



11 Ways to Deliver Marketing Campaigns at Scale in Wrike



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Introduction

Digital marketers everywhere continue to face intense pressure to do more with less. As tighter budgets and uncertain economic times loom large, speeding up time to market remains a top priority, but a big challenge. So, how can marketing teams work at peak efficiency and do exceptional work while keeping up with the pace of market changes?

WE'VE IDENTIFIED 11 KEY AREAS THAT MARKETING CAMPAIGN TEAMS NEED TO FOCUS ON TO LAUNCH CAMPAIGNS AT SCALE AND GET TO MARKET FASTER — ALL WITH THE HELP OF WRIKE.



Brand authority

Evaluate competitors and organize your market research

Keep tabs on your competition and position your business above the competition with Wrike's [competitive analysis template](#). Group your competitors by type, create custom fields for specific features, use a table to compare features, and develop a competitive intel repository that multiple teams can access so everyone always has the latest information.



Set KPIs & GTM strategy for effective product launches

With [Wrike's OKR template](#), your marketing team has the ability to format higher-level goals and monitor progress to ensure projects stay on track, both in the short and long term. Our built-in template empowers you to organize all your key goals with folders, track progress with dashboards, leverage automation, customization, and more!

Set up processes for strategic program management

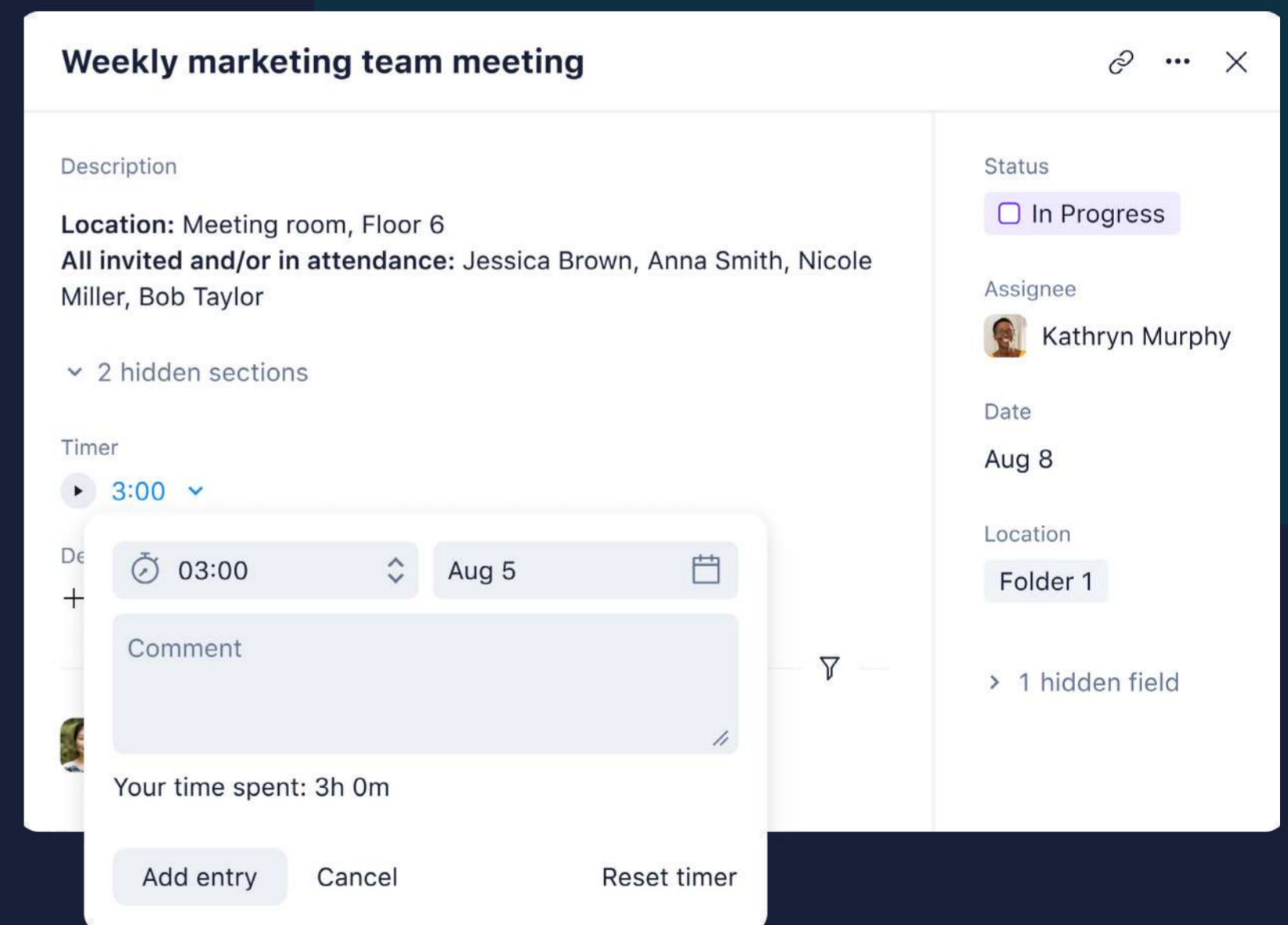
With Wrike, you get access to [custom request forms](#) that can simplify your project intake and build out entire projects in seconds while auto-assigning the correct teammate. Next, you can combine request forms with [Blueprints](#), which are designed to replicate tasks or projects that recur often. Finally, our [custom item types](#) empower you to build a personalized workspace tailored to your team, department, or company so everyone can work their preferred way using familiar terminology, icons, and descriptions.

