7

Experts on

Flawless Campaign Execution

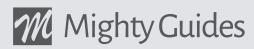How To Fight Chaos and Nail Your Deliverables

INTRODUCTION

Marketing professionals are under significant pressure to execute flawless campaigns within progressively shorter time frames. However, ensuring proper internal alignment and efficient collaboration can be challenging to say the least. With competitors racing to get their campaigns to market first, how can marketing leaders scale their campaigns and launch them on accelerated schedules without compromising on quality?

With generous support from Workfront, we asked seven marketing experts for their secret to helping their internal and external team members be nimble, deliver high-quality work, and launch on time.

Many of the marketing leaders with whom we spoke emphasized the importance of investing time and resources in ensuring internal alignment before a campaign begins in earnest, recognizing that it can be a heavy lift but is often well worth the effort. Others pointed out that transparency and the strategic use of data can help create exactly this sort of alignment, getting everyone on the same page—from external partners to executive leadership. Centralized systems and automation can assist with creating transparency and facilitating collaboration at scale, giving stakeholders the tools they need to carry out their responsibilities for a campaign.

The essays in this eBook offer practical strategies, advice, and examples that highlight different approaches to executing flawless campaigns in a high-pressure environment. Along the way, they explain how marketing leaders can achieve the necessary alignment and agility to nimbly navigate any roadblocks that could result in costly delays and make sure that their campaigns hit their deadlines. Anyone who needs to execute exceptional campaigns consistently will benefit from the wisdom these experienced marketing professionals share.

All the best,
David Rogelberg
Editor

Mighty Guides

Mighty Guides make you stronger.

These authoritative and diverse guides provide a full view of a topic. They help you explore, compare, and contrast a variety of viewpoints so that you can determine what will work best for you. Reading a Mighty Guide is kind of like having your own team of experts. Each heartfelt and sincere piece of advice in this guide sits right next to the contributor's name, biography, and links so that you can learn more about their work. This background information gives you the proper context for each expert's independent perspective.

Credible advice from top experts helps you make strong decisions. Strong decisions make you mighty.

ABOUT OUR SPONSOR

Workfront is the platform for enterprise work management.

Workfront was founded to help people, teams, and companies get work done. Today, more than 3,000 organizations and 10 out of 10 of the world's top brands use it every single day.

Whether you're designing new products, driving technology transformation, or creating global marketing campaigns, your teams have one central system of record for managing work, sharing ideas, managing complex processes and the ability to do their best work.

workfront™

Launch your best campaigns—faster.

WORK BOLDLY ™

workfront

PLAN

DELIVER

OPTIMIZE

Workfront helps you flawlessly orchestrate and execute campaigns, programs, and creative assets to stay ahead of the competition.

SEE HOW WORKFRONT CAN HELP YOU BUILD CAMPAIGNS THAT BUILD YOUR BRAND:
workfront.com/solutions/marketing

MEET OUR EXPERTS

BEATRIZ FERNANDEZ
Genesys
Manager, Digital Strategy
pg. 6

DESHELIA SPANN
Lenovo
Campaign Manager, WW
Marketing and Communications,
Data Center Group
pg. 9

IRIS POLIT
VMware
Senior Manager, Global Marketing
Campaigns & Programs
pg. 12

JON MOORE
Salesforce
Brand Manager, Global Public
Sector
pg. 15

KATY MOSES
CommScope
Global Campaign Manager
pg. 18

MABELLE ASHE, PHD
Sartorius
Global Campaign Manager
pg. 21

TODD BLOOM
IBM Corporation
Sr Marketing Campaign Manager
pg. 24

Beatriz Fernandez, Genesys,
Manager, Digital Strategy

Beatriz Fernandez is a digital strategist focused on behavioral marketing in the B2B sector. A former panelist during the 2016 New York Social Media Week and New York Brand Innovator's Luxury eCommerce Summit, she was also one of the founding 15 high-potential influencers for Hyatt's Global Activation Council. Beatriz currently leads digital strategy efforts for Genesys, specializing in cross-team integrated marketing strategies.

