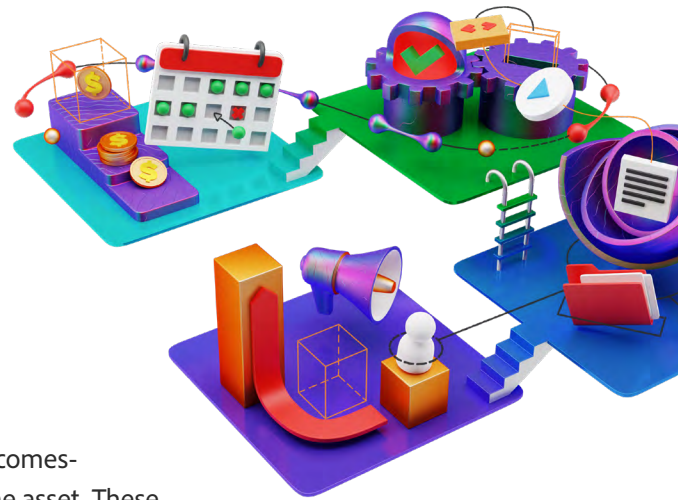




# Work management for marketers.

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










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

The best organizations—and the best marketing leaders—win by being outcomes-oriented, promoting a high level of efficiency, and treating work like a tier one asset. These organizations 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 organization 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 organization as other tier one assets and requires a system of record to manage and optimize it.

 <b>FINANCE</b> System of Record <b>ERP</b> Enterprise Resource Planning	 <b>SALES</b> System of Record <b>CRM</b> Customer Relationship Management	 <b>HR</b> System of Record <b>HRIS</b> HR Info Systems	 <b>IT</b> System of Record <b>ITSM</b> IT Service Management	 <b>MARKETING</b> System of Record  
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Up against an ever-increasing demand for highly personalized 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:

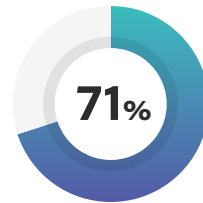
- Treat work like a tier one asset
- Connect people, processes, data, and technology in a single system
- Align work to strategic goals

## Manage work like a tier one asset.

A 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 optimizing 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.

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 centralized source of knowledge, visibility, and insights for all work.

Here's a deeper look at how.



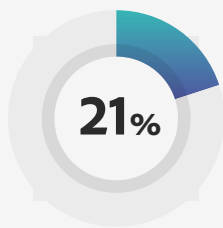
71% of global workers would like to have a single destination to understand and manage work, but 69% don't have that type of solution in place.

Source: [Workfront 2020 State of Work Report](#)

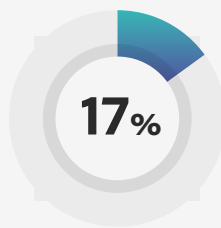
## Connect your people, processes, data, and technologies.

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.

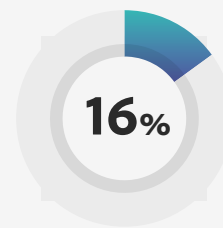
9 out of 10 marketers report these frustrations at work:



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 2020 Global Marketing Report](#)

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 organization. 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 prioritize 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.

“ The pandemic introduced an extraordinary level of change and uncertainty, forcing businesses, leaders, and their employees to pivot, update, and revise their plans away from threat, toward opportunity. Being agile and able to adjust processes, systems, and workflows has armored both the company and its customers to stay engaged and inspired.

**Jenifer Salzwedel**

Senior Director, Marketing Operations and Enablement, Poly

## 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 prioritizing the work that matters most.



**Learn about the seven stages of marketing work—and how to treat it like a tier one asset from intake through optimization. Read our *Lifecycle of Marketing Work* guide.**

[Read now](#)

## Sources

"2020 Global Marketing Report," Workfront, 2020.

"2020 State of Work Report," Workfront, 2020.

"2021 State of Work Report," Workfront, 2021.

"Execute with Agility and Advance Digital Transformation," Adobe Workfront customer story, Feb. 19, 2021.



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