



# Reimagine marketing work in 3 steps.

And clear the way for more personalized customer experiences.



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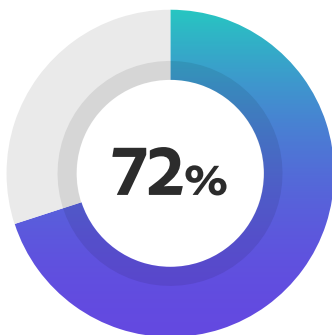
Bars & nightclubs

Customers are no longer satisfied with status quo marketing. They're abandoning brands that continue to serve up more of the same for those that give them what they truly want—experiences that feel made just for them, with information that's relevant to their needs and interests across every channel and every device—at any moment.

What exactly does that mean for your marketing teams? At every touchpoint, they must produce more meaningful content that speaks to the individual—and they must do it at scale, across hundreds of thousands (if not millions) of customers. We'll cover three steps to help you get there and show you how to get everyone on the same page with personalization.

“ From web to mobile and in-person interactions, consumers now view personalization as the default standard for engagement.

McKinsey & Company



**of consumers say they expect the businesses they buy from to recognize them as individuals and know their interests.**

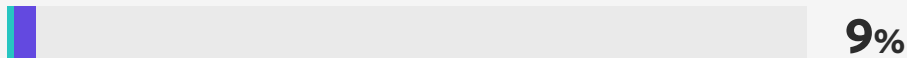
There's no time for missed deadlines, productivity lags, or uninspired work. Every effort must be purposeful and connected to a greater vision. That takes work management that's organized and a workforce that's in sync with your company's personalization goals and strategy.

As it stands, employees say it's getting harder to ensure their work is supporting organizational priorities, like personalization initiatives, due to communication challenges and a lack of autonomy when it comes to deciding how best to support company goals.

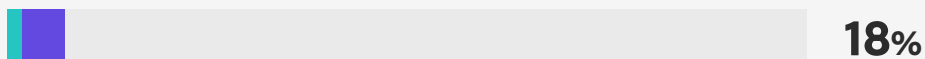


## Employees say it's harder to align work with strategy.

Previous fiscal year



Current fiscal year



### +9% year over year

■ 2% due to communication challenges

■ 7% due to lack of freedom to decide how best to support company goals

The pace of the digital economy has made streamlining work processes and syncing marketing efforts to overall strategy crucial to success. It is more important than ever that marketing teams reimagine the way they get work done so they can spend their time on efforts that are aligned with overall business goals, move at a faster pace, and deliver the personalized experiences customers expect—without adding budget, time, or resources.

**As you start to reimagine marketing work, consider the following questions:**

1. Are you confidently able to connect marketing work execution to strategy at every stage of the work lifecycle?
2. Do your teams have the integrated tools and resources they need to do their work effectively and efficiently?
3. Are workflows and processes automated to ease workload and free up time for the highest value work?

**T-Mobile's marketing team increased the number of projects per month by 275% by bringing together all its people, processes, and tools in one place.**

The following key steps will help you connect your people and systems, iteratively plan and prioritize work, align execution to strategy, accelerate important projects, and allocate budget, resources, and time to the right work.

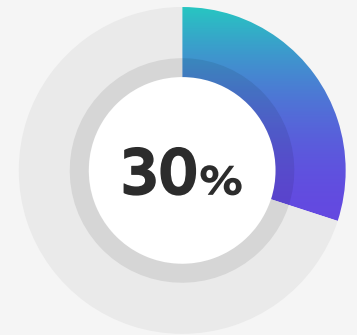
## STEP 1

# Tame work chaos with visibility and collaboration.

There's no real way to streamline marketing work if you have no visibility into the work your people are doing, the progress of that work, or how it ladders back up to strategy. Many organizations create, review, and track work in disparate tools, which results in chaotic and interrupted workflows. Assets are lost or unnecessarily duplicated, reviews and approvals take longer, and time is wasted when assets must be manually uploaded and updated. When work isn't centralized, collaboration happens through email, spreadsheets, and other static tools—problems that are only exacerbated by hybrid and dispersed teams working in different locations. The result is work that is disconnected, difficult to align, hard to prioritize, and sometimes misses the mark altogether.

Marketers need a single place to manage the entire lifecycle of work—from request to delivery—and collaborate with each other and other teams. When you bring together project and task management with social collaboration, real-time reporting, and strategic planning, your teams can then focus on what they do best—creating and delivering the experiences that drive real growth.

A truly transparent view into what your teams are working on lets you know exactly where you can improve workflows, accelerates decision-making, increases participation across divisions and systems, and reduces time and money wasted on manual processes, meetings, and duplicated work.



**30% of the work week is spent on unimportant tasks.**

- Support collaboration and visibility in a centralized workspace that reduces the volume of emails and meetings for teams.
- Eliminate wasted time and resources spent manually tracking projects, attending status meetings, and interacting in a variety of communication tools.
- Integrate your work management application with your creative tools to accelerate collaboration around content creation.

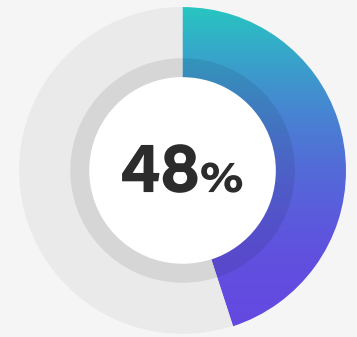
## STEP 2

# Flexibly prioritize work according to strategic goals.

Marketing leaders and their teams must ensure that the work getting done is the work that matters most and aligns with the company's strategy and desired business outcomes. But setting marketing goals and cascading them down the entire marketing organization is easier said than done.