Give Your Campaign Stakeholders the Right Resources, and Success Will Follow

Beatriz Fernandez knows that transparency and openness are essential to executing a flawless campaign. "It's important to include every single department that's going to be part of your campaign," she says. "One of the biggest mistakes I see is that strategy work is completely siloed from execution. For example, you've built a beautiful campaign in a place where you haven't even tapped into execution, so your stakeholders won't be able to tell you what's realistically possible and what isn't." If you involve everyone early in the process and eliminate that silo, however, these stakeholders will feel a certain ownership of the project and be more motivated to help it succeed.

One smart way to do this is to create a centralized system that helps your stakeholders integrate their campaign deliverables into their existing departmental workflows. "A ticketing system brings in a project manager who can help you with the timelines," Fernandez says. "For example, if you're working with the creative team, those timelines are important for those team members." By providing teams with an easier way to manage their work, you can go a long way toward ensuring that your campaign launches on time and as planned.

"The same is also important with marketing operations, a team that's numbers driven and often overloaded with requests," she adds. "Establish a ticketing system, and define the specific departments that are going to be taking advantage of that ticketing system." Working backwards from the live date you have in mind, you can factor in the time the marketing operations team needs to accomplish their tasks. From there, you can submit tickets in line with your desired time frame. "If you know that John needs a lead time of eight weeks to do something, for example, you need to submit the ticket by this date and in this way," she says. However, you only gain this visibility by including all stakeholders in the planning phase.

"If you put in the work before you ask people to do something or to execute on your part, it makes it so much simpler for them."

Creating a centralized document that all stakeholders can access is another good way to streamline collaboration and ensure transparency. "That document can include deadlines you check off so that you're also creating visibility, not only for the people at your level who are helping you with that campaign but above you in the organization, as well," she says. In this way, it's easier to "manage up" because leadership can better understand what's actually happening within the campaign. "If they have visibility from the beginning, then you're already answering the questions they're going to ask," she explains.

As a marketing leader whose position focuses on account-based marketing, Fernandez has found this approach especially effective. "I'm a visual person, but I also have the ability to see things from an analytical perspective. I realized quickly that to get people pumped and excited about a campaign, I needed to break it down so that someone looking at a slide or a document can understand the messaging and the digital or marketing ecosystem we're working with," she says.

This ecosystem, as Fernandez describes it, is key to helping all your stakeholders understand the campaign strategy and their role in executing it. "The ecosystem basically means breaking down every channel you're going to use and explaining it fully, as if it were the first time anybody was actually seeing that channel or being exposed to the definition of that channel. It doesn't have to be long—it could just be one or two slides—but it helps put everybody in tune with what's going on. Then, everybody is able to understand the document at the same level," she says.

Providing these detailed resources up front is a lot of work, Fernandez acknowledges, but well worth the effort. "If you put in the work before you ask people to do something or to execute on your part, it makes it so much simpler for them." When you meet your stakeholders where they are and give them the tools they need, your campaign is far more likely to meet or even exceed expectations.

Beatriz Fernandez, Genesys,
Manager, Digital Strategy

Key Points

1 To make sure your campaigns are executed flawlessly time and time again, you must break down any silos between strategy and execution.

2 When you provide stakeholders with the resources they need to carry out their tasks, your campaign is far more likely to succeed.

> **"It's your job to not be in a silo of creativity, to make sure that you get the right resources and experts to help guide you to success."**

DeShelia Spann, Lenovo, Campaign Manager, WW Marketing and Communications, Data Center Group

DeShelia Spann is a marketing strategist with over 20 years of experience leading global campaigns, developing lead generating content, and building social media programs for B2B organizations. Her innovative approach to solving complex marketing challenges has delivered powerful results and garnered her peers' respect. DeShelia's unique background in technology, healthcare, education, and consumer marketing provides a great blend of industry knowledge and skills.

To Flawlessly Execute Campaigns, You Must Break Down Silos

In DeShelia Spann's experience, a flawless campaign requires careful alignment within your internal organization. "When I say alignment, I mean not just the marketing team's executing that campaign but also the product teams and your senior leadership. You need to make sure that everyone is bought into the goals and objectives of your campaign. They must also be on the same page about how you'll measure success," she says. Wrap all these core elements up in a strong marketing brief that you refer back to whenever you need to. This brief helps you stay true to your goal for the campaign.