The image shows a screenshot of the Wrike interface. On the left, a task card titled 'Dynamico' is visible. It includes a description: 'Contract Subject: License co-term and renewal' and 'Contract Requirements: Please co-term current licenses with the new extension and update maintenance period with 18 months (non-standard)'. Below this, a task card for 'Jennifer Davis' is shown with the text 'Included task into Personal' and a timestamp of '12:00'. On the right, a 'Contract Request' form is displayed. It has a title 'Contract Request' and a 'Client Name' field with 'Dynamico' entered. Below that is a 'Contract Subject (optional)' field with 'License co-term and renewal' entered. The 'Contract Requirements' section contains the text: 'Overview/key details on what is required in this contract. Please co-term current licenses with the new extension and update maintenance period with 18 months (non-standard)'. A green 'Submit' button is located at the bottom right of the form. A green arrow points from the 'Contract Request' form back to the 'Dynamico' task card, indicating the flow of information.

Product Leadership

Allocate resources for balanced workloads and efficient execution

[Wrike's resource management](#) enables you to estimate resource needs and ensure you have ample visibility into high-priority work and resource allocation across the entire portfolio. Plan and staff your new projects and effectively distribute work based on workload and [job roles](#). Track how long team members spend on vital tasks and projects with our easy-to-use [timesheets](#). Monitor billable and non-billable hours and project spend to identify areas to optimize. Assign backlogged work based on availability, capacity, and expertise.



The screenshot shows a Wrike project entry form titled "Weekly marketing team meeting". The form is divided into several sections:

- Description:** Location: Meeting room, Floor 6. All invited and/or in attendance: Jessica Brown, Anna Smith, Nicole Miller, Bob Taylor. Below this is a dropdown for "2 hidden sections".
- Timer:** A timer is set to 3:00. Below it is a date selector set to Aug 5.
- Comment:** A text input field for adding a comment.
- Time Spent:** A summary line showing "Your time spent: 3h 0m".
- Buttons:** "Add entry", "Cancel", and "Reset timer".
- Metadata (Right Panel):**
 - Status:** In Progress (indicated by a purple box).
 - Assignee:** Kathryn Murphy (with a profile picture).
 - Date:** Aug 8.
 - Location:** Folder 1.
 - Hidden Fields:** 1 hidden field.

