



3 Ways to Speed Up Your Marketing Review and Approval Process

Speakers



Melanie Zimmerman

*Creative Manager,
Integrated Merchandising Systems, Canada*



Danielle Howard




Sales Engineer, Workfront

92% of marketers say approval delays are the biggest reason for missed deadlines.

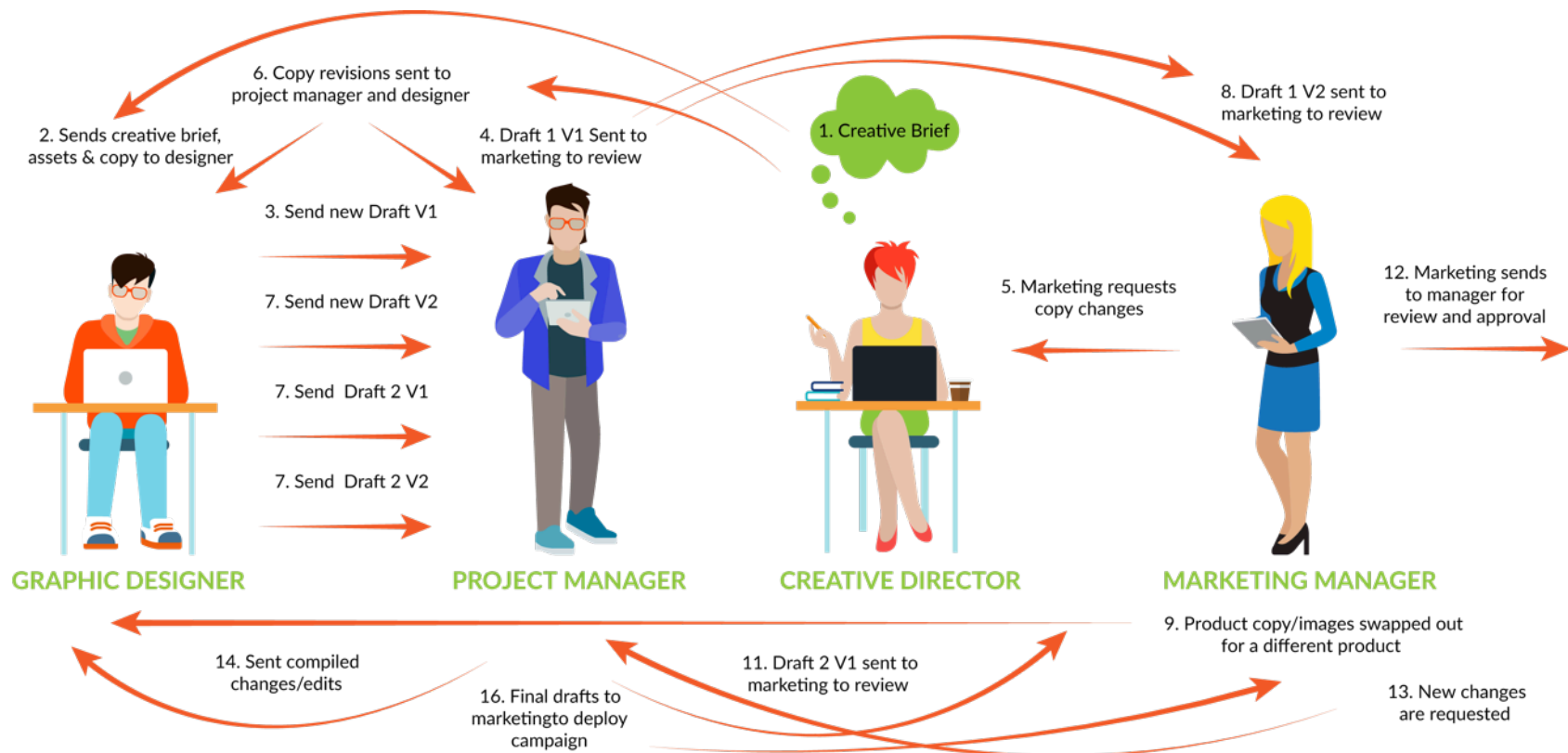
More than 1/3 of marketers say approval delays cause work to be late twice a week or more.



3 Problems

1. Your Review-Routing Routine is a Major Time Suck 
2. Your Feedback Process Are Painful 
3. Your Feedback Is Too Late Too Often 

1. Your Review-Routing Routine is a Major Time Suck







IT CAN TAKE *minutes* to find
5 to 25 the right version
of a document.