Spann also places a priority on collaboration when planning and executing her campaigns. "Collaboration is essential when you want to create high quality. When you're working on a campaign, you want to make sure you're transparent and collaborative from start to launch. This approach helps you be more agile in how you deliver your campaign," she says. This way, when you receive new information that necessitates a shift in messaging or your creative approach, you can quickly adapt to that and come up with an agile way to execute.

It's also important to avoid creating a silo or allowing one to develop when working on a campaign. "Though your marketing organization creates the message and delivers it to your customers and your prospects, you need the support and the partnership of all key stakeholders within the business. If that means that you're working with product marketing teams or solution teams, then you need to understand what problem the product solves for your customers. It's your job to not be in a silo of creativity, to make sure that you get the right resources and experts to help guide you to success," she says.

"When you show that you're collaborative with various teams and stakeholders, they become champions for your campaign."

Creating an open feedback loop in which you share the process by which your marketing team has executed a campaign can also be valuable since it helps your stakeholders understand how you work and why you made certain choices. Spann has done this when partnering with agencies to develop new content, for example. "When we're bringing content to life our product or solution teams had a part in, we may say, 'So here's a final draft eBook we've created. Here's the latest infographic or customer success story. We brought it to life based on what you shared and your knowledge of our customers. How does this resonate with you? Does it clearly articulate the value of what our solutions offer?' We drive a lot of the execution and the timing on campaigns, but we also want to make sure that we're transparent about how we create the content leveraging the knowledge of our experts."

When you bring stakeholders into the fold, you may be surprised at how well they respond. "When you show that you're collaborative with various teams and stakeholders, they become champions for your campaign," she says. "They want to see the marketing organization succeed, and they want to see the company succeed. So they are invested in providing you with the right information, the right resources, the right data, and the right insights. When you open that silo and facilitate give and take, it enables you to build a stronger foundation, and execute on something that's driven through a customer-first lens," she says. "It also helps when having conversations with other stakeholders to be able to go in and say, 'We worked collaboratively amongst various teams and this is what we collectively came together with as the approach,' because it shows them that you haven't created a silo as a marketing team but instead worked with your subject matter experts and your internal partners to put together the best marketing plan."

DeShelia Spann, Lenovo,
Campaign Manager, WW Marketing and
Communications, Data Center Group

Key Points

1 Strong internal alignment within an organization around goals, objectives, and measurement is critical to executing a flawless campaign.

2 Effective collaboration helps you create a high quality campaign and create champions within the organization that are invested in seeing it succeed.

> "As we look at the strategy for a campaign, we must balance our collective traditional best practices with allowing room for new innovations."

Iris Polit, VMware,
Senior Manager, Global Marketing Campaigns & Programs

With VMware since 2013, currently, Iris drives marketing strategy, programs, and content for Education Services. During the last two decades, she has held various marketing roles in IT and in the non-profit sector. Iris also regularly writes and speaks about brain hacking and personal branding. She is co-author of the best-selling book, Mastering the Art of Success, and has been featured on ABC, CBS, NBC, and Fox.

Flawless Campaigns Rely on Clarity, Collaboration, and Communication

According to Iris Polit, three Cs form the bedrock of any successful campaign: clarity, collaboration, and communication. With these building blocks in place, marketing teams can align themselves toward a common strategy, keeping their North Star in full view as they complete their tasks. Marketers can also be more nimble, incorporating best practices while encouraging innovation. With the better visibility they gain into a campaign as it's underway, marketers have a much greater chance of ensuring flawless execution.

"Any campaign needs to start with clarity," Polit says. "You need a team kickoff to discuss what the goals are, who your target audiences are, and have a clear idea of what you're trying to accomplish with the campaign," she says. Once the team has a clear understanding of its campaign strategy, it must collaborate to make meaningful progress. In Polit's view, effective collaboration begins with welcoming a range of voices into early conversations about campaign strategy.

"As we look at the strategy for a campaign, we must balance our collective traditional best practices with allowing room for new innovations," she explains.

This is especially true when it comes to collaboration. Marketing teams should create a strategy and an execution plan that incorporate diverse stakeholder voices from the beginning, including voices of dissent. Effective collaboration creates the alignment necessary for a successful campaign. It also helps prevent potential disruptions later in the timeline. "This way, it's not a week before we're supposed to launch when somebody jumps in and says, 'Oh, have we considered this point?,'" she adds.

> "The more we can automate the process, the easier it is."

