

Keynote Presentation | **[Work Management]** Connecting the Dots: How to Unite Marketers Around Impactful Work and Scale Effectively?

The Asana logo, consisting of three red dots of varying sizes arranged in a triangular pattern to the left of the word "asana" in a lowercase, sans-serif font.

asana

DAVID BAKER

Channel Partnerships Manager, APAC
Asana (GoPomelo as Premium Partner)

Connecting the dots: How to unite marketers around impactful work and scale effectively



David Barker
Channel Partnerships Manager, Asana APAC






















Finalize campaign strategy


Brief creative teams

Win our category ● On track

▶ 2 sub-goals

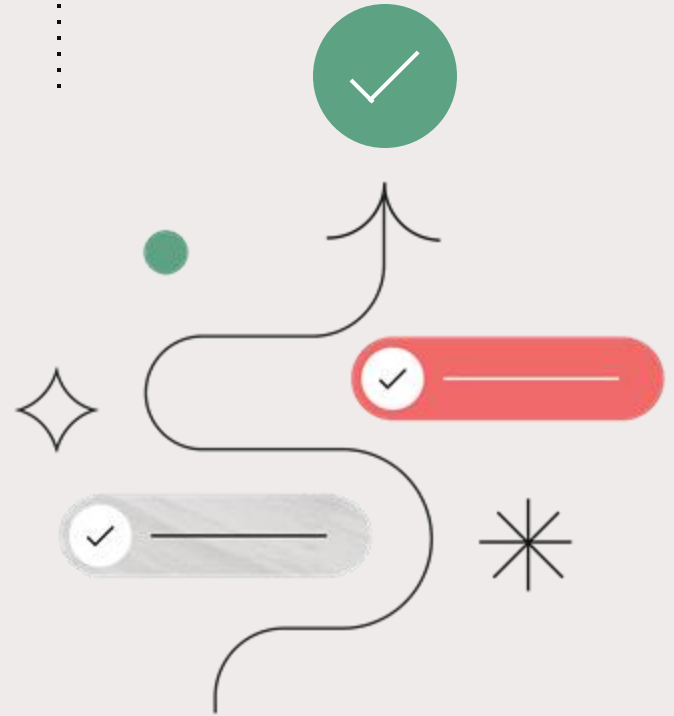
The world's leading companies trust Asana

Health	Retail	Media	Financial Services	Tech
    	   	   	   	   

 **asana** The only work management platform that scales to **200k+** users in a single deployment

Today's agenda

- ✓ The big collaboration challenges for marketers
- ✓ Building clarity, connection and accountability
- ✓ How to use emerging technology to drive impact



