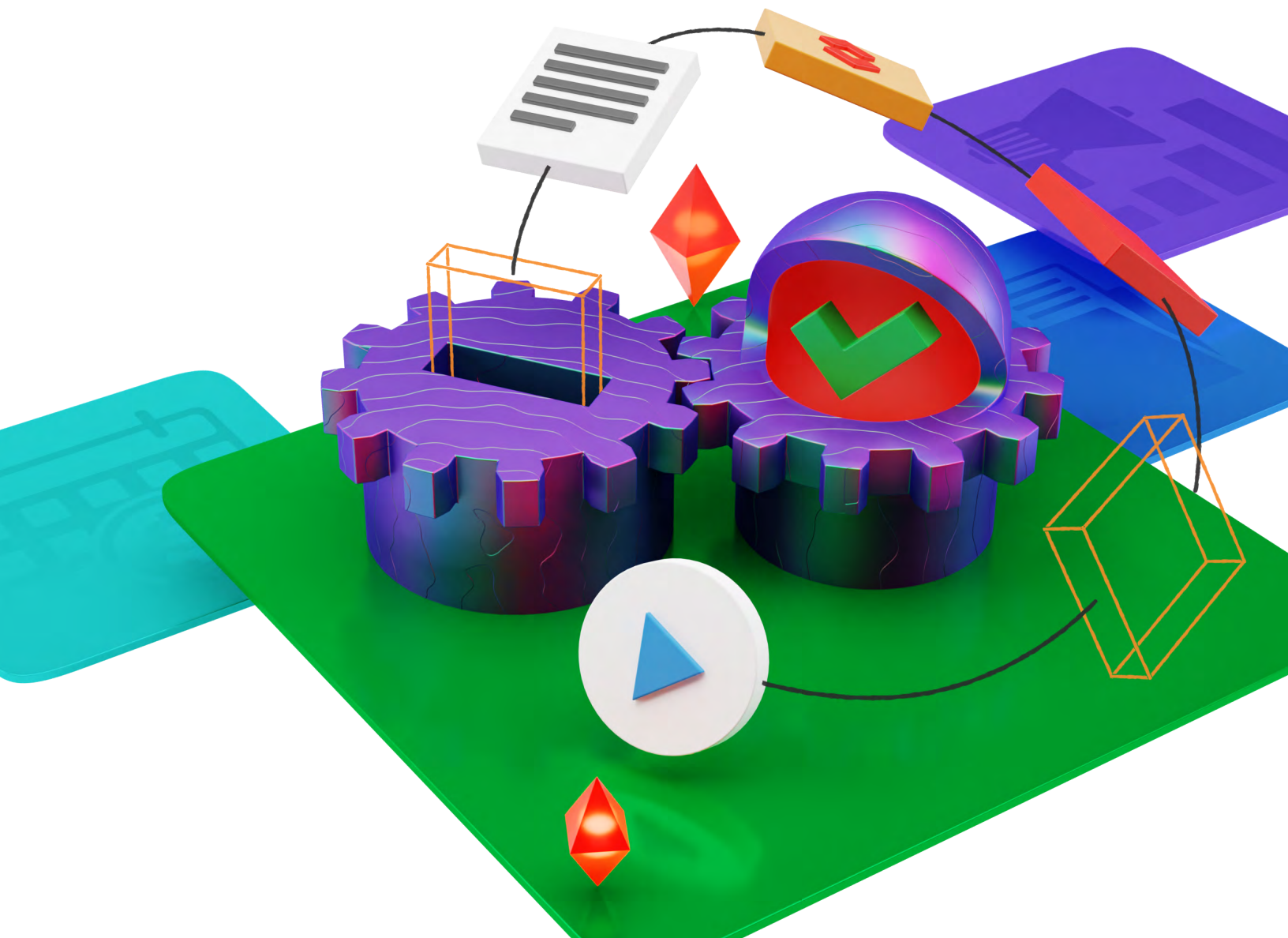WORK MANAGEMENT FOR MARKETERS

Digital content creation.

Overview.

Through our experience with the best brands in the world, we've found that the most successful organizations—and the most successful marketing leaders—treat work like a tier one asset. They understand that work impacts every aspect of the organization and is a primary driver of the digital experience. To help marketing leaders manage this critical work, we've identified seven distinct stages in the marketing work lifecycle and what work needs to happen in each stage. The more efficiently marketers can navigate the work in these stages, the more effective they can be overall.

