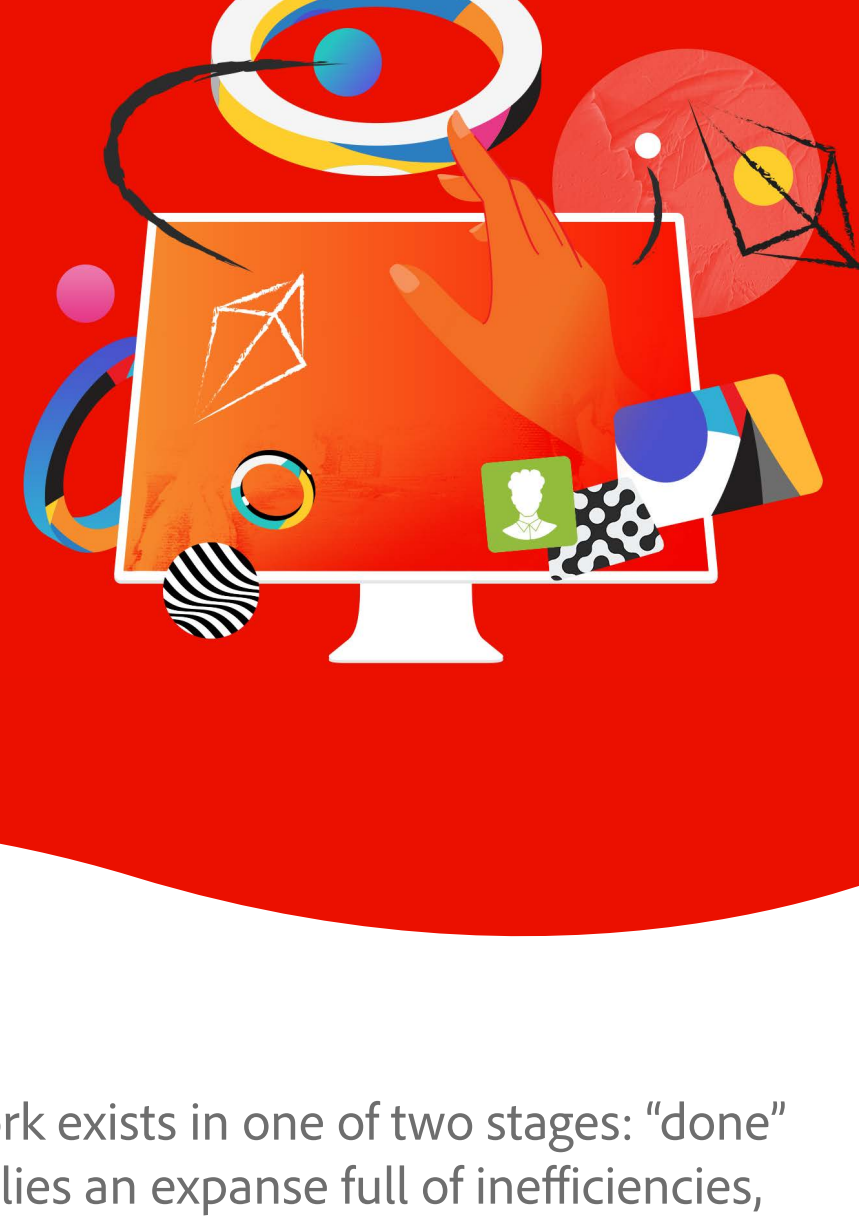




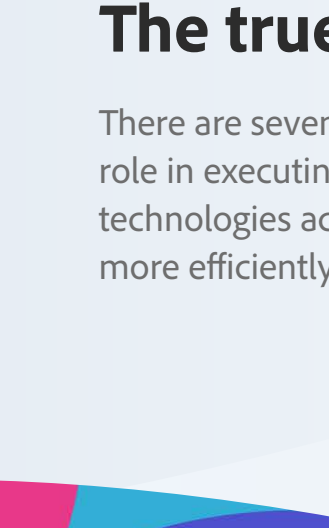
# The seven stages of the marketing work lifecycle.