Finally, Polit advises marketing teams to maintain consistent communication throughout the life of the campaign. "I think that's true both for us internally as well as externally. It's important to set and sometimes reset expectations with stakeholders and send out regular updates for the internal team and for the external stakeholders to share progress, any hiccups, and how things are moving forward," she says. "Also it's really important that communication incorporates two basic tools. They're pretty common-sense tools, but common sense isn't always common practice. Use calendaring and a checklist as part of those communications so that you have quick snapshots of where you are from one update to the next."

According to Polit, such visibility is crucial to campaign success. "We each have our own siloed functions within marketing. If we remain siloed, that's when that visibility becomes murkier. Again, that's when we really need to rely on the third C:

communication. We need to pay attention to how we're sharing regular updates, how we collaborate as a team, and how we're sharing progress so that we're able to catch all that information," she says.

One way marketing leaders can increase the effectiveness of their communication is through automation. "The more we can automate the process, the easier it is. Whichever tool you end up using for your communication and collaboration, the more you can automate that process, the easier it becomes to share those progress updates," Polit says. "It's imperative that the right tools be in place. Anyone who has ever tried to pull together stakeholder updates on a complex campaign will tell you how painful it can be when that process is manual. So, the more you use collaboration and communication tools that enable you to pull that update quickly, the easier it is," she adds.

Marketers are under more pressure than ever to execute campaigns within tight time frames. Tending to these three critical components—clarity, collaboration, and communication—will help them execute on strategy, operate with greater agility, and gain the necessary visibility to execute their campaigns flawlessly even in a demanding environment. What's more, automated tools can help accelerate the processes involved in planning and launching campaigns, empowering marketers to accomplish their goals in less time.

Iris Polit, VMware,
Senior Manager, Global Marketing
Campaigns & Programs

Key Points

1 Clarity, collaboration, and communication are essential for flawless campaign execution.

2 When collaborating with stakeholders, it's wise to consult a diverse range of voices—even dissenting voices—early in the campaign planning process.

> "With that type of fluidity, lockstep integration of thought and an agreed-upon set of shared objectives become a real possibility."

Jon Moore, Salesforce,
Brand Manager, Global Public Sector

Jon Moore has 15+ years of B2B, B2C, and B2G marketing experience in the digital philanthropy and cloud computing industries. In his current role as Brand Manager, Jon partners with executive stakeholders to develop the brand awareness strategy for Salesforce's Global Public Sector Business Unit (GPS). Beyond his full-time role, Jon serves as Regional Co-Chair for the Black Organization for Leadership and Development at Salesforce (BOLDforce).

Flawless Campaign Execution Requires Alignment, Focus, and Automation

Jon Moore believes that flawless campaign execution comes down to three things: internal alignment, focus, and automation. "When you can gain alignment and improve core coordination among different parts of the business, you'll be exponentially more successful," he says. "Sales has always been our number-one internal customer. We're trying to help build the pipeline that's going to empower them to hit their revenue objectives quarter over quarter, month over month. We've found that there will be siloed conversations in which varying groups set a direction, but there aren't a lot of conversations to ensure agreement on all those objectives so that you can put into action a campaign that results in wins for everyone across the board," he adds. For this reason, Moore says, "From my perspective, alignment really begins at the top."

Ideally, organizations should aim to achieve not just alignment but true integration—an approach, similar to the agile development methodology, in which marketing motions are developed, and then iterated. "You can infuse that agility into your delivery model, which helps safeguard your campaign against any potential derailments. If any element of the campaign fails to unfold the way it did in your head when you were envisioning it, you'll still be able to revisit

the plan with input from sales, from your solution engineers, from your product marketing team, and from all the stakeholders to ensure that you're incrementally delivering on expectations. With that type of fluidity, lockstep integration of thought and an agreed-upon set of shared objectives become a real possibility," he explains.

Moore also sees focus as essential to flawless campaign execution. "I've seen too many campaigns limp through their launch or partially execute because of the sheer scope of the vision or the breadth of the talent available on the team. You don't want to find your team spinning in circles trying to determine where to land because you tried to do all the things that could be done rather than focusing on the things that should be done," he says. For this reason, he relies on two strategic resources to achieve this focus: data and the strength of his marketing organization.

> "Automation frees your team to think more strategically and lean into their core competencies with confidence."