Organize requests and speed up creative asset delivery

Wrike's [creative asset production template](#) centralizes your workflows, making managing creative requests easier. Simplify your intake process using custom request forms, organize your campaigns with projects and folders, and collaborate with colleagues in real time to accelerate sign-offs and deliver on time, every time. View all your to-dos, pending reviews, and upcoming deadlines all with color-coded labels. Then, filter for key information and share data with stakeholders in seconds, keeping everyone up to date with project statuses and due dates.

Creative Brief

Email campaign name*

The Future is Here

Please upload top banner 768x900 px

Choose files or drag & drop

Please upload middle banner 300x200

Choose files or drag & drop

Banner title*

Productivity

Marketing Campaign Request Form

What type of marketing campaign do you need?

Email campaign

What is the goal of the request?

Increase brand awareness: This marketing email campaign will introduce a new product to a large audience and increase overall brand awareness.

What is your preferred completion date?

11/10/2024

Submit

Kickstart work immediately and increase transparency

Scale your marketing operations with [Wrike's library of pre-built templates](#) for go-to-market, content operations, event management, editorial calendars, marketing promotions, and more. Combined with Spaces, folders, tasks, and multiple project views (Gantt, table, and board), you'll be able to uplevel all your campaigns and monitor project progress any way you prefer.

As you begin work, our industry-leading ["cross-tagging"](#) feature enables you to increase transparency at every level of work (tasks, subtasks, folders, milestones, phases, and projects) and view it in the context of unique workflows, work organization, and reports.

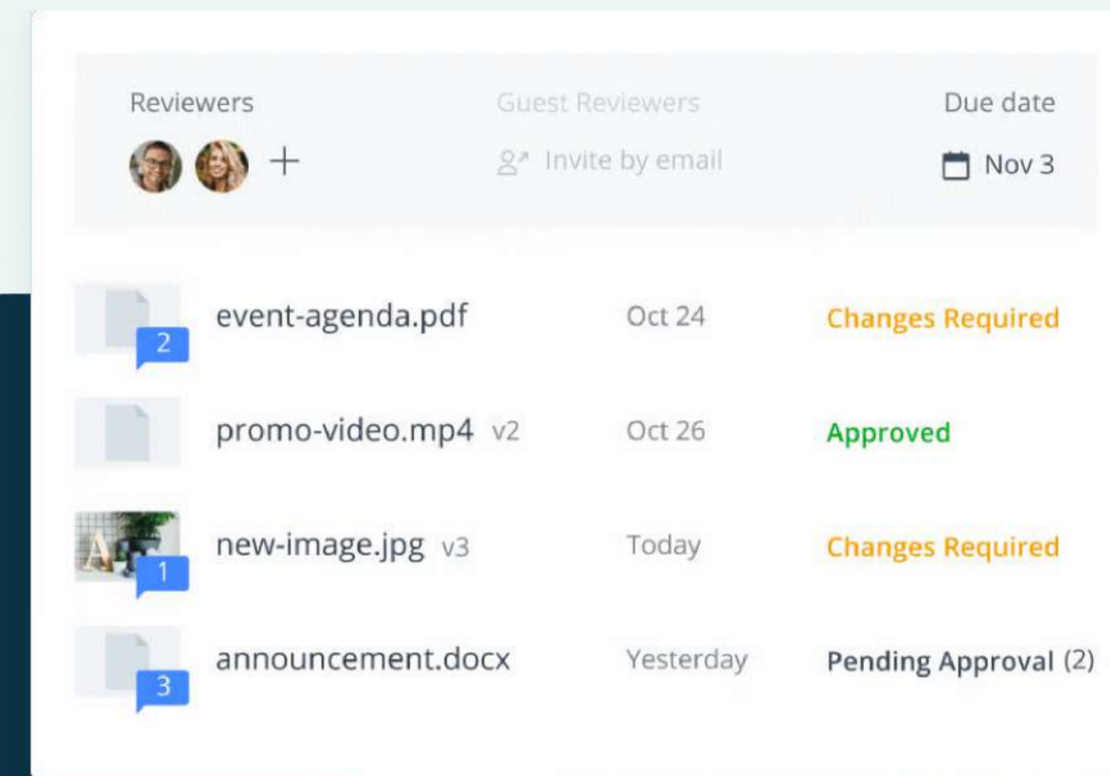
The screenshot displays a task card titled "Holiday Campaign" with a status of "Not Started" and assignee "Joseph Stone". The description reads: "New Holiday Campaign assignment that will require content and design team to develop concepts for our upcoming Holiday promotion. Please find relevant supporting documentation below". Under "8 files", there is a file named "Holiday-Campaign-presentation" by Chelsia Brown. A comment from Joseph Stone at 12:00 says "Included task into Content Team". A search bar with "design" is overlaid, showing a dropdown menu with "Design Team Projects" (Marketing Agency) and "Architecture Design" (Active Projects/Integration Projects).