80% of the time it takes up
to 8 searches to find
the right document.

Simplify and Clarify Your Review-Routing Routine

Simplify and Clarify Your Review-Routing Routine



- **Identify the right reviewers and who has final approval**

Simplify and Clarify Your Review-Routing Routine



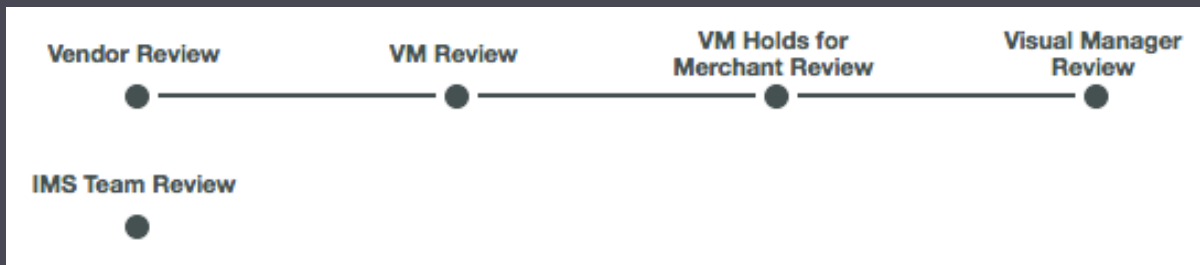
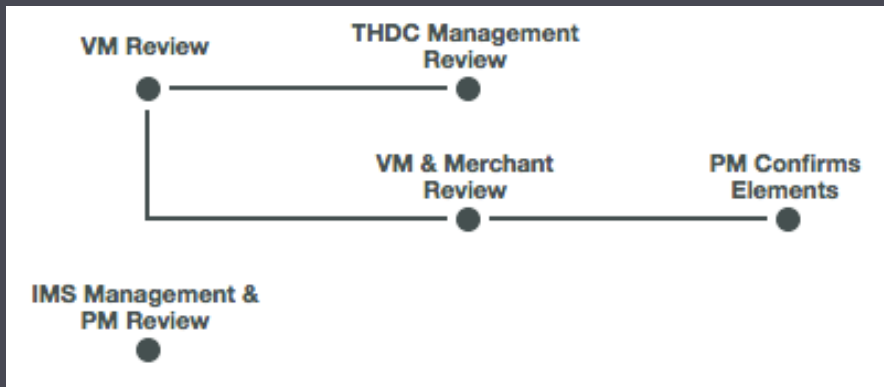
- Identify the right reviewers and who has final approval
- **Create a documentation plan**

Simplify and Clarify Your Review-Routing Routine



- Identify the right reviewers and who has final approval
- Create a documentation plan
- **Name your files correctly and consistently**