"To the extent possible, every decision should be anchored in data," Moore says. "I don't ever want to put my team or myself in the position where we're taking on the burden of trying to justify taking any action that our numbers don't substantiate. Those can be hard decisions to make if you're venturing into areas of practice where you haven't been able to determine what those hard measures are, but I do think it's necessary to lean into data as much as possible. That way, you can gain the type of customer insights you need to key in on the right messaging, select the right distribution channels, and invest in the right types of content," he explains.

When tapping the strengths of your marketing organization, Moore advises, "Find those common patterns that come to bear on the way your marketing team executes, and then augment them. Wherever holes or shortcomings exist, fill them with new hires or outside help so that you have a more rounded team. In the meantime, deliver on what you can with flawless execution, and ensure, based on the data, that those things move the needle for your internal and external customers," he advises.

Automation can also empower you to flawlessly execute a campaign, particularly when it comes to engaging your external partners. "External team members or partners are vital to the success of any campaign. These resources are most impactful when there is some degree of automation in the way they engage with your internal team," Moore says. "My optimal collaborations have been when internal and external resources come together in such a way that there's some existing depth of knowledge with the external team that doesn't require knowledge of the peculiarities of your market or the profiles of your personas," he adds. "Automation frees your team to think more strategically and lean into their core competencies with confidence. That will save you time and money in the long run because you can be far more efficient. Automation is a key ingredient that makes all our efforts sing."

Jon Moore, Salesforce,
Brand Manager, Global Public Sector

Key Points

1 Alignment, focus, and automation are essential to flawless campaign execution.

2 Strategic use of data, whenever possible, can help you achieve the necessary focus to execute a campaign successfully.

Katy Moses, CommScope, Global Campaign Manager

Experienced Global Campaign Manager with a BS in Business, and strong expertise in the tech industry and continuous improvement. She has held roles focused on business development, market research, sales, analytics, go-to-market and business strategy in both B2C and B2B markets. Katy's an active collaborator with the ability to bring teams together in an organization to deliver proven go-to-market plans, execution and results.

To Execute Flawless Campaigns, Pursue Continuous Improvement

Katy Moses knows that marketers can struggle to strike a balance between delivering highly personalized and relevant messaging to their customers while getting to market quickly. "It's not always easy to focus on how to get personal and relevant messaging to your customer without getting lost in the details that take too long to be first to market. The key is knowing your customer well while making sure you're hitting on your strategic priorities. In some cases, being relevant means going with the vertical approach rather than an individual personalized approach," she says. Striking this balance while juggling multiple priorities under tight deadlines can be a challenge. "I think one challenge for marketers is that they have so many different solutions or products they're trying to cover. I look at it as a real estate map that needs to reflect your (solution or product) priorities, your potential revenue to the business, and relevance to the customer. Aligning those things helps," she says. In addition to that, "A scalable approach increases your team's ability to execute," she advises.

Moses builds her team's capacity to scale through a series of continuous improvements. "Sometimes, you see that systems or processes you're using aren't effective. They're not efficient, and they're killing your time to market. It's important not get hung up on those things but instead to identify them and communicate them to your leadership teams," she says. If you decide that you need a new system, tool, or process, then do your due diligence in selecting and implementing the right one.

"We created a central location that multiple execution teams could access."

On one occasion, when Moses experienced a challenge like this, a centralized solution helped her team address and overcome it. "We had this content that aligned with our business priorities and customer needs, but then we lost visibility," she says. "We created a central location that multiple execution teams could access. By creating a central repository, we created efficiency, visibility and a nice answer to our challenge," she adds. In addition to providing the visibility Moses and her team sought, this centralized solution helped them more effectively demonstrate the value of their marketing campaigns and the strong internal collaboration that made them possible. "We were able to not only capture everything that was happening across all the various teams and marketing channels, but then come together as a team and share the results with the rest of the business. We could carry it from that initial strategy and customer approach

standpoint through to execution and say, 'Here are all the ways we're carrying that message out to market and most importantly here are the results.' They were able to see marketing's teamwork and value to the business, which I think is critical. Sometimes, what we miss most often in marketing is true relevance to business and sales teams, but this time, we were able to show relevance and bridge any previous disconnect we had." Moses believes that marketers can apply a similar approach to metrics and the digital tools used to analyze them. "All the tools being used in today's digital environment can be overwhelming and daunting from a marketing perspective. Finding a starting point, drawing a line in the sand, and creating benchmarks— sharing where you are in your digital process—are important," she says, emphasizing that finding the right metrics and tools can also be thought of as a journey of continuous improvement. In this way, you can build on initial successes and make steady, consistent progress toward the future state of marketing excellence you're trying to reach.