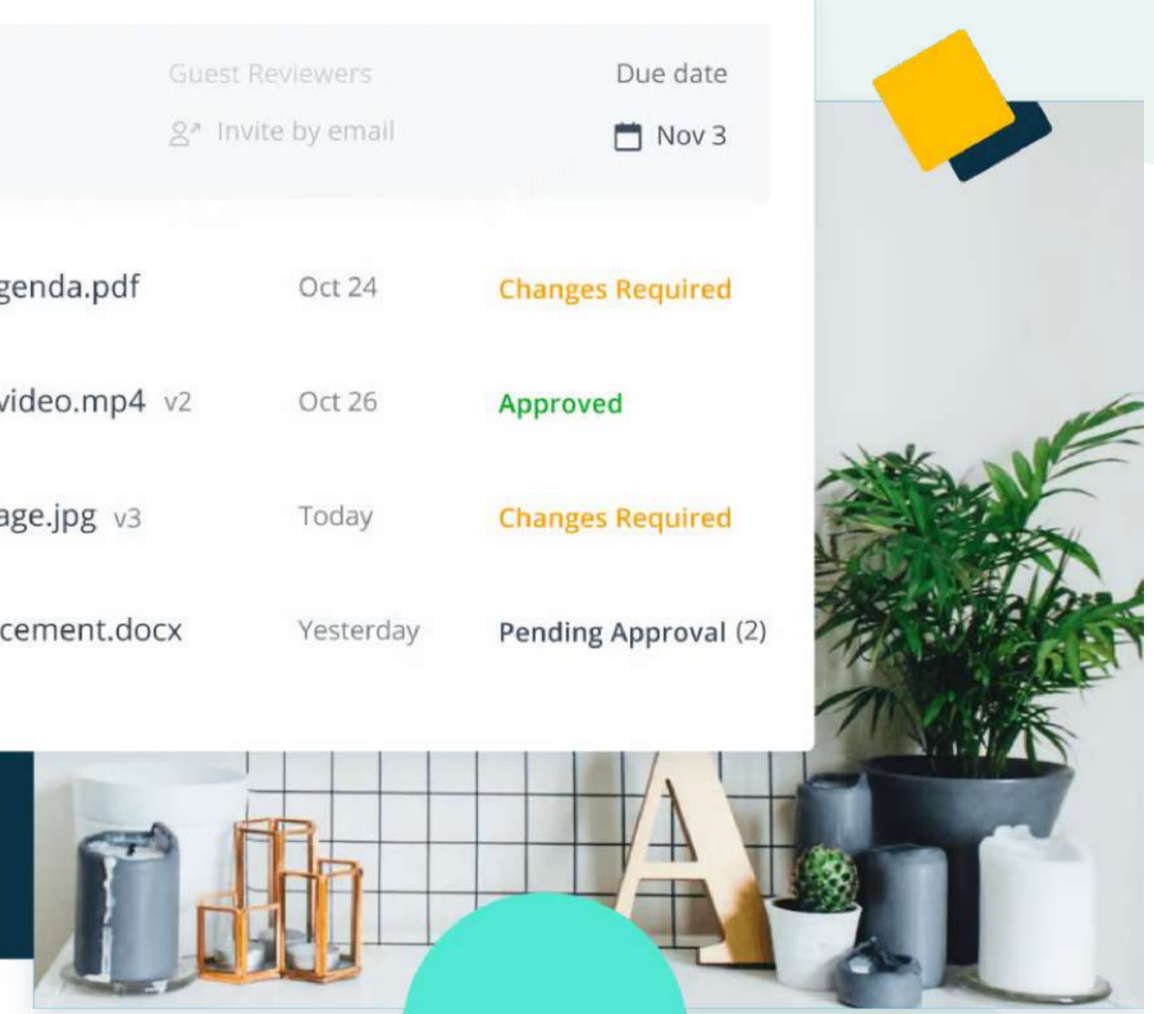
Automate approvals for faster project sign-off