With content in such high demand, marketing and creative teams are often overwhelmed with work requests, and every stakeholder thinks their request is the most important. Sorting through and prioritizing the volume of all that work is increasingly difficult. The way many organizations execute work makes it hard to accommodate quick market pivots, evolving strategy, or the growing demand for bespoke customer experiences.

A work management platform that allows you to easily create and compare different scenarios gives marketers the flexibility to craft the best experiences while considering budget, timeline, resources, and projects in flight and change course according to market changes or new goals. They can then relay new priorities back to their teams so that efforts align with strategy at every stage.



**Just 48% of in-house creatives feel they're "very aligned" with their marketing teams.**

- Integrate the tools and systems your team uses to plan and prioritize all marketing work iteratively and flexibly.
- Connect work execution directly to company strategy and respond with agility to shifting priorities.
- Set up real-time dashboards to track and measure progress of projects across major milestones.



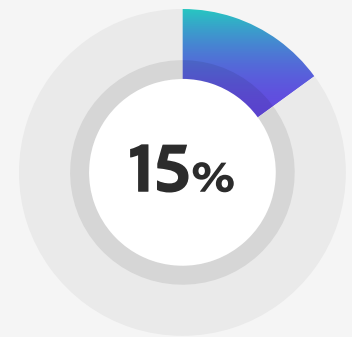
## STEP 3

# Standardize workflows to fast-track personalized experiences.

Once marketers can see work in one place and allocate budget and resources to prioritize the right tasks, the next challenge becomes executing on that work with the speed and agility needed to deliver meaningful experiences to every customer at the right moment.

Workflow issues are the second biggest barrier holding back customer experience organizations, according to Adobe's 2022 *Digital Trends* report. To break through that barrier, marketers must automate workflows and standardized processes for all content and campaign initiatives. When you centralize work requests and use a standardized template, like a creative brief, to collect all the information you need, collaborating on, tracking, and prioritizing work becomes more manageable and ultimately speeds time to delivery.

A work management solution that automates the flow of work from step to step significantly reduces time wasted on manual processes. Automation also extends to the tools marketers use every day. When tools are integrated, employees are automatically notified when it's their time to take over. Take creative review and approval cycles, for instance. Creative team members can manage reviews and approvals from within creative tools while stakeholders are notified and can respond from the work management application. This significantly reduces time spent on review rounds and ensures everyone is looking at the same version of an asset.



**15% of a creative marketer's day is spent managing reviews and request cycles.**

- Standardize intake and execution of work to increase project capacity and accelerate delivery.
- Focus your teams on the most important work first to maximize resources, budgets, and speed without exceeding capacity.
- Automate workflows across integrated tools and systems to speed content creation and review.

# How the CMO and CIO can work together to deliver personalization at scale.

Rather than pigeonholing personalization as a marketing initiative or analytics issue, the companies that are seeing the most return on their efforts are taking an enterprise-wide approach to personalization. Marketing and IT teams must work cohesively to orchestrate customer experiences that drive revenue and growth, and that collaboration starts at the top. Chief marketing officers (CMOs) are responsible for creating personalized experiences while chief information officers (CIOs) are responsible for the technology that powers that personalization at the scale of millions.

Partnership between IT and marketing is crucial to driving personalization, yet only 34% of employees score collaboration between marketing and tech teams at 8 or higher out of 10.

When CMOs and CIOs have a strong partnership and shared vision, experience creation is more innovative, agile, and creative. As your organization's personalization maturity advances, these C-suite executives should work together to secure any necessary funding and advocate for enterprise-wide transformation. It's a spirit of collaboration that must trickle down to senior executives and their teams.

- Establish a governance or center of excellence team dedicated to collaboration and digital transformation.
- Foster a harmonious CMO-CIO partnership that cascades down to senior executives and their teams.
- Break down organizational silos between marketing and tech teams and promote a collaborative exchange of information and services between departments.

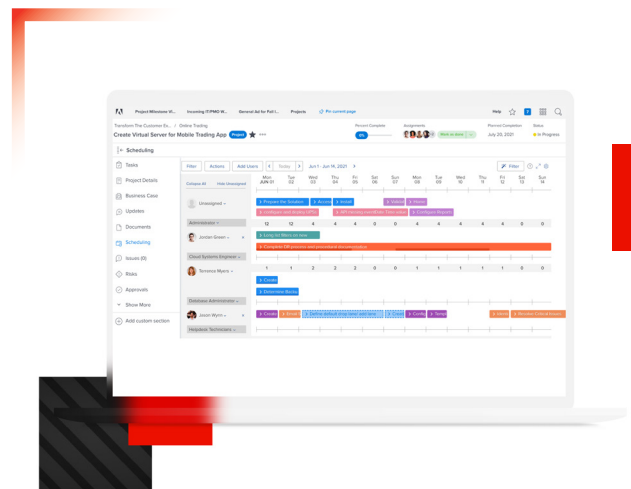


# Streamline and automate marketing work with Adobe Workfront.

Prioritize the work that makes the biggest impact on the organization. Deliver it on time, on budget, and on spec with Workfront, the premier enterprise work management platform connecting content and campaign execution directly to business strategy.

## Workfront helps marketing leaders:

- Integrate tools and systems and enable collaboration across divisions with automated workflows and standardized templates.
- Support collaboration between teams working in disparate tools.
- Track projects or groups of projects across major milestones.
- Enable speed and agility that deliver on outcomes.



[Learn more](#)

# Sources

[“2022 Digital Trends,”](#) Adobe, February 2022.

[“The 2021 State of Work,”](#) Adobe, 2021.

[“The Value of Getting Personalization Right—or Wrong—is Multiplying,”](#) McKinsey & Company, November 12, 2021.



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