

Keynote | [Digital Marketing Transformation] Tips to Accelerate Marketing and Creative Processes



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GAVIN WASTON

Industry Lead Marketing & Creative
monday.com

THE MARTECH
SUMMIT

SINGAPORE | 27 OCTOBER 2022 | #THEMARTECHSUMMIT





Accelerate your marketing



Increase efficiency for 2023 and beyond



Hello, I'm Gavin Watson

Industry Lead, Marketing, Creative & Retail



About monday.com

Hypergrowth, year over year



200+

industries

200+

countries across
the world

70%

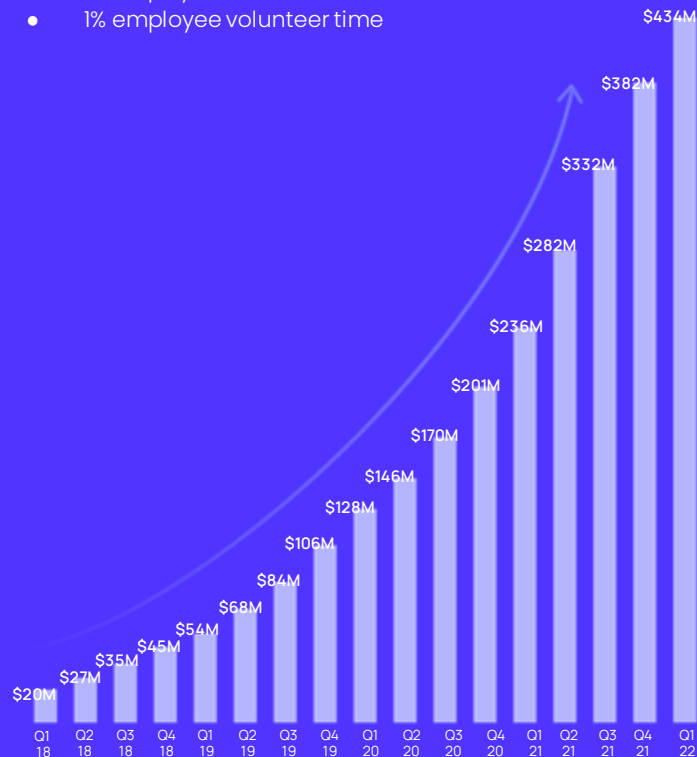
non-tech
industries

187%

YoY increase in
enterprise customers

monday.com commitment:

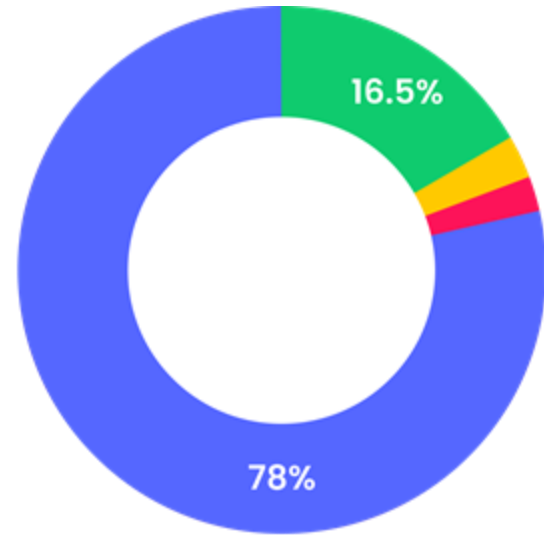
- 100% product match
- 10% equity fund
- 1% employee volunteer time



Company revenue run rate, 2018-2022

GAAP revenue was \$32M, \$78M, \$161M and \$308M for FY-18, FY-19, FY-20, and FY-21

80% of marketers
are still heavily
**relying on
spreadsheets**



- Yes, they are critical to my work
- I use them from time to time, but they are not critical
- I hardly use spreadsheets at all
- I never use spreadsheets

Serving teams and organisations of all types & sizes



Teams & orgs of all sizes 2 - 10,000



200+ Countries



200+ Business industries



Tech & non-tech industries

Over 15,000 customers in APAC



DAVID JONES

Aēsop.