Katy Moses, CommScope,
Global Campaign Manager

Key Points

1 Inefficient processes or systems can hurt your ability to get to market quickly.

2 By pursuing continuous improvement, you can create the capacity needed to scale your marketing operations.

> "As tools and processes become automated and people move toward digital platforms, the pace of getting things launched or put out into the universe is definitely a lot faster."

Mabelle Ashe, PhD, Sartorius, Global Campaign Manager

Mabelle is currently the Global Campaign Manager at Sartorius heading the CAR-T and Biologics segment campaigns. Mabelle has over 25 years of experience in life sciences, first as a cancer researcher and then transitioned to Marketing. With that experience, Mabelle has extensive expertise in developing marketing campaigns to effectively penetrate the advanced therapies market through engaging content creation, robust demand generation, and highly targeted channel strategies.

To Execute a Flawless Campaign, Get a Strong Head Start

Mabelle Ashe believes that to stay nimble and deliver high-quality work on time, you must get a strong head start right out of the gate. "Make sure that all the stakeholders agree early on what the campaign strategy, tactics, and direction are going to be. Get their buy-in on the particular resources or content you're going to use for the campaigns. Also, start pulling together materials to formulate content and support the campaigns throughout the year as early in the process as you can," she advises. Rather than avoiding potential issues looming on the horizon, she recommends tackling them right away. Otherwise, she says, "You'll find as you move along that things get even further delayed than you anticipated."

With marketers under greater pressure than ever to execute flawless campaigns in shorter time frames, it's important to address any challenges that may arise proactively. "As tools and processes become automated and people move toward digital platforms, the pace of getting things launched or put out into the universe is definitely a lot faster. That means we're under pressure to deliver a faster turnaround from our end," she says. Smart digital tools can accelerate certain processes, such as uploading ads or campaign materials. That said, content creation and approval still consume a considerable amount of time and

effort on the back end. As a result, says Ashe, "The bulk of the work is really put on us campaign managers and our teams to generate content in a timely fashion. And that requires a lot of organization within our teams."

"You need to use available technologies to maintain open communication with all your stakeholders at all times."

To stay on track, it's important to be clear on your priorities, have alignment within the organization as to what those priorities are, and cultivate the kinds of positive working relationships with your partners that can come in handy when miscommunications or potential problems arise. It also helps to have effective project management tools to help you gain full visibility into your projects and keep tabs on how they're progressing. "We've tackled this challenge using a project management tool that gives the entire team involved in a project visibility into the active tasks and their owners within that project," she says. "This approach helps streamline collaboration among teams. If things are delayed, you know who the responsible party is, and the record of communication is visible to the entire team. We also get a centralized place for all the information and files associated with the project."

In Ashe's experience, technology can give your team the visibility it needs to keep its projects on track. It can also facilitate open lines of communication, which are critical to success. "Just using traditional email or phone calls or meetings

is limiting," she says. "You need to use available technologies to maintain open communication with all your stakeholders at all times. Product managers are busy: They're pulled in a million different directions. The same is true for your digital team and your graphics team. That's why you should take advantage of every opportunity to communicate with them. That's how you keep your projects at the forefront of their minds and meet your timelines in this fast-paced world," she says.

Mabelle Ashe, PhD, Sartorius,
Global Campaign Manager

Key Points

1 Getting an early start on your campaign will help you confront potential challenges before they affect your ability to execute on schedule.

2 Take advantage of technologies that can help you gain visibility into the progress of your projects and maintain open lines of communication with stakeholders.

Todd Bloom, IBM Corporation,
Sr Marketing Campaign Manager

Todd Bloom is a Sr Marketing Campaign Manager who manages complex marketing campaigns from strategy planning to execution. He handles the day to day management of marketing campaigns including: Strategic planning, digital marketing, event marketing, webinar creation, virtual event management, email marketing, RLM and managing outbound/inbound telemarketing channels. He has been in the Campaign.

