# Clarizen for Marketing Teams

Results-driven project management for marketers

In marketing, it's nearly impossible to balance incoming requests and demands against available resources. Managing a portfolio of projects both in- and outside your organization can create bottlenecks and miscommunication.

Every project and initiative, from a major product launch to a minor website update, has a specific set of performance requirements and ROI expectations. Any degree of project management under-performance puts these outcomes at risk, and while you may not be a trained project manager, you're certainly expected to perform like one.

## Daily Challenges

Every day, marketers face the challenge of organizing their work and that of others — colleagues, clients and vendors alike — to get the right tasks done on time and within budget. Typically, their hard work and ongoing efforts are undermined by the following challenges:

A lack of control because various ad hoc systems are being used to manage approval processes, plan events, coordinate and approve new project requests, manage business processes, and so on.

A lack of visibility into who is working on what, when, which leads to marketing resources waiting needlessly "on the bench," or just as problematically, campaigns launching without the adequate resources required to keep them on track, in scope and in budget.

A lack of communication between team members, both internal and external, which combines to create miscommunication with customers, slows down the speed of business, and puts a drag on productivity, performance and marketing ROI.

## Enter Clarizen

Clarizen provides marketing teams greater control, visibility and collaboration, creating a meaningful engagement experience that allows everyone to move the business forward. And best of all, it's incredibly easy to use and infinitely more helpful than a spreadsheet, or online to-do list.

That's because Clarizen was built from the ground-up to support and drive marketing success, and is fully configurable to flex around changing needs and preferences. Whether they're benefiting from customized dashboards, workflows, business rules or approval processes, marketers love how Clarizen aligns with the way they work — instead of the other way around.

## THE BREAKDOWN

Today's marketing projects are difficult to manage, plagued by issues that include:

- ❌ Disconnected and unaligned teams
- ❌ Poor visibility
- ❌ Working in multiple ad hoc systems

### Solution:

Solution: Overcome these obstacles, manage work and collaborate across the enterprise — all from Clarizen's single, intuitive cloud-based solution.

✔ **Real-time Control**
Control your marketing project management, business processes and beyond.

✔ **Business Intelligence**
Centralize all activities and gain real-time status on the status of marketing campaigns and projects.

✔ **Enterprise-wide Transparency**
Give your team a "single source of truth" so they can make smarter, faster decisions.

Marketing teams can now work within a single intuitive interface that offers a single source of truth that everyone can rely on day in and day out. Gain new levels of efficiency and be able to report and share real-time data across the enterprise.

You no longer have to be burdened by "hunting in your email" to find relevant conversations, files, or digital assets, slowing down your productivity and creating opportunities for misinterpreting information. Gain real-time visibility into marketing projects with Clarizen to get instant — and accurate — insight into how your projects are progressing, and whether they're on track to meet your deadlines and budgets.

Learn how Clarizen's collaborative work management solution can help you. Sign up for an introductory webinar today.

# Built to drive Marketing success

## Key advantages

### Take control

Clarizen embraces the full scope of marketing ideation to execution. As a result, instead of juggling various ad hoc systems and disparate tools, marketing teams can take total control of everything that matters: project and event management, change requests, business processes, demand and document management, on a centralized, holistic work execution platform.

### Full visibility

Clarizen automatically centralizes all data and activities, and associates them with the appropriate project or request. As such, marketing teams get unprecedented 360° real-time visibility into project status and progress, and can instantly identify and respond to resource overloads or under-utilization. It's even possible to trigger draft projects based on the likelihood of a sales opportunity closing, which is ideal for long-range investment, workforce and resource planning for marketing agencies.

### Enterprise-wide transparency

Marketers typically have multiple systems in the environment, and they all must work together to support project and portfolio success. Clarizen seamlessly integrates with class-leading solutions like Salesforce, Proof HQ, Google Drive, QuickBooks, and several others. The end result is a "single source of truth" that individuals and teams can access anytime and anywhere to make smarter, faster decisions.

### Effective communication

Instead of working in silos and on islands, Clarizen brings all account teams — copywriters, designers, programmers, contractors and vendors — together so they can collaborate, brainstorm, align strategies, and deliver consistent, consensus-based messaging to prospective customers. What's more, Clarizen automatically associates emails, documents, comments and other communications together in a single place, which turns confusing chatter into clear, organized and structured conversations.

### Enhanced efficiency

Marketing teams need accurate reports that turn raw data into actionable intelligence. Clarizen makes this happen with a suite of robust, yet easy-to-use reporting modules that enable marketing managers and other leaders to: create custom reports related to any project aspect or detail, track project status in real-time, link report information to project plans, and roll project report data into KPIs to evaluate the status of marketing campaigns and projects.

## Bottom line:

Marketing teams can't afford to have their efforts and investments undermined by a lack of control, visibility, transparency, communication and efficiency. That's why leading marketers worldwide trust Clarizen as the backbone of their marketing project management solutions. Instead of struggling with systemic vulnerabilities and weaknesses, they're deepening core strengths, establishing competitive advantages, and enjoying uncommonly high levels of project success, customer satisfaction and marketing ROI.
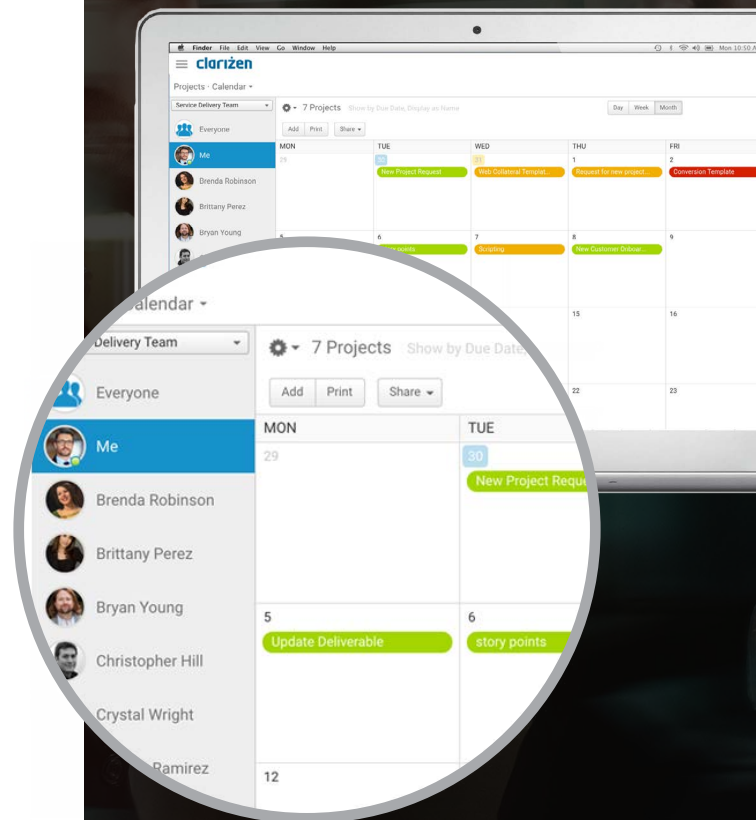
## ABOUT CLARIZEN

Clarizen is a collaborative work management solution designed for people who value their time, and for organizations that value cross-company engagement. Built on a secure, scalable platform, Clarizen brings together project management, configurable workflow automation and in-context collaboration to create a meaningful engagement experience that allows everyone to work the way they work best.

**Visit us today at www.clarizen.com**