city chic



Domino's



THE ICONIC



NAUTICA

HERDEZ

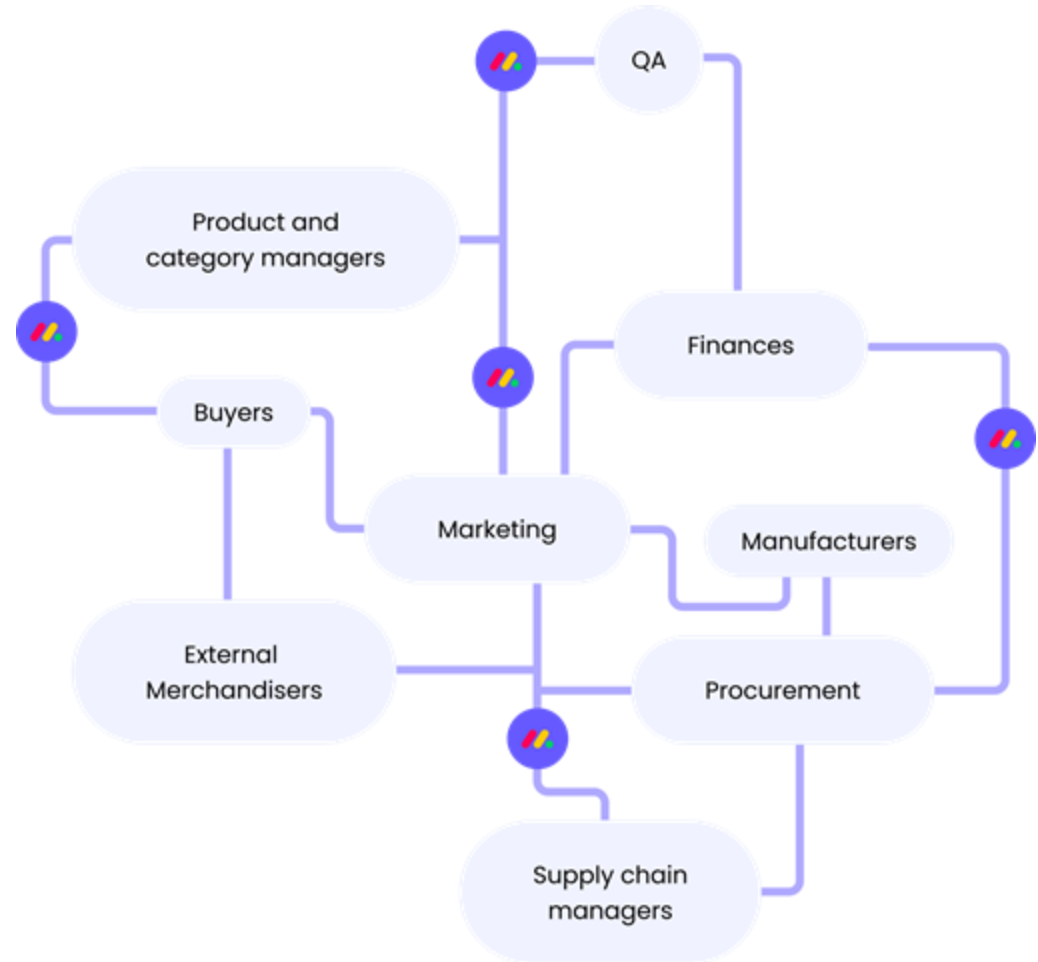
zippo

L'ORÉAL

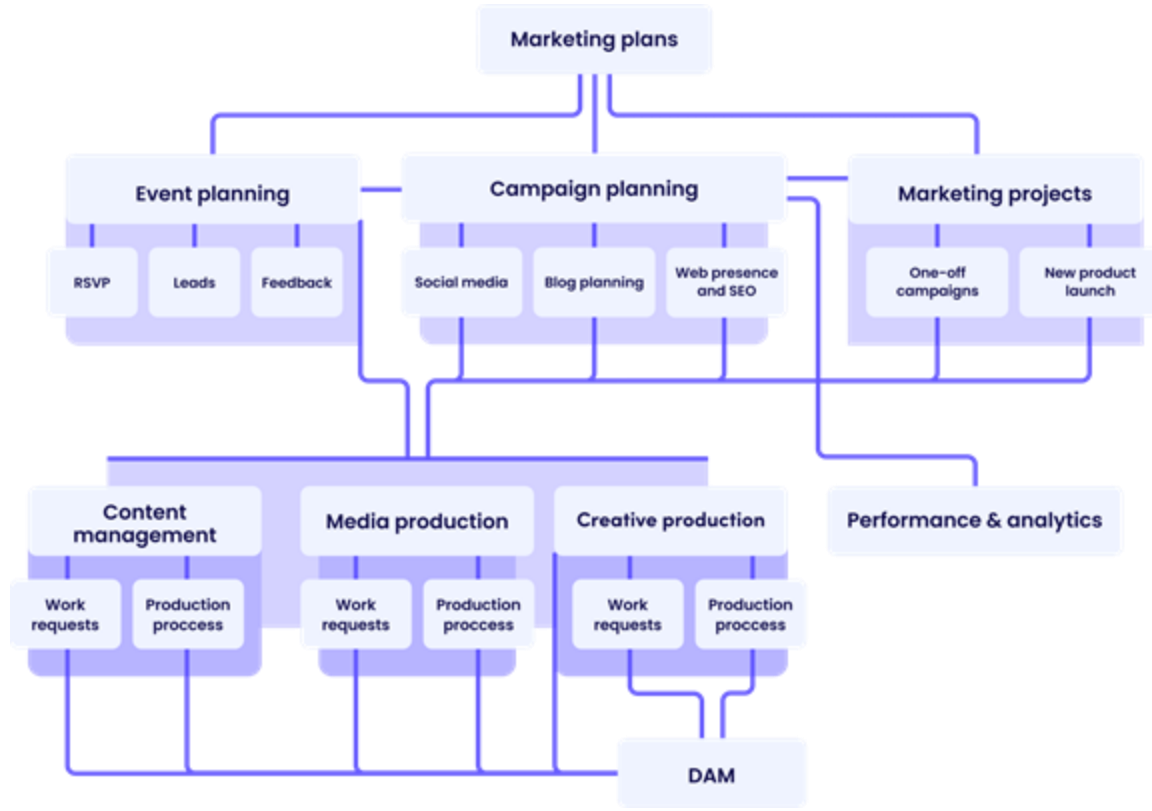
petl=ve



Alignment across internal and external departments



Bringing products and campaigns to market
is complex



6 operational challenges

marketing and creative leaders face today