Save time, stop chasing reviews and approvals, and get creative assets completed faster with [Wrike's best-in-class proofing software](#). Our built-in solution allows you to get real-time feedback while proofing multiple file formats such as images, videos, documents, and more, without switching tools.

Compare versions side-by-side and alert stakeholders automatically when creative projects are ready for sign-off. Your entire team can collaborate in a centralized hub using the [@mention](#) functionality so that all communication happens in one place, enhanced by [generative AI](#). Finally, speeding up time to market is a reality!

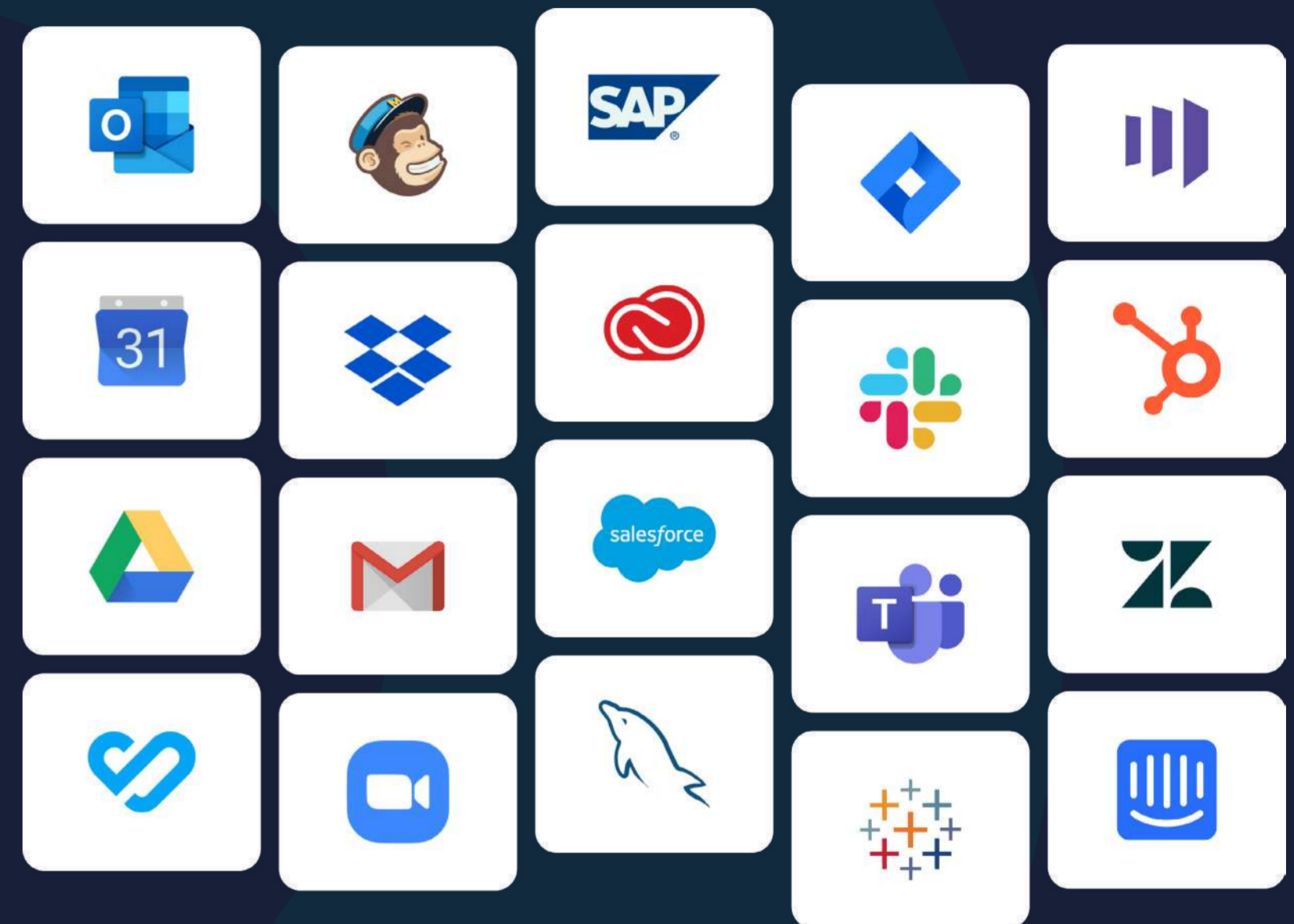


Reviewers	Guest Reviewers	Due date
 +	 Invite by email	 Nov 3
 2 event-agenda.pdf	Oct 24	Changes Required
 promo-video.mp4 v2	Oct 26	Approved
 1 new-image.jpg v3	Today	Changes Required
 3 announcement.docx	Yesterday	Pending Approval (2)



Sync everything and publish with ease

Wrike doesn't just stand alone. We come [with 400+ built-in integrations](#), including Salesforce, HubSpot, Zoom, Slack, and more that empower you to transfer and sync data in two directions using no-code workflows. Our built-in file storage enables you to attach files and upload new versions to cloud platforms such as Box, Dropbox, and Google Drive. You can also simplify your creative process by connecting your favorite DAM platform or building your own integration with Cloud Content Connector to store, modify, and publish files with ease.