Powering marketing work from intake to delivery and beyond with Adobe Workfront

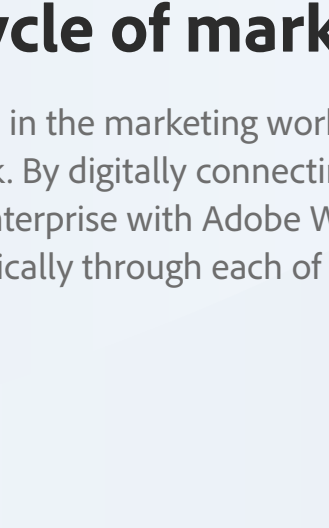


For many organizations, marketing work exists in one of two stages: "done" and "not done." In-between those two lies an expanse full of inefficiencies, misplaced priorities, and crucial data going unmeasured.

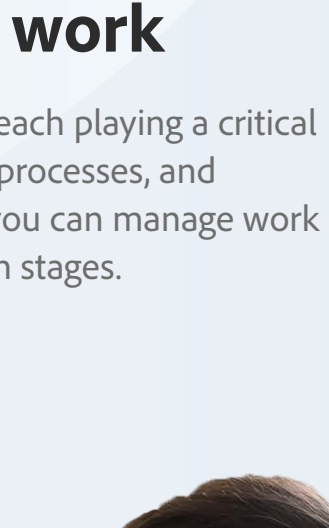
9 out of 10 marketers report these frustrations at work:



Lack of strategic alignment across functional teams



Lack of visibility into project status and productivity

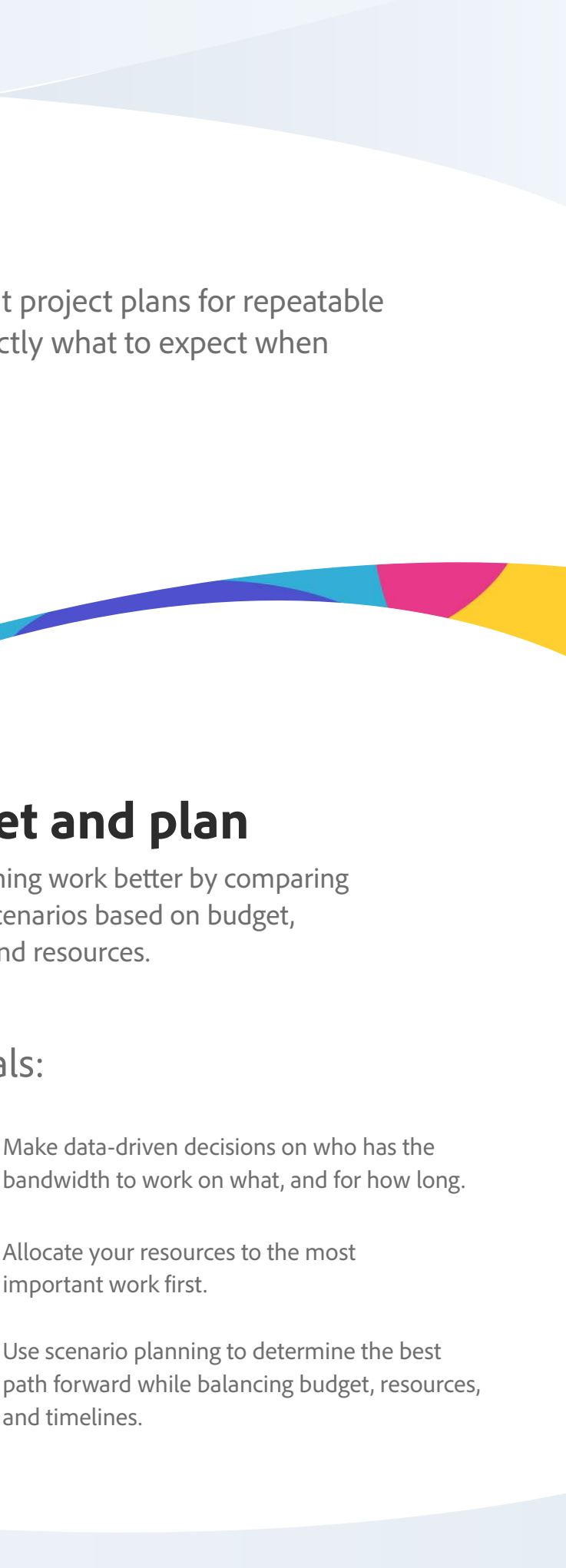


Lack of defined workflows or disconnected workflows across teams

Source: [Workfront](#)