Automated workflows



Workflow status at-a-glance

Workflow

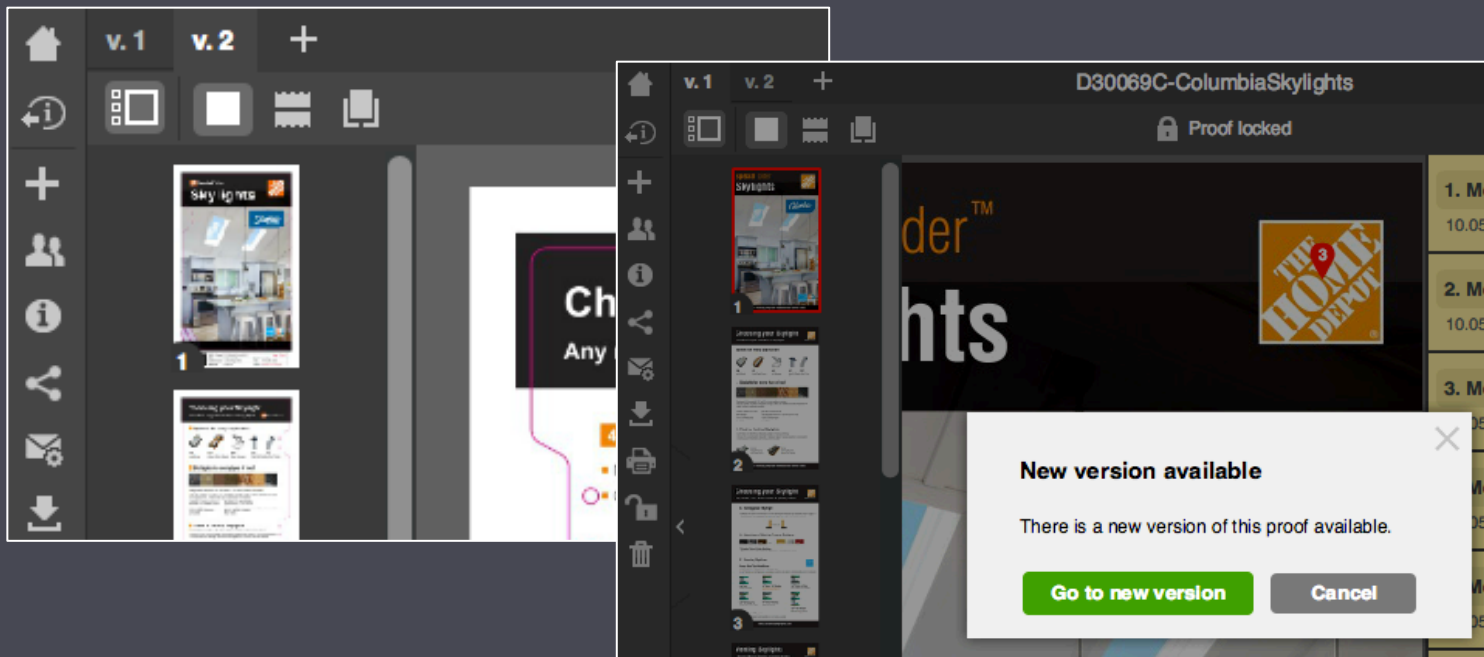
Proof status: **S O C D** Pending

Stage 1

05.06.16 22:00

		Role:	Email alert:
Melanie Zimmerman	0/0 S O C -	Reviewer	Daily summary
Eryn Corbell	2/1 S O C D Pending	Reviewer & Approver	All activity
melleny@hotmail.com	0/0 S O C D Approved	Reviewer & Approver	Replies to my comments
Pat Kenney	0/0 S O C -	Reviewer	Daily summary

Proof versions



2. Your Feedback Process Are Painful



45%

of marketers say a lack of standard process for workflows is a top work inefficiency.

Eliminate Confusion with a Standard Feedback Process

Create a Standard Feedback Process



- Determine the best way to review assets and receive feedback

Create a Standard Feedback Process



- Determine the best way to review assets and receive feedback
- **Attach Feedback to the Asset**

Simplify and Clarify Your Review-Routing Routine



- Determine the best way to review assets and receive feedback
- Attach Feedback to the Asset
- **Enforce your standardized review policy**

Feedback Format



Special Order™ Skylights

Columbia SKYLIGHTS

Comment

2. Melanie Zimmerman

There is a specific icon THDC uses for Special Order. I can provide if needed.

10.05.15 15:55 Page 1

2.1 Melanie Zimmerman

Here are the SO logos, in ENG & FR, and both B&W options.

[SO Logo.zip](#)

10.06.15 09:32

3. Melanie Zimmerman

Logo should not have a white keyline when placed on a black background

10.05.15 15:55 Page 1

3.1 Melanie Zimmerman

ENG & FR versions attached.

[HD logo.zip](#)

10.06.15 09:35

3. Your Feedback Is Too Late Too Often

AN AVERAGE OF of project work
30 – 35% is rework.

Get Your Review Steps in Order

Get Your Review Steps in Order



- **Make deadlines Clear**

Get Your Review Steps in Order




- Make deadlines Clear
- **Make sure feedback is collected and implemented at the right time**

Get Your Review Steps in Order



- Make deadlines Clear
- Make sure feedback is collected and implemented at the right time
- **Create a workflow template to help solidify the process**


Email notifications



Melanie Zimmerman
Sun 2016-05-01 11:30 PM
To: melleny@hotmail.com ↗

You have **1 new proof** to review by 3 May 2016, 23:30 (GMT-04:00)

[Go to proof](#)



Melanie Zimmerman
Mon 2016-05-02 11:30 PM
To: melleny@hotmail.com ↗

You have a proof that has a deadline of 3 May 2016 23:30 (GMT -04:00)

Please go to the proof and make your decision.