Managing distributed teams



Managing high volumes of work



Driving cross-departmental projects



Balancing overloaded workloads



Handling creative and content requests



Reviewing and approving efficiently

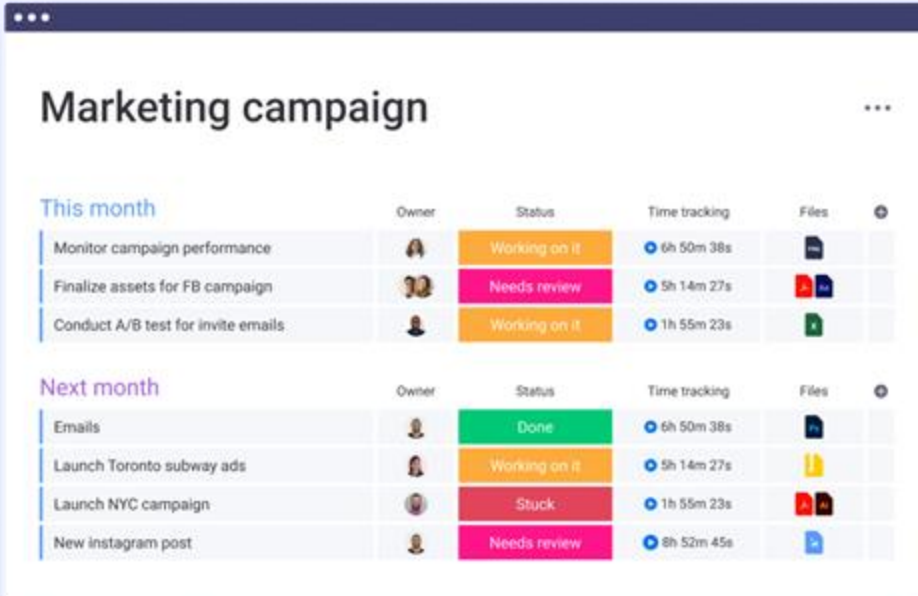
Increasing efficiency in your team for 2023