In this guide, we explore the third and fourth stages of work: *Align and Execute*, then *Review and Approve*. You'll gain insights into how to better manage the work in these stages to ensure you create great content experiences—at speed and on-brand. If you'd like to learn more about the other stages of the marketing work lifecycle or the benefits of managing work as a tier one asset, you can read our full guide, *The Complete Guide to Work Management for Marketers*.
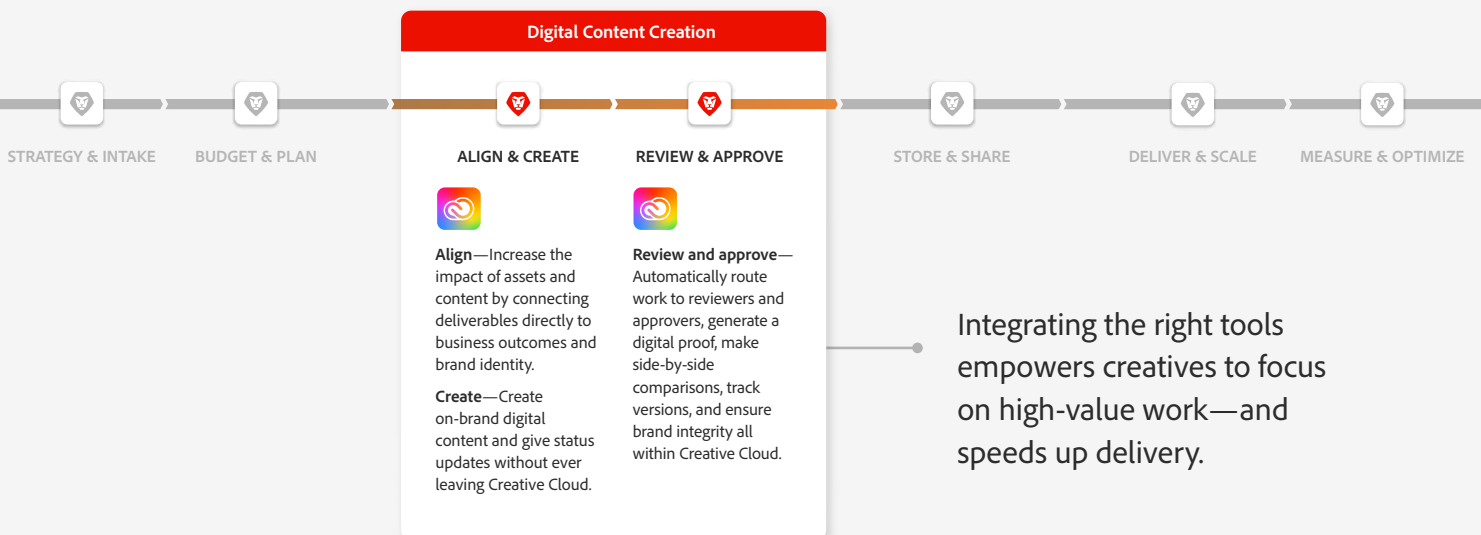
Digital content creation takes smooth communication and collaboration.

Excellent digital content—the kind that makes customers loyal to the brand and hungry for more great experiences—is at the heart of what marketing does. As a result, all the stages of the marketing 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 when more creative teams than ever are working remotely, across borders, and disconnected from traditional on-premises infrastructure. According to our 2020 Global Marketing Report, 30 percent of marketing departments included off-site workers. Now, almost every team in every region is virtual. Add in a lack of integration between tools and processes, and most teams start to experience significant challenges. It gets harder and harder to communicate, collaborate, and move creative work through the pipeline efficiently.

To ensure your creative teams can collaborate effectively and do their best work, you need a work management application that can:

- Integrate with your creative tools
- Facilitate digital proofing
- Manage the review and approval workflows to ensure brand integrity

Digital Content Creation

STRATEGY & INTAKE   BUDGET & PLAN   **ALIGN & CREATE**   **REVIEW & APPROVE**   STORE & SHARE   DELIVER & SCALE   MEASURE & OPTIMIZE

Align—Increase the impact of assets and content by connecting deliverables directly to business outcomes and brand identity.

Create—Create on-brand digital content and give status updates without ever leaving Creative Cloud.

Review and approve—Automatically route work to reviewers and approvers, generate a digital proof, make side-by-side comparisons, track versions, and ensure brand integrity all within Creative Cloud.

Integrating the right tools empowers creatives to focus on high-value work—and speeds up delivery.

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 not often the world creatives live in. Instead, they're asked to juggle both creative and administrative tasks, like managing the review and approval process. This requires creatives to constantly toggle between tools like Adobe 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 application that lets creatives stay in their creative tools while integrating and automating important administrative tasks that keep everyone informed—and the work on track.

The marketing team at Poly, a leader in video and voice technology, used more than 120 types of martech, which led to massive inefficiencies as teams switched constantly between these different systems. By integrating its systems with Workfront, Poly has been able to create new efficiencies for the marketing department and the business—all while building a foundation for work management that connects its people, tools, technology, and data.

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

The review and approval process can be one of the most time-consuming and painful 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.

A work management application eliminates many of these pain points by standardizing 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 favorite 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 chain of custody tracking, clear approvals process, and visibility into each approval stage, you make sure every piece of content gets reviewed and approved by the right people and in the right order, including a final brand review. And with the ability to quickly and easily access and audit in-market assets and campaigns, you'll have even greater confidence and visibility to make sure brand guidelines have been followed and that the right version of the asset is being used.

Create consistently great creative work.

The best creative work is done in an environment that allows creatives to focus their attention 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 facilitating review and approval workflows 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.
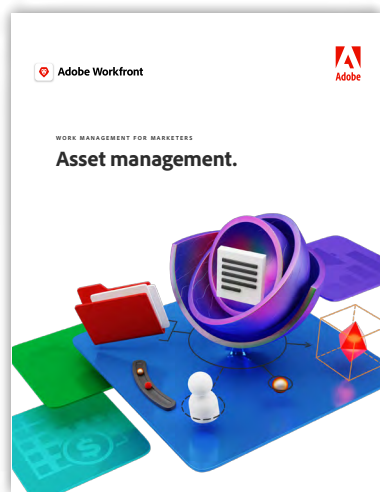
Learn how to move from creating amazing digital content to better managing your content so you can get the most value from it in our *Asset Management* guide.

Read now

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