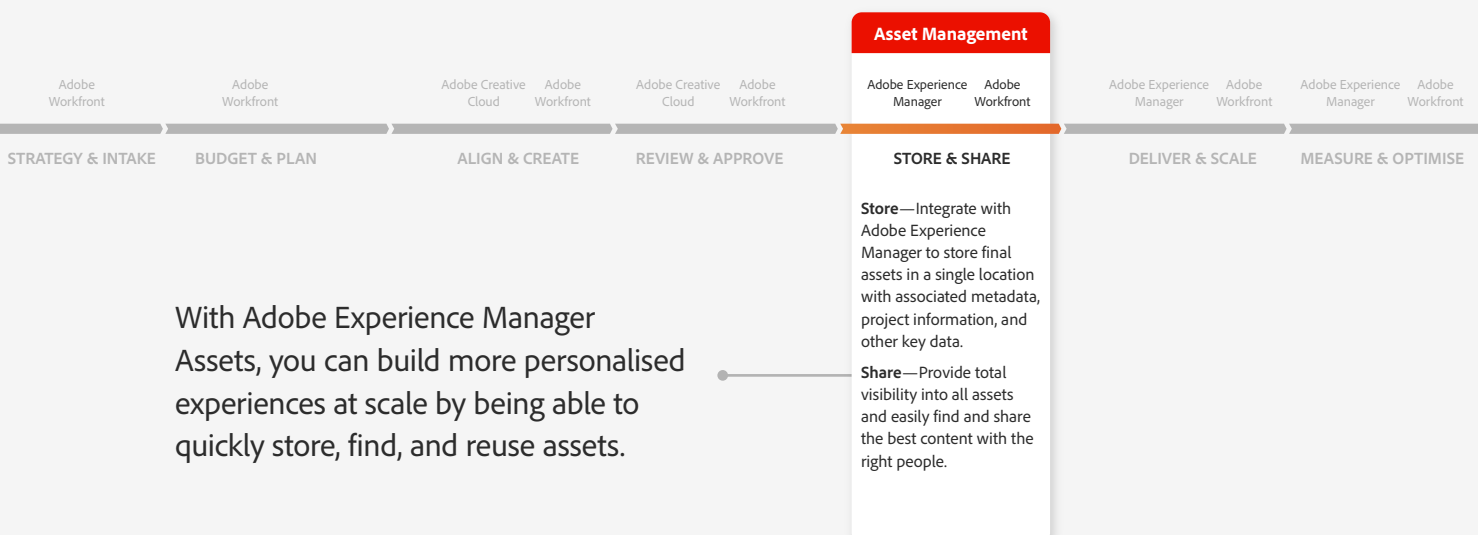


growth in content creation year-over-year



of annual marketing spend is on content creation

Source: *Communicate* magazine



## **Integrate your work management and digital asset management systems.**

Marketing teams often keep assets in server-based folder systems with limited metadata, which makes browsing frustrating, slow, and ineffective. Duplication and multiple disconnected systems only add to the problem. There's no single source of truth as to the most current version of assets, style guides, and branding. There's also no centralised record showing where an asset has been used before, what project it is associated with, and how it performed. As a result, companies can't get the full value out of their assets, let alone build personalised experiences for their customers.

Workfront syncs back and forth with a DAM to organise all digital content in a centralised storage location, making it much easier to find—and use. A DAM like Experience Manager Assets also uses key metadata to help speed the process of finding and sharing content. Automatic tagging with important keywords makes it much easier to find creative assets and to make sure campaign teams have the most up-to-date and on-brand version available.

## **Find the asset you need, and get your content out the door faster.**

When you can find assets quickly and easily, your team can reuse and customise them for new experiences without wasting time and effort re-creating them from scratch. This means you can get content out faster, make experiences more relevant, and improve consistency across the brand.

Creative teams do amazing work, but often marketers who are looking to build experiences don't know where to find it. Experience Manager Assets has features like robust search, intelligent media handling, and artificial intelligence to streamline tagging, cropping, and distribution. All these automated features allow anyone without the organisation to search and access exactly what they need, when they need it—without having to go back to the creative team or program managers to ask for that content. When assets need to be customised and personalised quickly, the creative team can use Adobe Photoshop and Adobe Lightroom capabilities built right into the Experience Manager Assets platform. Your teams will save significant time, which all adds up to making campaigns quicker to launch—and helping you get more mileage from everything you create.



“ When you think about what matters to individuals, whether it’s a product, service, content, or messaging, you soon realise that personalisation—at our scale of hundreds of millions—is going to quickly overwhelm you. You need help from technology to orchestrate content and messaging to land with individuals in exactly the right moment and context.