1

Centralise all marketing workflows

- **Simplify requests with briefing forms** manage all incoming creative requests, funnel them into the right workflow, and standardise briefs.
- **Status columns help keep on track** campaigns milestones and oversee the entire review and approval process.
- **Easily assign with People columns** reviewers and approvers to individual tasks.
- **Manage everything all in one place** keep your branding and compliance consistent and clear.



The screenshot shows a 'Marketing campaign' dashboard with a table of tasks. The table is divided into two sections: 'This month' and 'Next month'. Each section has columns for Owner, Status, Time tracking, and Files. The tasks are as follows:

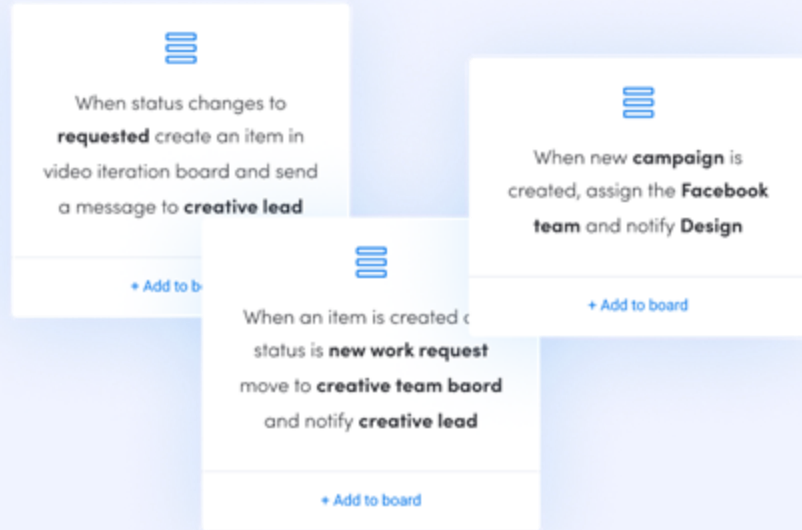
This month					
	Owner	Status	Time tracking	Files	
Monitor campaign performance	[Avatar]	Working on it	6h 50m 38s	[File icon]	
Finalize assets for FB campaign	[Avatar]	Needs review	5h 14m 27s	[File icon]	
Conduct A/B test for invite emails	[Avatar]	Working on it	1h 55m 23s	[File icon]	

Next month					
	Owner	Status	Time tracking	Files	
Emails	[Avatar]	Done	6h 50m 38s	[File icon]	
Launch Toronto subway ads	[Avatar]	Working on it	5h 14m 27s	[File icon]	
Launch NYC campaign	[Avatar]	Stuck	1h 55m 23s	[File icon]	
New Instagram post	[Avatar]	Needs review	8h 52m 45s	[File icon]	

2

Automations that **do the work for you**

- **Automate administrative tasks** minimise human error. Free up time to focus on the strategic and creative work that matters.
- **Create custom automations** based on your specific needs, from moving campaigns forward to quickly reviewing requests.



3

Connecting all your martech stack to one source of truth

- **Collaborate on assets in real-time** within your organisation and with vendors, agencies, and partners by integrating with tools like PageProof & Adobe Creative Cloud.
- **Visualise your marketing analytics** in one place, with data from Facebook Ads, Hubspot, LinkedIn, and more.
- **Onboard new users with ease** leverage chat tools like Teams and Slack to share tasks and updates in real time.