## The true lifecycle of marketing work

There are seven core stages in the marketing work lifecycle, each playing a critical role in executing great work. By digitally connecting people, processes, and technologies across your enterprise with Adobe Workfront, you can manage work more efficiently and strategically through each of these seven stages.



## 1 Strategy and intake

Standardize the intake process by designating a centralized location for all project requests that come to your team.

Key goals:

- Give marketing leaders visibility into the work being requested.
- Prioritize work that aligns with your strategic goals.
- Reduce time by automating request assignments.

HOW ADOBE WORKFRONT HELPS:

**NORDSTROM**

*fashion retailer*

**40 minutes per day saved** by standardizing intake requests through Adobe Workfront

**esri**

*GIS mapping software company*

**74 different request systems consolidated** into Adobe Workfront

“

We no longer have to spend time building out project plans for repeatable work and our regular stakeholders know exactly what to expect when they submit a request.

**Kelley McKasy**

Project & Process Management, Esri



## 2 Budget and plan

Plan incoming work better by comparing different scenarios based on budget, timeline, and resources.

Key goals:

- Make data-driven decisions on who has the bandwidth to work on what, and for how long.
- Allocate your resources to the most important work first.
- Use scenario planning to determine the best path forward while balancing budget, resources, and timelines.

HOW ADOBE WORKFRONT HELPS:

**FCB**

*advertising agency*

**1,000 hours saved annually** by centralizing resource availability in Adobe Workfront

**esri**

*GIS mapping software company*

**DIGITAL PROJECT APPROVALS**

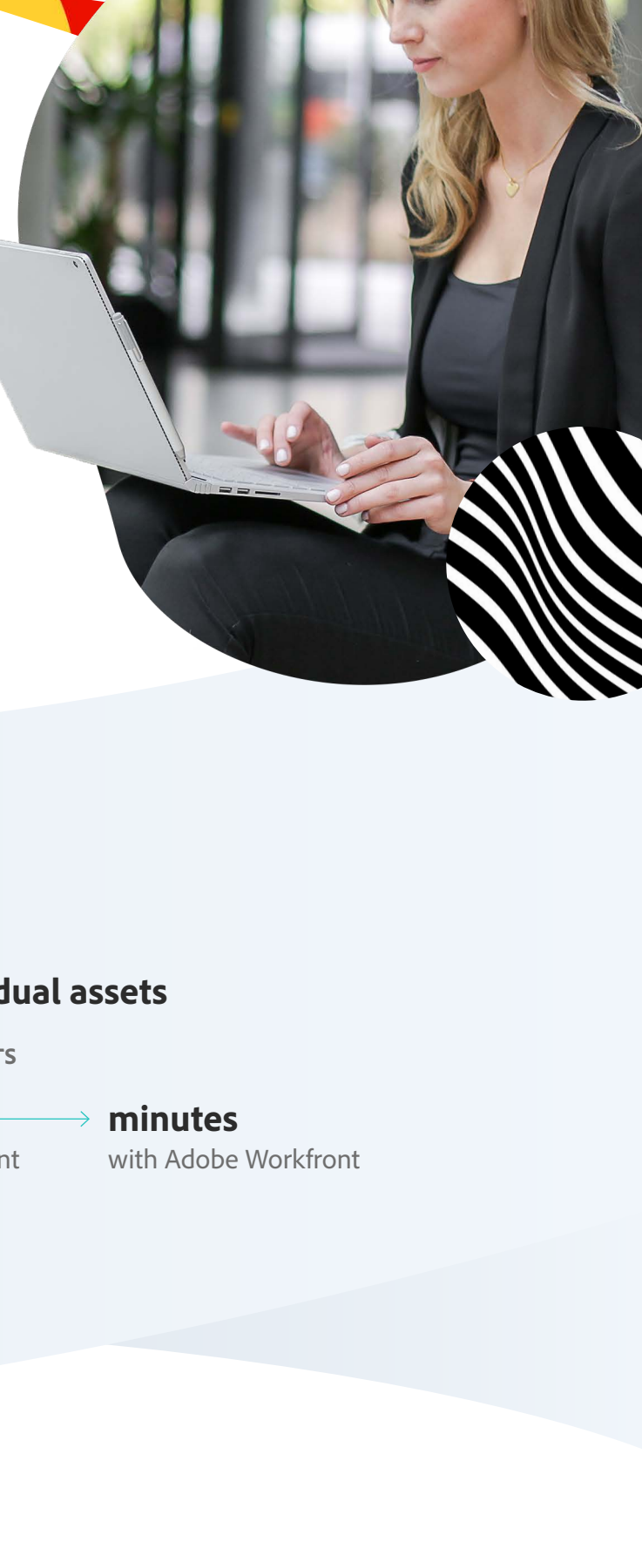
**6 weeks** before Adobe Workfront → **1 day** with Adobe Workfront