Marketers have to do more with less today

75%
of marketing leaders

Are being tasked with doing more with fewer resources, according to Gartner



While battling against growing distractions



Overload is affecting almost half of all our employees

49%

of employees are experiencing overload

Three priorities for marketers



One

Get a bird's eye view

Build a clear map of how your initiatives connect to business goals



Two

Drive cross-functional collaboration

Use technology to keep marketing connected to other key stakeholders



Three

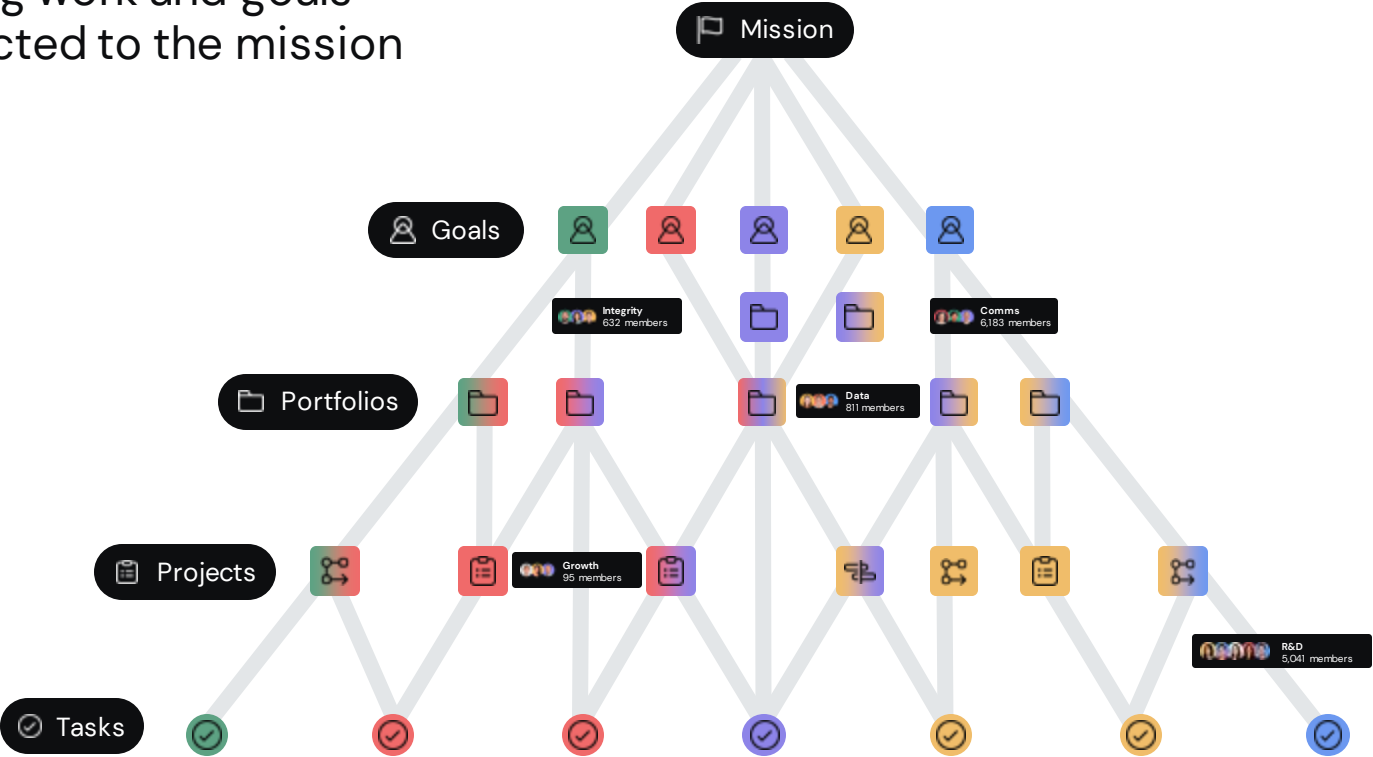
Prioritise key work and demonstrate impact