4

Workload views that **balance your team's capacity**

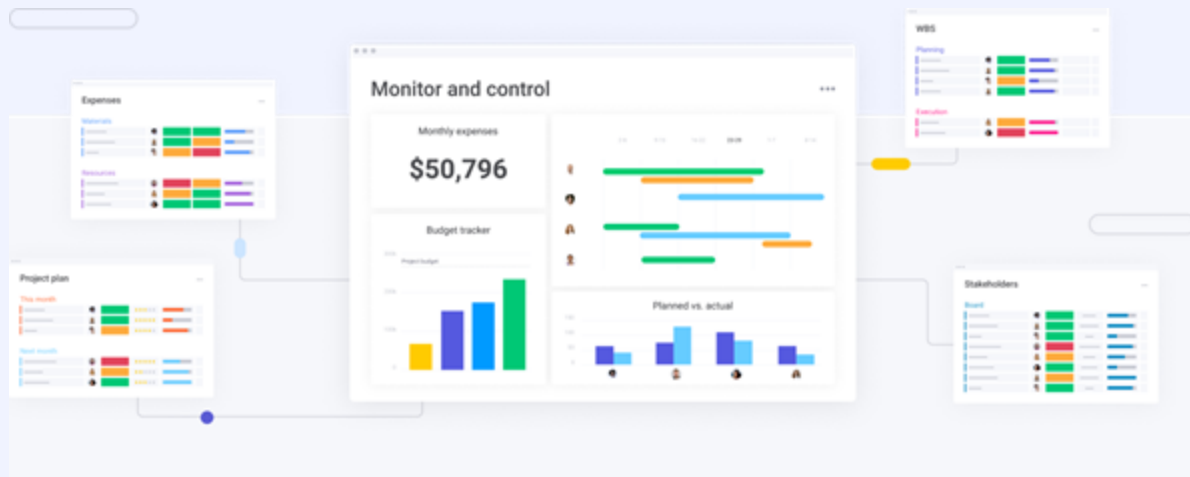
- **Track your team's work capacity** with Workload view/widget. Balance their tasks with their availability to set realistic timelines.
- **See at a glance** if teammates are underutilised or overloaded, then quickly reschedule or reallocate work.
- **Run What if scenarios** visualise the impact to teams workload with real time what if scenario mapping.
- **Time tracking and time sheeting** If required allow your teams to track time by task, day and week and provide time sheets.



5

Work like a network with internal and external teams

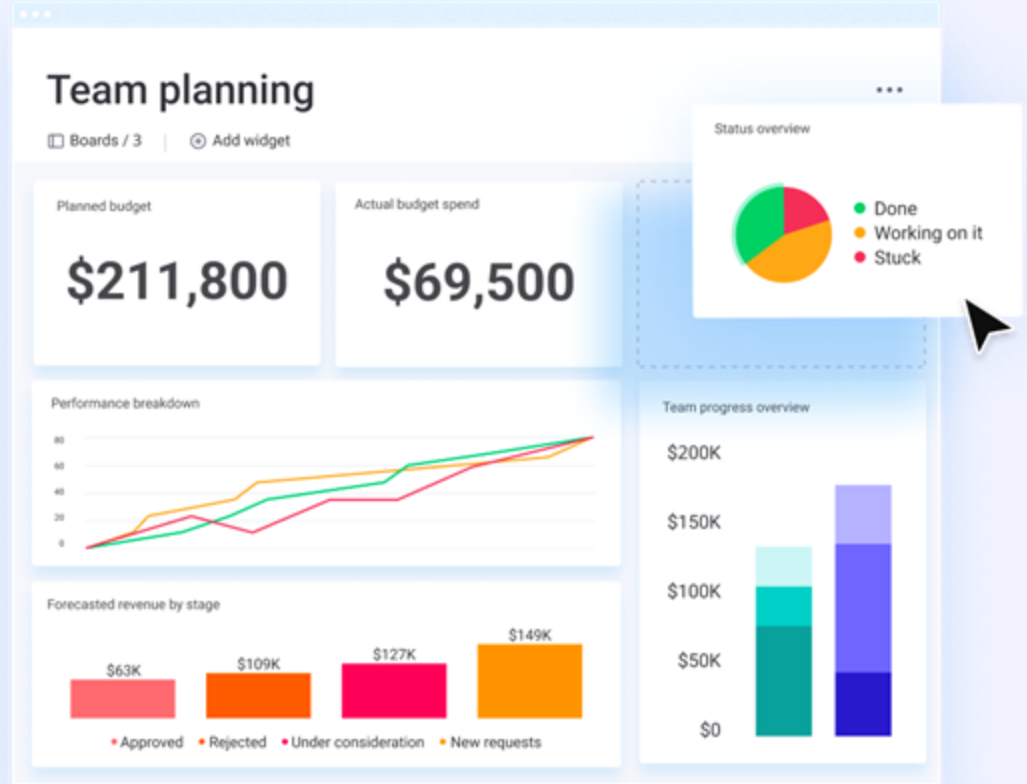
- **Create a transparent, high-level view** of your marketing efforts with internal and external stakeholders to keep alignment across strategy and execution.
- **Use low-level boards** at a team or department level, to plan and track a project's status closely and in detail.
- **Maintain complete visibility** into campaign and project progress by connecting high-level and low-level boards.