[Go to proof](#)

One Tool Means 56% Faster Reviews and Approvals

Immediate, Proven Benefits



56%

Reduction in project
delivery time



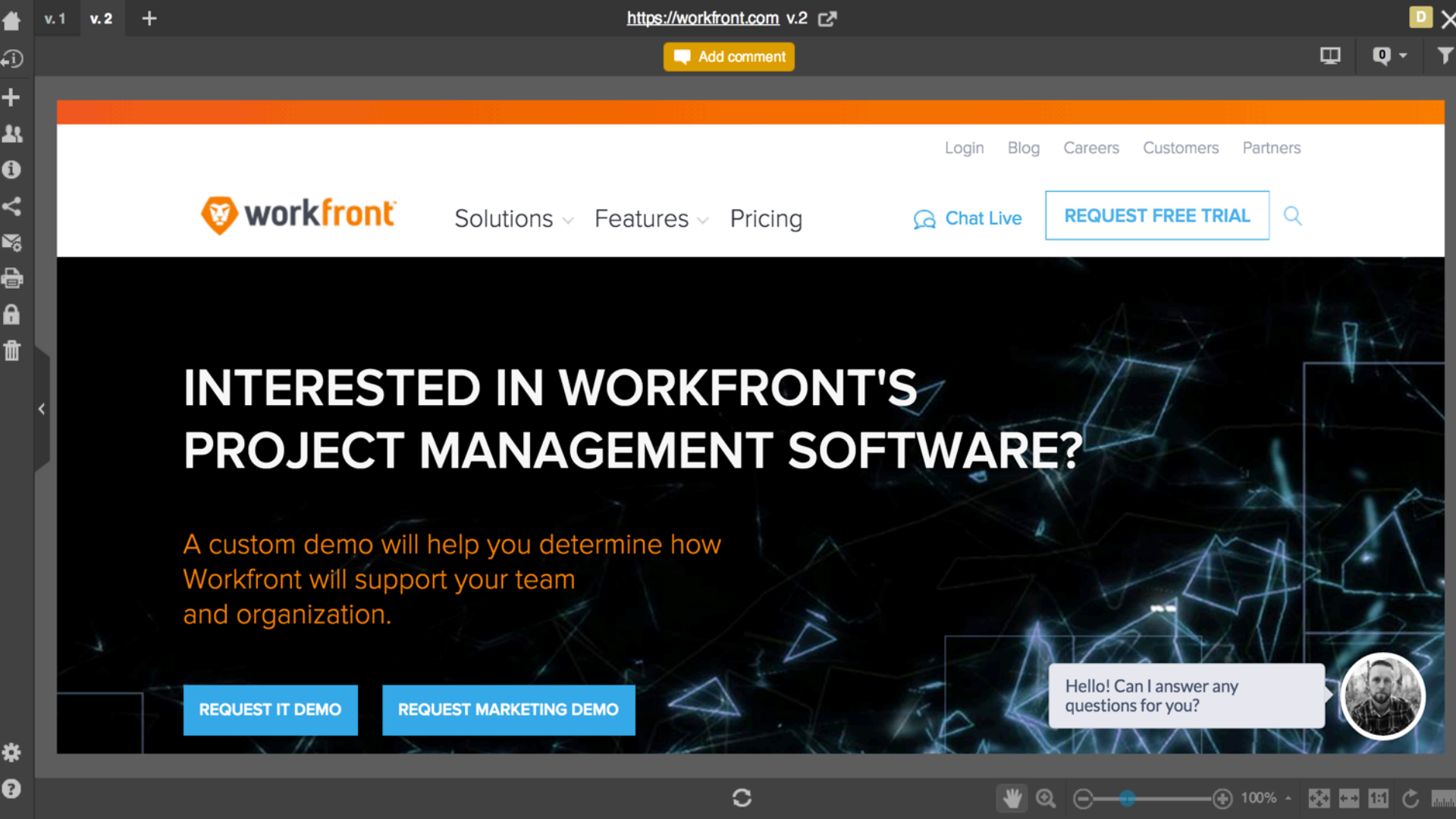
29%

Fewer revisions



59%

Reduction in proof
management effort



INTERESTED IN WORKFRONT'S PROJECT MANAGEMENT SOFTWARE?

