



Adobe Workfront



WORK MANAGEMENT FOR MARKETERS

The lifecycle of marketing work.



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 provide a high-level overview of the seven stages of work: *Strategy and Intake*, *Budget and Plan*, *Align and Create*, *Review and Approve*, *Store and Share*, *Deliver and Scale*, and *Measure and Optimize*. We provide you with insights into how to better manage the work in these stages to ensure you're prioritizing the work that matters most. If you'd like to learn more about 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*](#).

Make work flow seamlessly from one stage to the next.

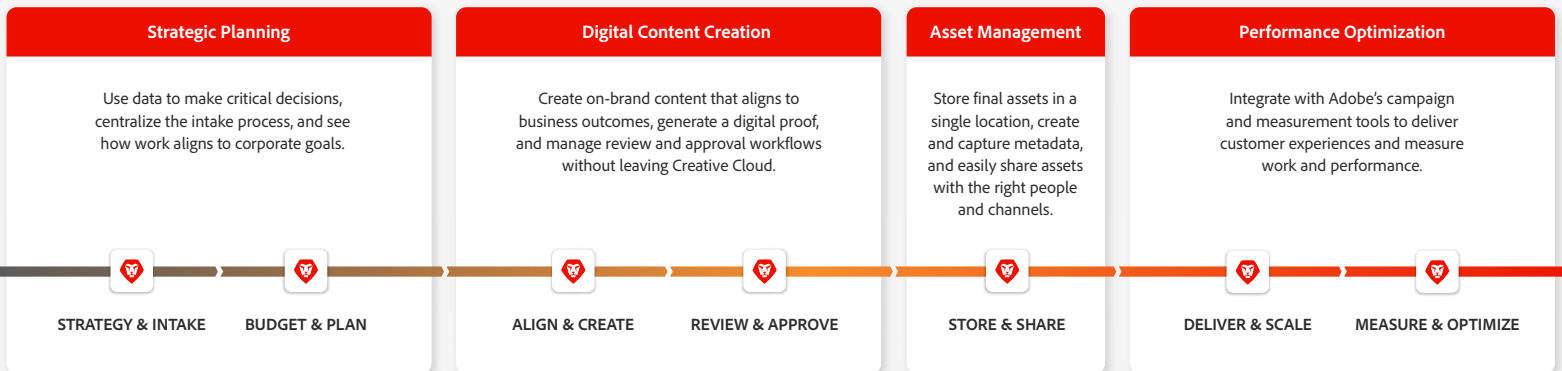
The work your team does to improve the digital experience can feel like a large-scale juggling act. Even a small piece of content requires figuring out budget, resources, timelines, reviews, and approvals—on top of all the effort that goes into publishing the content and measuring its performance. Multiply 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.

“ An enterprise work management platform where you can see your strategy, your work, your people, your dollars, and the quality of work is helping customers move out of the productivity trough into outcomes-driven work.

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 optimizing 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 standardize the intake process by designating a centralized 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 organization'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, and how much it will cost to get it done. Comparing possible scenarios while taking budget, resources, and timelines into consideration will help you assess the best path forward to meet your most critical objectives.

3. Align and create

Here, work is done based on where it fits into top business priorities. This gives you confidence that everyone is working on the right work at the right time. 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

The assets created are now reviewed and approved by all stakeholders. This stage is important for ensuring brand consistency, high-quality content, and alignment among stakeholders. By automating the process and centralizing feedback in one work management application, you can significantly streamline the review and approval process.

5. Store and share

The fifth stage starts once the work is approved. In this stage, a content management system (CMS) or a digital asset management (DAM) can make it easy to store and share content across multiple channels and audiences. A centralized storage tool also affords you more value from your assets because they are easy to 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 personalized content with real-time speed, scaling to thousands or millions of customers at once.

7. Measure and optimize

Finally, you need to measure your marketing's work performance and identify opportunities to improve it. This requires gathering data on project costs and time metrics as well as campaign analytics. Capturing all these metrics and providing useful, data-driven insights will clarify what's working, what's not, and 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:

- Standardization using templates and processes
- Integration with your martech stack to create a single system of truth
- Automation to increase efficiency

Standardize processes.

One of the most valuable ways you can protect your team's time is consistency. Standardize your workflows with consistent work intake processes, templates, and a single system for documenting work. Standardization 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, they standardized their processes for submitting and managing work. The team became more organized, 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, MS Teams, Zoom, Workday, SAP, Allocadia, etc.—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 with 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 prioritizing 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 requestors 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.

Monique Evans

Systems Operations Manager, Stanley Black & Decker

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 standardizes 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 organization’s primary goals.

1/2

Over 1/2 of marketers work in disintegrated systems with disconnected tools

3/4

Approximately 3/4 of marketers say the tools they use make work slower and more complicated

Source: [Workfront 2020 Global Marketing Report](#)



Learn how to start your marketing work lifecycle off on the right foot with our *Strategic Planning* guide.

[Read now](#)

Sources

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