6

Visual dashboards to make data-driven decisions

- **Optimise marketing spend** proactively using real-time actionable data, like allocated budget vs. spent budget, time and cost to produce content.
- **Gather teamwork insights** create better processes, work faster, and improve efficiency over time.
- **Feed in external data sources** bring in real time data from the likes of FaceBook, Google Analytics, Semrush to see how campaigns are performing..



Transforming work at
shopper



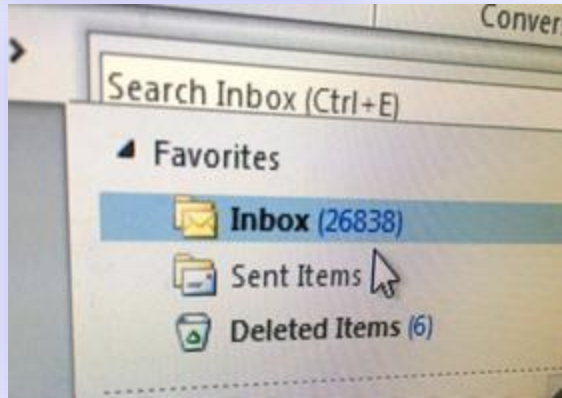
450+ shopping centres, **2,000+** screens, **100+** ad campaigns – all streamlined using [monday.com](https://www.monday.com)

The results:

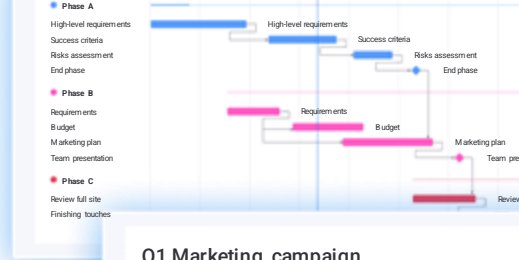
1,260 hrs
Saved per month

\$423,000
Saved per year

20x
ROI



Before / After monday.com



Q1 Marketing campaign

A dashboard for a "Q1 Marketing campaign" with three columns: "Working on / 1", "Needs review / 2", and "Done / 1". The "Working on" column shows "Monitor campaign performance" with a "Hide" button. The "Needs review" column shows "New post" for Instagram and "Finalize assets for FB campaign" for Facebook. The "Done" column shows "Conduct A/B test for inv emails". Each item has a list of details like Channel, Owner, and Date.

A dashboard for "Team workload" and "Team planning". The "Team workload" section shows a grid of colored circles representing workload for four team members named "Eddie". The "Team planning" section shows a "Performance breakdown" with a total value of "\$180,700" and a "Status overview" pie chart. Below that is a "Team progress overview" bar chart.

A dashboard showing a grid of files and folders. Each item has a small icon and a name. Visible items include "ID copy.pdf", "sticker_A.ai", "pes sketch_01.pr", "Main colors.png", "Team photos.zip", "Illustrations.png", "Final.m4", "Edge.png", and "Home.pptx".