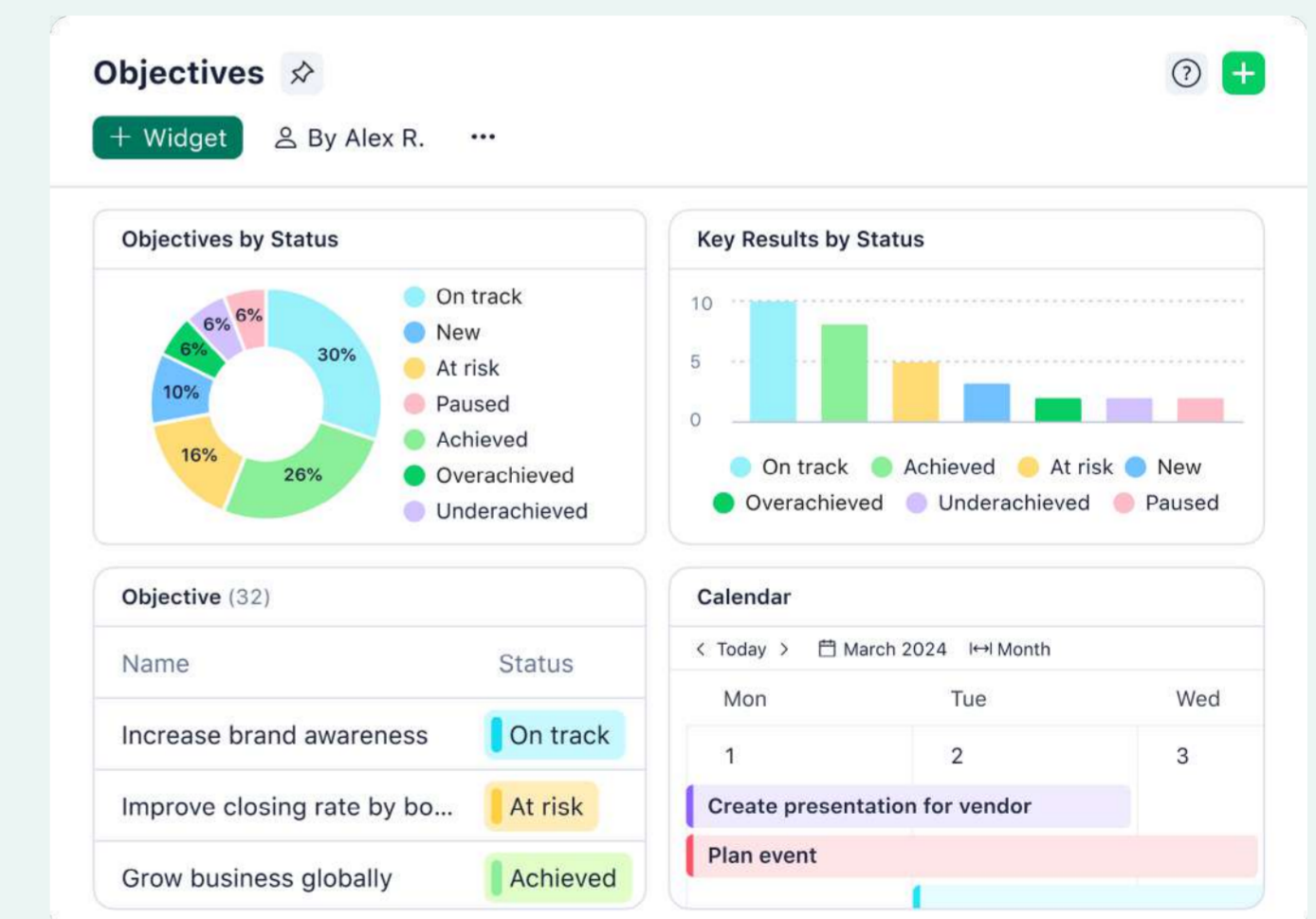
Maximize ROI

Amplify your campaigns for maximum impact

Using [Wrike's social media plan template](#), you can manage your publication schedule, review content, and accelerate approvals. Track every tweet, post, and story to provide a high-level overview of your social strategy. Organize your campaigns by platform, manage vendor contracts, and track project status. All these activities happen in one place so you can amplify your efforts, deliver maximum impact, and drive more leads.