“

Workfront eliminates shared spreadsheets and the sending of daily breakdowns of resource availability via email which was taking multiple offices about 20 hours per week or 1,000 hours annually.

**Graham Johnson**

VP of Integrated Production and Operations, FCB Health



## 3 Align and create

Prioritize on-brand content that aligns to business outcomes while keeping your creative team focused on high-value work.

Key goals:

- Focus on the work that most aligns with your organization's strategic goals.
- Eliminate routine and repetitive project management tasks.
- Let creatives stay in their creative tools to keep work on track.

HOW ADOBE WORKFRONT HELPS:

**Allianz**

*global insurance company*

**~\$1 million agency fees saved** by completing 500 products in-house

**Ameritas**

*financial services provider*

**50% less time** spent in meetings

“

Surprises used to be more common. Now they rarely happen because project managers can pull up a workload, collaborate with the stakeholder, and come up with a plan that works for both of them.

**Denise Moore**

Traffic Production Manager, Ameritas



## 4 Review and approve

Standardize the review and approval process with automated workflows and notifications to keep projects on track.

Key goals:

- Ensure brand consistency and alignment among stakeholders.
- Allow creative teams to see and respond to feedback directly within Adobe Creative Cloud.
- Enable digital proofing to keep reviews and approvals streamlined.

HOW ADOBE WORKFRONT HELPS:

**esri**

*GIS mapping software company*

**MARKETING PRINT COLLATERAL APPROVALS**

**2 weeks** before Adobe Workfront → **1.5 hours** with Adobe Workfront

**16 hours saved per week** by standardizing legal review of localized assets

**Allianz**

*global insurance company*

**AVERAGE REGULATORY COMPLIANCE REVIEW FOR MARKETING MATERIALS**

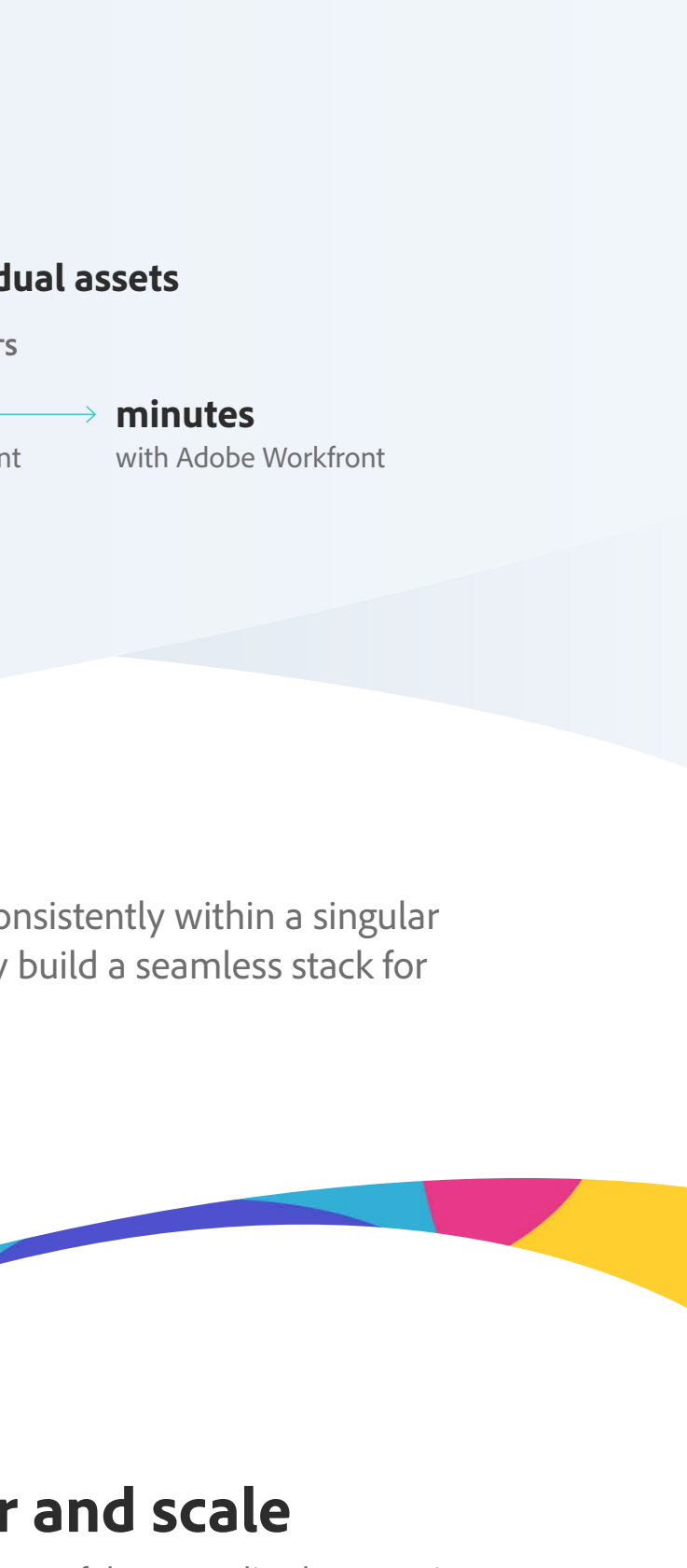
**15 days** before Adobe Workfront → **5 days** with Adobe Workfront

“

Once we allowed our work management tool to execute a more consistent automated workflow, our processes improved dramatically. All our work teams increased their productivity; completed projects per team more than doubled each year.

**Mary Ann Erickson**

Workflow Systems Engineer, Allianz Partners



## 5 Store and share

Integrate your digital content and digital asset management systems to get your content out the door faster.

Key goals:

- Automate the generation of relevant metadata for each asset, at scale.
- Quickly find, use, and share the best-performing assets across your organization.

HOW ADOBE WORKFRONT HELPS:

**UNDER ARMOUR**

*athletic apparel maker*

**300,000+ individual assets**

**TIME TO RETRIEVE ASSETS**

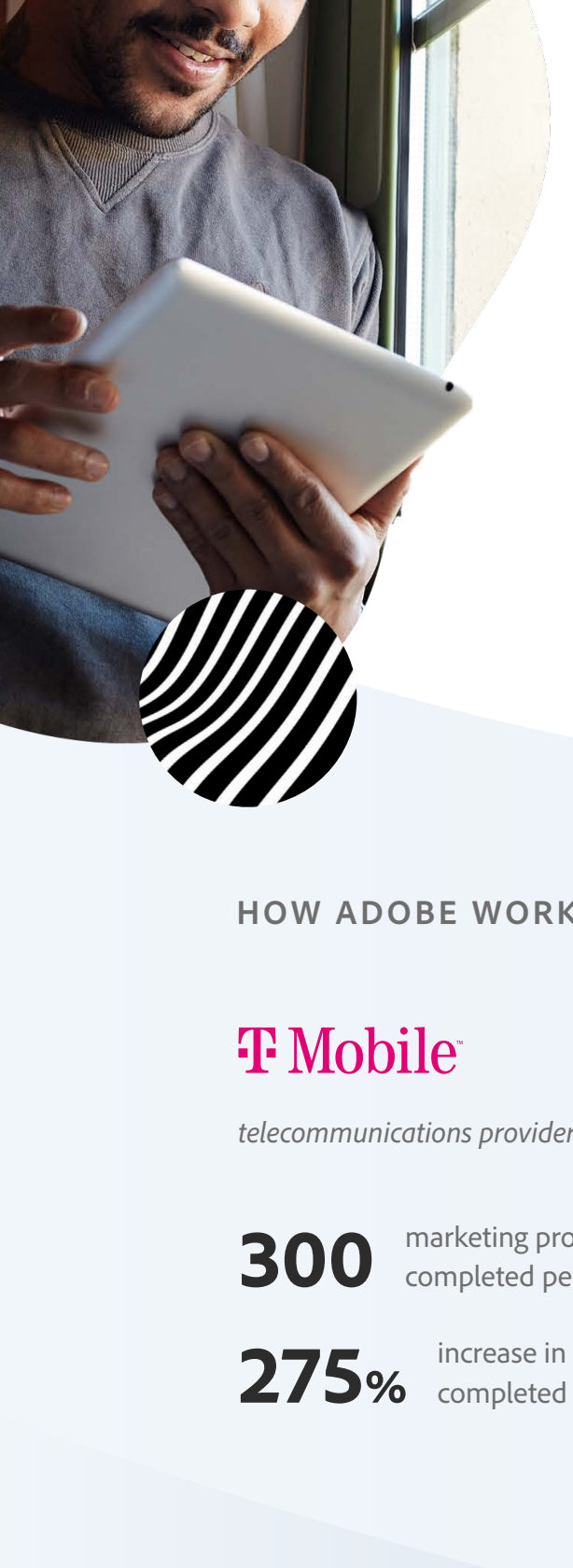
**hours** before Adobe Workfront → **minutes** with Adobe Workfront

“

We're able to roundtrip assets and projects consistently within a singular mechanism, [allowing] us to more cohesively build a seamless stack for how to manage work and assets.

**Shane LaBounty**

Creative Operations Leader, Lumen



## 6 Deliver and scale

Offer more impactful, personalized content in real time to thousands or millions of customers at once.

Key goals:

- Deliver campaigns faster across all channels.
- Ensure the right audiences have the right experiences in the right format at the right time.
- Provide teams with visibility into all assets with easy search, access, and sharing.

HOW ADOBE WORKFRONT HELPS:

**T-Mobile**

*telecommunications provider*

**300** marketing projects completed per month

**275%** increase in projects completed per month

**ThermoFisher Scientific**

*scientific solutions provider*

**4000+** marketing projects completed per year

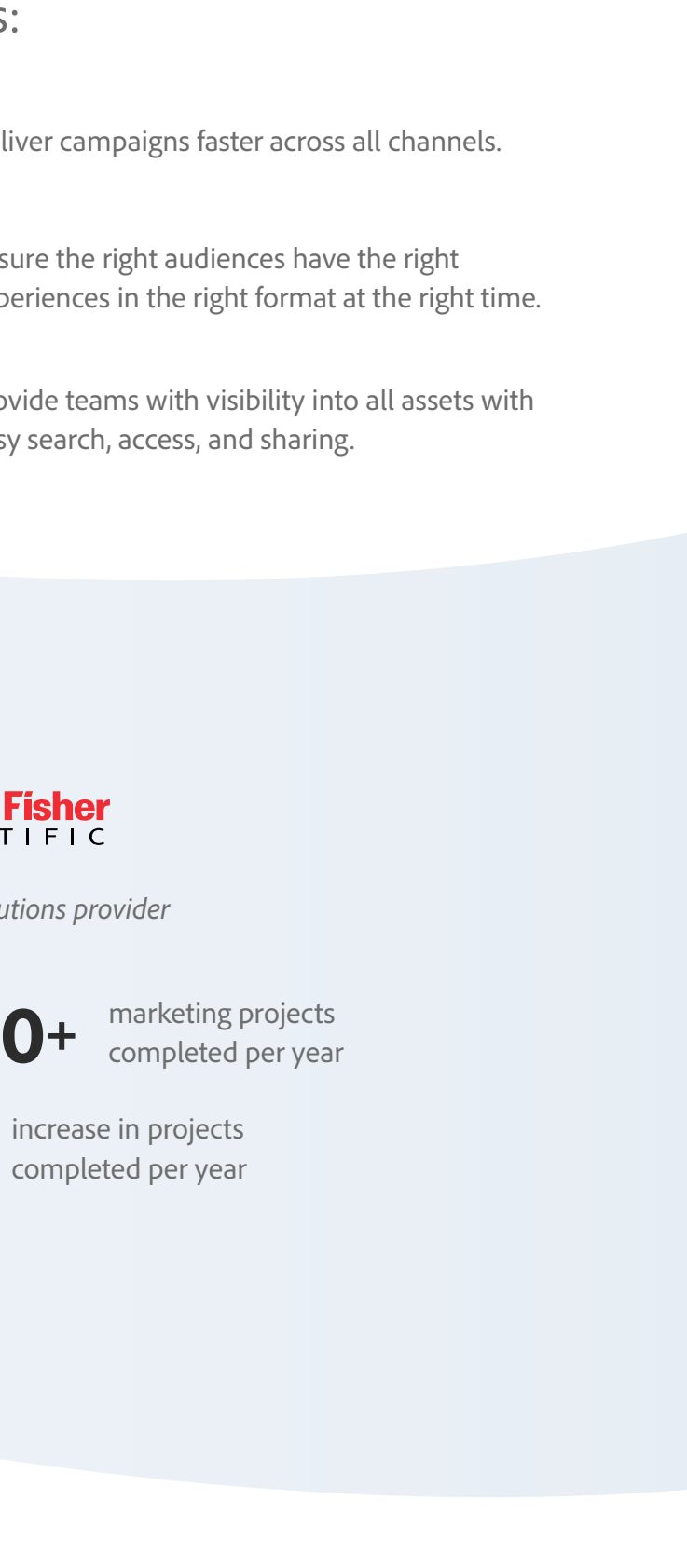
**16%** increase in projects completed per year

“

With the volume and velocity in which we work, there is no other tool to get us to that next level.

**Ilona Yeremova**

Senior Manager, MarComm Business Operations, T-Mobile



## 7 Measure and optimize

Working data-driven insights on what's working and where you can increase effectiveness on future projects.

Key goals:

- Identify and eliminate inefficiencies in your work processes to maximize content creation.
- Gather data on project costs and timelines to gain a holistic view of the entire asset product process.
- Continually optimize and improve personalized experiences.

HOW ADOBE WORKFRONT HELPS:

**GM FINANCIAL**

*financial services*

**REPORT GENERATION**

**4 hours** before Adobe Workfront → **<1 second** with Adobe Workfront

**NEW EMPLOYEE ONBOARDING**

**1 month** before Adobe Workfront → **1 week** with Adobe Workfront

**FOCUS BRANDS**

*restaurant group*

**20%** improvement in marketing team efficiency

**30 fewer hours** spent on creative audits

“

Workfront is the clear leader in delivering the capabilities marketers should have in a work management solution.

**Katie George**

Creative Services Traffic Manager, FOCUS Brands

Want to learn more about how Adobe Workfront enables your marketing team to anticipate, adapt, and prioritize the right campaigns and content?

Read the [Complete Guide to Work Management for Marketers](#).