Use an Agile Approach to Execute Campaigns at Scale

In Todd Bloom's view, an agile approach can help marketing leaders ensure that campaigns stay on track and achieve their goals. "We've implemented an agile working environment in which we conduct a bi-weekly retrospective that includes all team members from all disciplines. We also do a daily stand up that has the main participants attend where go through the stories, status of action items, and blockers. The meetings keep everybody on topic and on time, and they make sure that what they're working on is being fulfilled. If there are any blockers, we need to handle them immediately. "But really, the top thing from my perspective is understanding how long it takes to get a good campaign to market, knowing what each team member's role is, and understanding how those team members are working toward executing on their particular tasks. From there, it's about working backward from the time we need to be in-market to get it done," he says.

This holistic approach delivers better results in the long run, but it does require a fair amount of upfront work, especially when it comes to collaborating effectively with stakeholders spanning several professional disciplines. "In my company, many different disciplines are involved: product marketing, content, RLM, our executive team, operations, paid media, offering management —

there's a whole slew of people," he explains. Making sure that all these subject matter experts are on the same page requires considerable time, especially in a high-pressure environment that involves multiple campaigns and compact schedules. "We have messaging tools within the company that really help with that. We can ask questions on the fly through messaging tools and get answers right away versus having to get on a call and really talk through it," he says.

> "We've made a lot of strides over the past couple of years by integrating the different marketing tools into one main tool."

According to Bloom, the speed and scale at which marketing leaders are expected to create and launch successful campaigns have only increased in recent years. "It's become exponentially more difficult over the past few years. I've been a campaign manager for the last 10 years. Before that, I was a project manager, which is similar to our campaign manager, except that we have more duties than a project manager. I'm finding that we're really busy right now compared with how we were in the past," he explains. Accordingly, he tries to find efficiencies that can streamline his work and enable his team to accomplish more within a shorter time.

For example, Bloom's team uses a variety of tools to gain visibility into campaigns and monitor their progress. "We've got all kinds of tools that we use internally. We use a project management tool to manage our projects. We also have a market

asset management tool in which we store all the assets, and then post them on the website. So, we have many internal tools that help us keep track of where we are and how we're going to get to the end game," he says.

Using multiple tools to manage individual components of a marketing program can present challenges, however. "We had a lot of people going into multiple applications, typing in the same stuff over and over again. Many people were doing the same things in different tools. That really wasn't efficient," he says. To overcome that obstacle and increase efficiency, his organization made a concerted effort to integrate several of those tools to have one source of truth to our marketing. "We've made a lot of strides over the past couple of years by integrating the different marketing tools into one main tool. It kind of branches out into the other tools that we use, and it gives us the visibility we need," he explains. By steadily optimizing campaign processes and systems in this way, Bloom and his colleagues are able to remain agile as the number of projects increases and deadlines shrink, scaling their ability to deliver high-performing campaigns on time and on schedule.

Todd Bloom, IBM Corporation,
Sr Marketing Campaign Manager

Key Points

1 The speed and scale at which marketing leaders are expected to create and launch successful campaigns have exponentially increased in recent years.

2 To execute flawless campaigns as deadlines shrink and the number of projects increases, create an agile working environment, and seek opportunities to optimize workflows.

Manage all marketing work in one place.

workfront

WORK BOLDLY™

PLAN

DELIVER

OPTIMIZE

Launch campaigns quicker. Spend less time chasing approvals and more time creating high-value work that matters.

TAKE A WORKFRONT PRODUCT TOUR:
workfront.com/tours/marketing

CONCLUSION

To effectively and efficiently orchestrate flawless campaigns and content that stand out from the competition and achieve measurable results, marketers must continuously anticipate change and prioritize the right work.

With a centralized work management solution that integrates their entire martech stack, marketing departments can have a complete view of their work and how it aligns with company strategy, determine which work to prioritize, and know when to pivot campaigns and content when the unexpected happens. Using their favorite creative tools and collaborating from anywhere — in one platform — they can quickly deliver high-value work that positively impacts business outcomes.

To learn more about how enterprise work management enables marketers to deliver consistent results in an inconsistent market, visit

www.workfront.com

For more information on sponsoring a Mighty Guide or sharing your insights in a Mighty Guide visit

www.mightyguides.com

workfront™

Mighty Guides