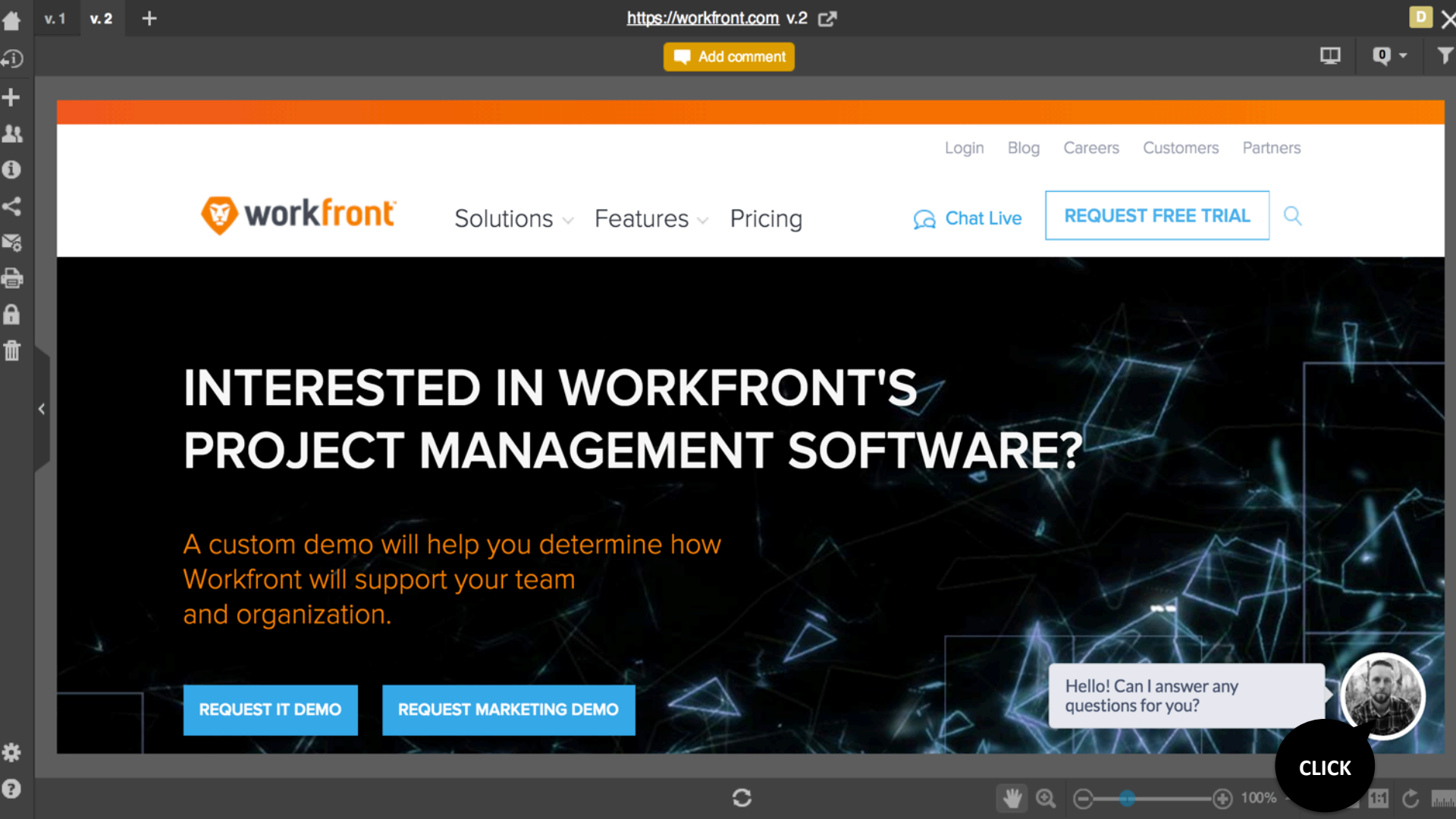
A custom demo will help you determine how Workfront will support your team and organization.

REQUEST IT DEMO

REQUEST MARKETING DEMO

Hello! Can I answer any questions for you?





INTERESTED IN WORKFRONT'S PROJECT MANAGEMENT SOFTWARE?

A custom demo will help you determine how Workfront will support your team and organization.