Reduce busy work and showcase the value of marketing to leadership

Too often we **set**
and forget our
marketing goals

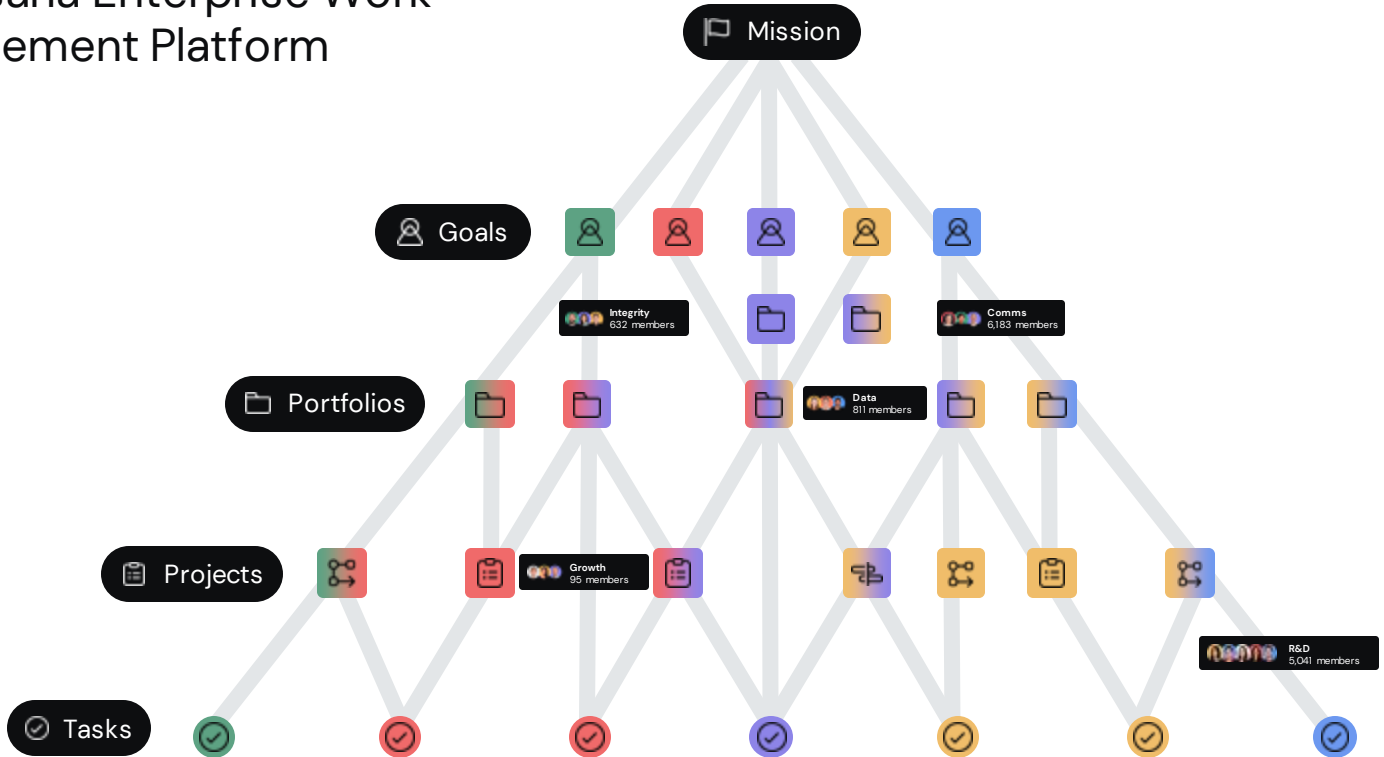


Keeping work and goals connected to the mission



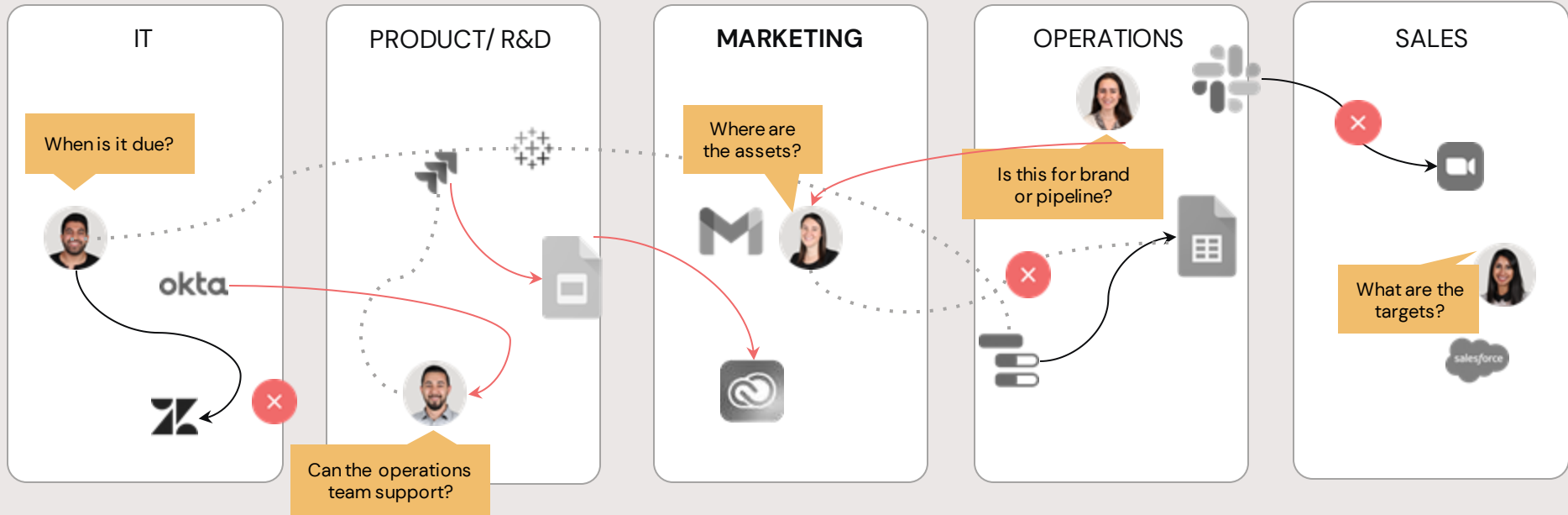
- Teams
- Marketing
 - Operations
 - IT
 - Sales
 - Product

The Asana Enterprise Work Management Platform

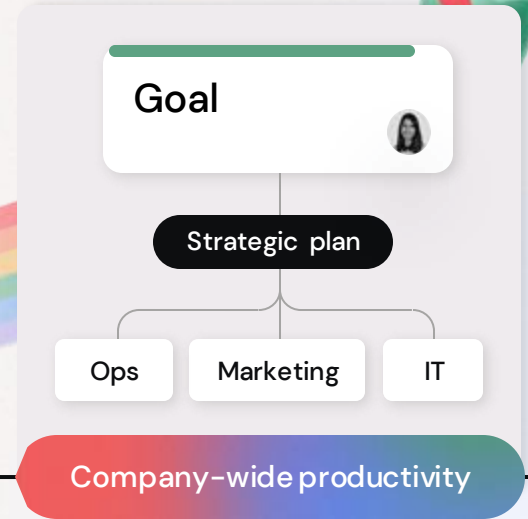
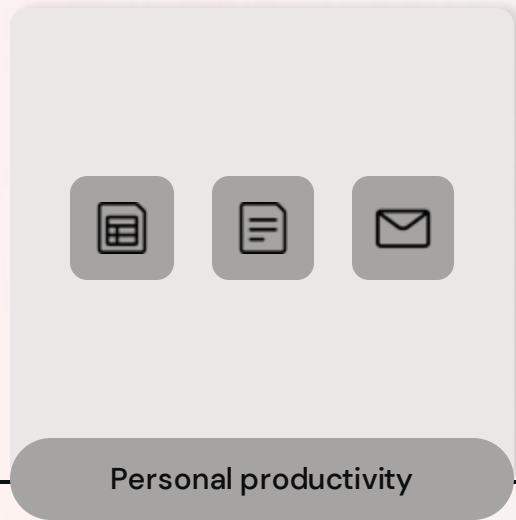