**Matt Harker**

Vice President of Global Marketing Strategy and Transformation,  
Walgreens Boots Alliance

## **Get more value from your content.**

Compelling creative content is the foundation of personalised, relevant customer experiences. But often, creative teams feel overwhelmed with the amount of content they need to produce. And even if you have a wealth of assets to choose from, you will likely need to create thousands of new versions for experiences to truly feel personal.

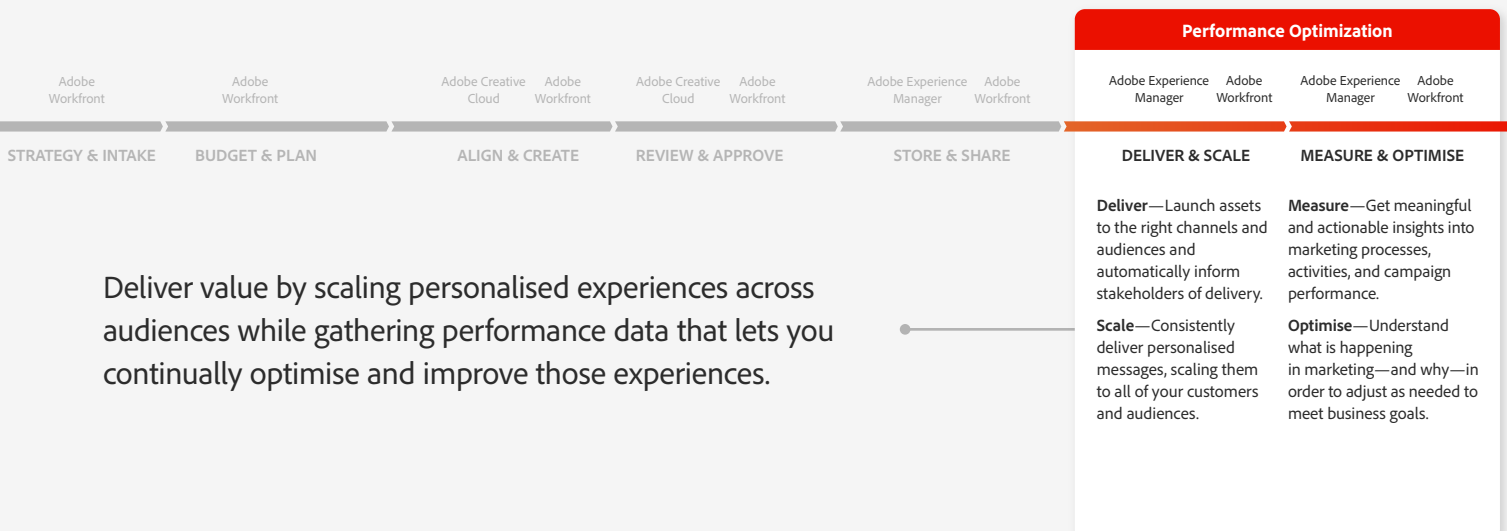
Having your DAM seamlessly integrated with your work management and creative tools means you have access to a centralised workspace to create and manage content. Workfront integrates with Creative Cloud to establish a single place to manage creative work, without having to leave the tools you know and love. With Creative Cloud integrated with Experience Manager Assets, you can automatically publish content to the DAM without leaving your creative tools. Once the assets are in the DAM, Workfront can then track the asset back to the original project and its progress. That way, you can easily find and reuse a banner ad for next season’s promotions and seamlessly send it off for reviews, then seamlessly publish it back to the DAM. These automated and data-driven processes allow creative teams to focus more energy on what they do best—delivering amazing work, faster and with fewer hassles.

# Performance optimisation.

Great digital experiences are the ultimate goal for marketers. And the only path there is delivering personalised experiences at scale. None of this is easy—it requires not only the right technology but also the ability to connect your people, processes, and data to this technology. You also need the ability to continually measure and optimise your content’s performance.

Because delivering personalisation at scale requires an immense volume of assets, marketing teams need efficiency at every stage of the marketing work lifecycle so they can maximise performance. But most importantly, to deliver, scale, measure, and optimise, marketing teams need a work management application that can:

- Integrate with campaign execution tools to accelerate velocity and increase efficiency.
- Collect and measure campaign and work management data.
- Provide end-to-end visibility throughout the entire marketing lifecycle.



## Deliver the right content to the right channel.

Launching campaigns into market is the culmination of all the work that's come before—the planning, production, and orchestration of the omnichannel experiences your customers crave. The experiences you've strategically orchestrated at every step help to achieve specific business outcomes.