Transforming work at **shopper**

“

**We're using monday.com
Work OS to drive efficiency
and collaboration** at

Shopper. And there's much
more we could tap into - the
possibilities are endless!”

Karissa Fletcher

Chief Marketing Officer, Shopper Media

- Integrating sales and campaign management
- Standardising briefs and easily manage work
- Automating repetitive tasks and streamlining processes
- Visual analytics dashboards
- Digital asset management made easy
- A detailed view of live updates for each project + high level portfolio view

Main takeaways



Collaborate more efficiently and establish end-to-end workflows within marketing and with other departments, partners, vendors, and suppliers.



Align all teams around the same strategy, timeline, KPIs, and brand guidelines to ensure efficiency and consistency across your marketing efforts.

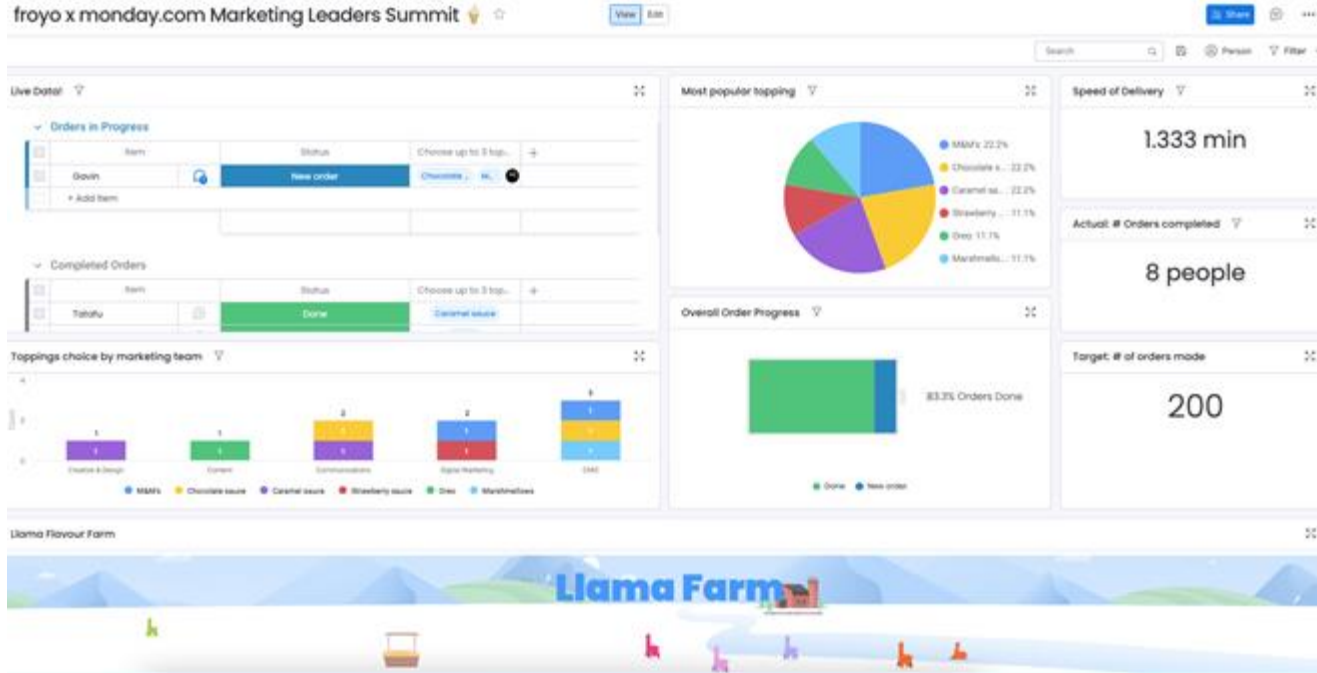


Scale with ever-changing business needs using repeatable, standardised work processes.



Set up the right views to monitor budgets, minimise overruns, and gather key insights on your day-to-day marketing work.

Find out more at our booth and order a free ice cream!



Scan the QR code to
order your scoop
of ice cream

monday.com

Thank you



Q&A

