Five ways to streamline your marketing activities

Eliminate all that work about work

How do great marketing teams consistently produce standout work? By creating—and following—great processes. When you’re running programs involving complex projects and multiple stakeholders, there’s no time for repetitive, manual tasks where you might accidentally skip an important step.

Here are five places where you can smooth out processes, giving you more time for the work that matters.

Wrangle creative requests more easily

For many marketing and creative teams, requests come in from all channels: Slack messages asking for design help, an email asking for a blog post, or a quick hallway comment about creating a landing page.

**TIP:** Create a single home for all requests with a work management solution that allows you to auto-assign tasks to the best person for the job.

Pass the baton smoothly between teams

Marketing and creative teams often work with agencies and other departments, but tasks can easily get lost, especially if you rely on long email chains.

**TIP:** Use a work management tool that allows you to store tasks in multiple projects. This way, each team can manage projects their own way, but still get notified when something changes.

Fine-tune web development

Kanban boards allow you to visualize a web development project’s flow—do, doing, done—and then move tasks into the next phase as they progress.

**TIP:** But in some big web projects, like a brand refresh or product launch, it’s easy to lose track of pieces. Manage web development processes with a tool that automatically moves tasks through each stage, so you’re always up to date.

Run seamless events

Details are important when it comes to event planning. That’s where project templates can make a huge difference—as long as you don’t have to start from scratch. But, inevitably, something will change.

**TIP:** Plan your events using a tool with templates and automation features that adjust dates for you—so you don’t have to.

Eliminate content production and approval hurdles

Creating content, from blogs to e-books, typically requires many people for approvals, making a creative job feel more like professional cat wrangling sometimes.

**TIP:** Build a system with a work management platform that allows you to set up automatic notifications for approvals. When one person is done with their review, the next person is notified of their turn.

Put automation into action. Learn about Asana for Marketing and Creative.