Orchestrating the delivery of all the assets your teams have created and launching them in the right channels to the right audiences is incredibly complex—and absolutely crucial. More than ever, customers want seamless, personalised experiences at every stage of the journey. Accidentally putting the wrong message into a channel or sending a customer the wrong content can break customer trust and damage your brand.

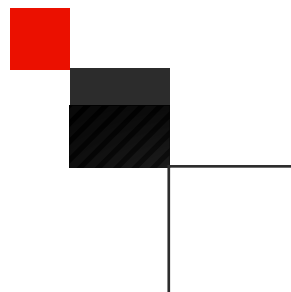
By integrating Workfront with Adobe Experience Manager, Adobe Marketo Engage, Adobe Campaign, Adobe Target, and Adobe Analytics, all your technology capabilities can work together as one unified platform with the support of Adobe Workfront Fusion. With a fully integrated platform, you can more efficiently manage content usage, maintain governance best practices, and deliver experiences across the entire customer journey and every channel. You can target the right audience, segment, and individual with relevant content that's automated across campaigns and channels—and then measure the effectiveness of your efforts. Linking work operations in Workfront directly to your delivery and analytical tools also enables your entire marketing team to see and measure everything while automatically informing stakeholders of delivery. Finally, you're able to take those learnings back to your teams to improve upon the type of content you're creating and delivering.

Workfront empowered Under Armour to work closely with hundreds of partners to deliver more than 300,000 creative assets, critical projects, and campaigns each year.

The company says that the integration between Experience Manager and Workfront has allowed Under Armour to scale the delivery of content by:

- Giving everyone visibility into projects and progress
- Providing a consistent brand experience worldwide
- Making the approval process simpler and faster so content can be delivered quicker

Integrating Workfront seamlessly with the rest of the Adobe ecosystem gives you a centralised hub for planning, producing, launching, tracking, and scaling content and experiences. This makes it possible for your team to increase marketing efficiency and effectiveness, delivering personalised brand experiences to every customer.



## Make your campaigns even better.

To optimise and constantly improve the customer experience, you need an understanding of how your campaigns and assets are performing. Equally important is identifying and tracking internal work metrics like how much time your team spent creating a certain asset, how many resources it takes to deliver an asset or an entire campaign, and how long it took from start to finish. When you can measure each aspect of your work—its performance in the marketplace and the cost in terms of time, resources, and budget—you'll be able to make the best decisions about the value of different types of assets or work.

To be able to get this bird's-eye view of your work performance, you need campaign analytics data and targeting data as well as project management data all in one place. By integrating Workfront seamlessly with the Adobe ecosystem, you can iteratively improve performance and then prove the impact of those optimisations.

“ One of the big ones for us has been capacity and forecasting. How much effort does it take us to create asset types? How much effort do we spend on concepting? It's about making sure we have the appropriate amount of time and resources planned so we can bring our best creative to the market.

**Shane LaBounty**  
Creative Operations Leader,  
Lumen

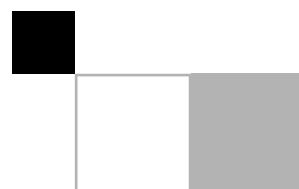
For example, by knowing how much effort it takes to create different asset types or how much they spend on concepting, Lumen can plan the entire workflow better. It can accurately and easily determine the right amount of time and resources required to deliver its best creative efforts to the market.

## **Empower your teams to perform at their best.**

To consistently deliver exceptional customer experiences, marketing teams need to be agile, creative, and fast. But to consistently deliver work that's optimised for success, you need a solution like Workfront that enables you to:

- Measure campaign performance and work management KPIs.
- Gain a holistic view of the entire asset product process—from conception and production to delivery and optimisation.
- Identify and eliminate inefficiencies in your work processes so you can maximise content velocity and provide more personalised experiences to your customers.

With these capabilities in place, teams and campaigns can run as efficiently as possible—and campaigns can continually be optimised to meet goals and improve performance.



## CONCLUSION

# Your marketing can do more.

When you make work a tier-one asset, you're doing more than prioritising a process—you're powering a pipeline. You're creating amazing experiences for teams by removing inefficiencies, headaches, and hurdles that stand between them and their best work—and you're fostering extraordinary experiences for your customers by delivering great work.

Workfront connects your people, processes, technology, and data—and maps them to your most important strategic goals so they can make the biggest possible impact. Integrating Workfront with other Adobe applications fills every gap in the complete lifecycle of marketing work. With all-too-common points of friction lifted from your team's work experience, your limits are lifted too.

**See how Adobe Workfront empowers marketing teams to create and deliver highly personalised digital content at speed and scale.**



[Learn more](#)

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