- Teams
- Marketing
 - Operations
 - IT
 - Sales
 - Product

But this is how work is usually structured



There's a smarter way to manage our work with cross-functional partners



30%

Increase in on-time delivery of projects
GENESYS



75%

Decrease in production time for campaigns
SONY MUSIC

Use a platform that can
champion your results with ease



Marketing Team Dashboard

Track progress

35

- On track
- At risk
- Off track

Spending per month

Line chart showing spending over time.

Dashboard Project Report

Incomplete Tasks by Project

Pie chart showing the distribution of incomplete tasks across projects.

Add chart

Projects by status

Incomplete tasks by project

Projects by owner

Projects by owner

Project Count

4 Projects

Project name	Owner
Q1 campaigns	Aliya Dinesh
Web project	
Brand audit	
H1 roadmap	

Three priorities for marketers unlocked



One

Get a bird's eye view

Use a platform that connects goals to the business mission



Two

Drive cross-functional collaboration

Breakdown silos by keeping everyone connected on one platform



Three

Prioritise key work and demonstrate impact

Streamline reporting by using ready-made dashboards and visuals

Looking at the future of marketing technology

THE WORK INNOVATION LAB



Marketers still have AI anxieties

The percentage of marketers excited about AI

22%

44%
of marketers

Feel fear about AI every month

The percentage of marketers who feel confident in their organization's ability to use AI effectively

6%

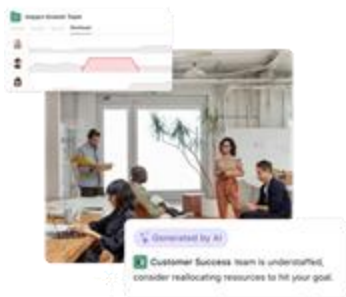


Asana Intelligence

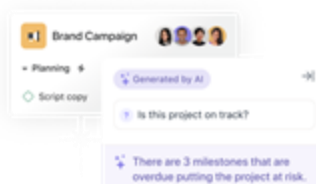


AI has joined the team, powered by the Work Graph®

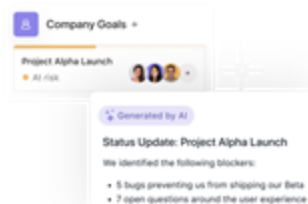
Drive clarity & accountability



Maximize impact



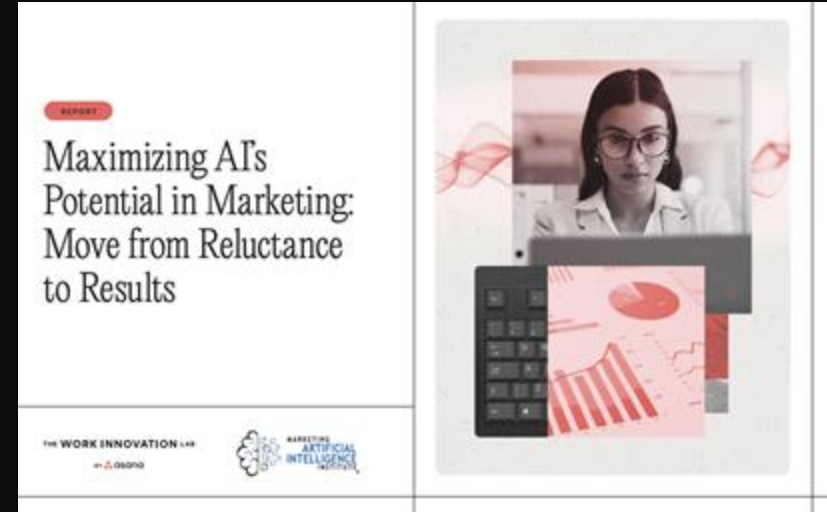
Scale with confidence



AI that improves and optimizes over time

5 Takeaways for Successful AI Implementation

- 1 Communication about AI's importance
- 2 Reframe AI as a creative partner
- 3 Invest in AI learning and development
- 4 Experiment with AI
- 5 Don't focus solely on content production



Thank you