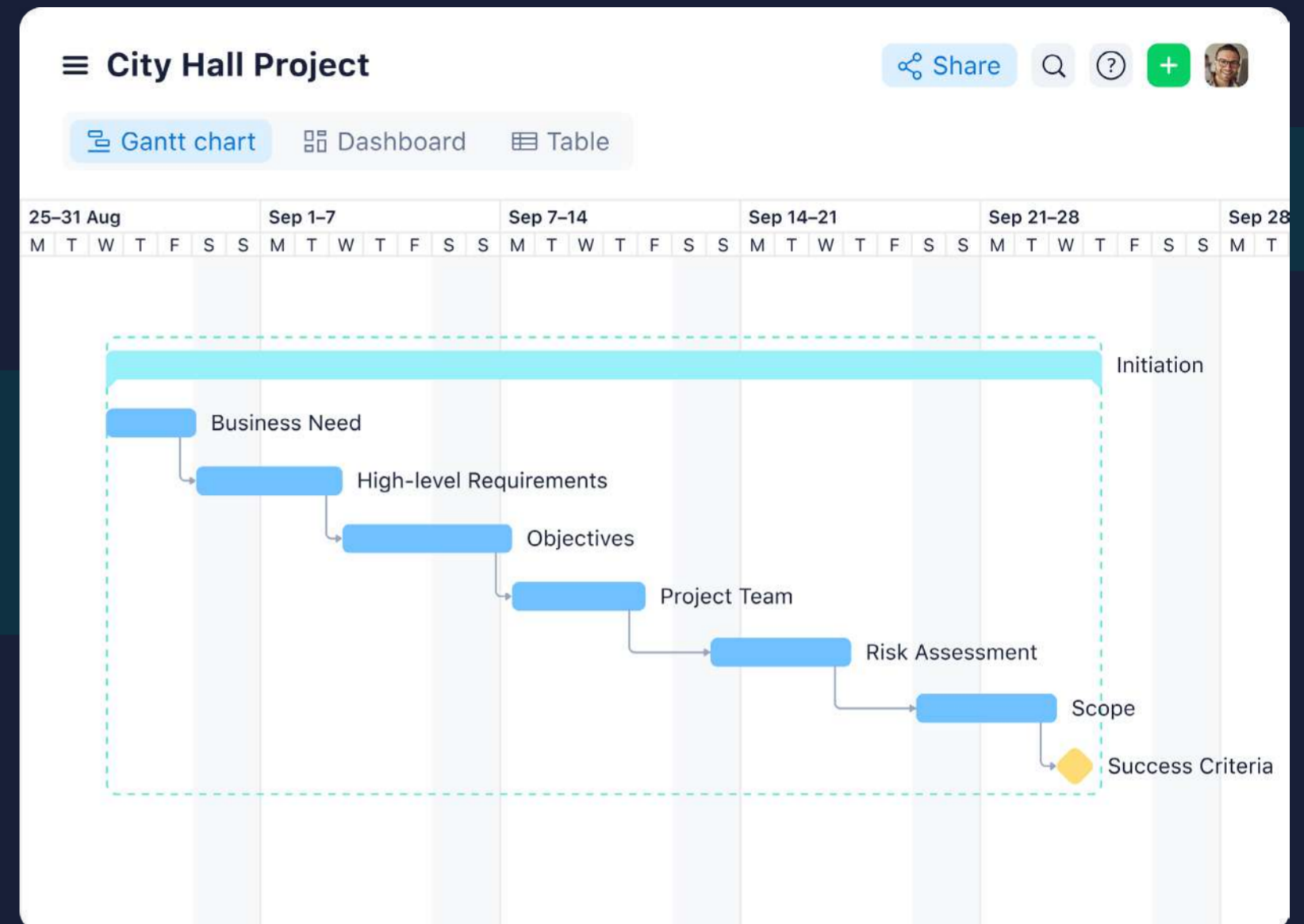
Access instant insights and analytics

Unlock detailed campaign results by seamlessly integrating Wrike with Google Ads, Facebook, and more. Import data from multiple locations and centralize it in [Datahub](#), using this vital information to accelerate your workflows. Showcase your cross-channel analysis in our [advanced dashboards](#), where you can monitor live metrics, adjust resources, and share real-time results with stakeholders in seconds.



Adjust strategy if necessary to optimize performance

Leveraging [Wrike's marketing promotion plan template](#) lets you build a clear, timeline-based campaign so your team members know when certain deadlines need to be hit. Coupled with our [Gantt charts](#) and dashboards, you'll get a bird's-eye view of every campaign where you can track lead data, spot potential blockers, and monitor performance. Should you need to pivot strategy, you'll have all the necessary data to inform your next actions so you can maximize impact and ROI.





Deliver your campaigns at scale with Wrike

Wrike is your marketing team's single source of truth for requests, collaboration, resource management, project progress, reporting, and more. When you have our powerful work management solution at your fingertips, you'll finally get to scale your campaigns like you've always wanted.



**Learn more about Wrike
by starting a free trial today!**

Start free trial