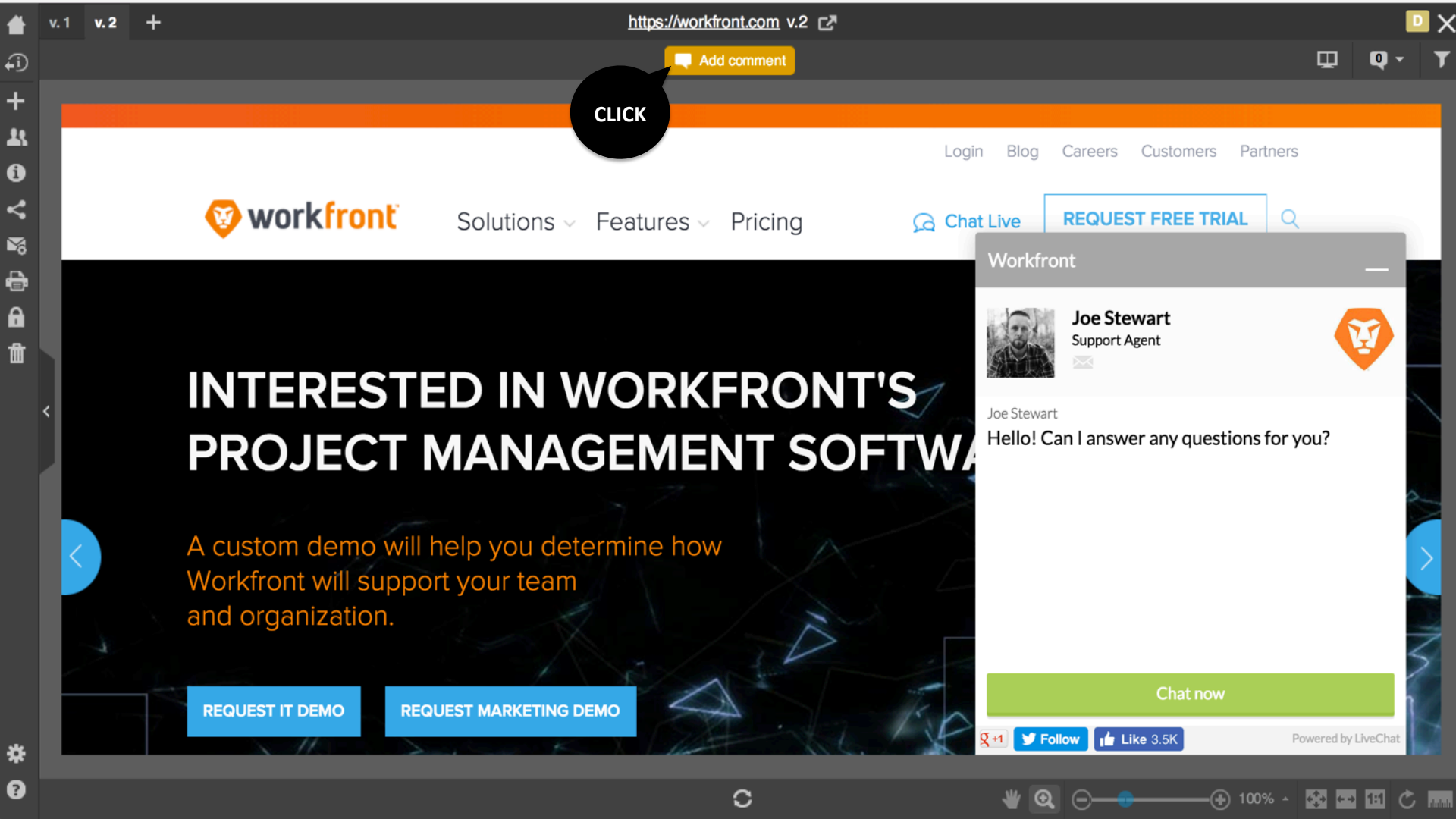
REQUEST IT DEMO

REQUEST MARKETING DEMO

Hello! Can I answer any questions for you?



CLICK



Add comment

CLICK

Login Blog Careers Customers Partners



Solutions Features Pricing

Chat Live

REQUEST FREE TRIAL



INTERESTED IN WORKFRONT'S PROJECT MANAGEMENT SOFTWARE

A custom demo will help you determine how Workfront will support your team and organization.

REQUEST IT DEMO

REQUEST MARKETING DEMO

Workfront



Joe Stewart
Support Agent



Joe Stewart

Hello! Can I answer any questions for you?

Chat now

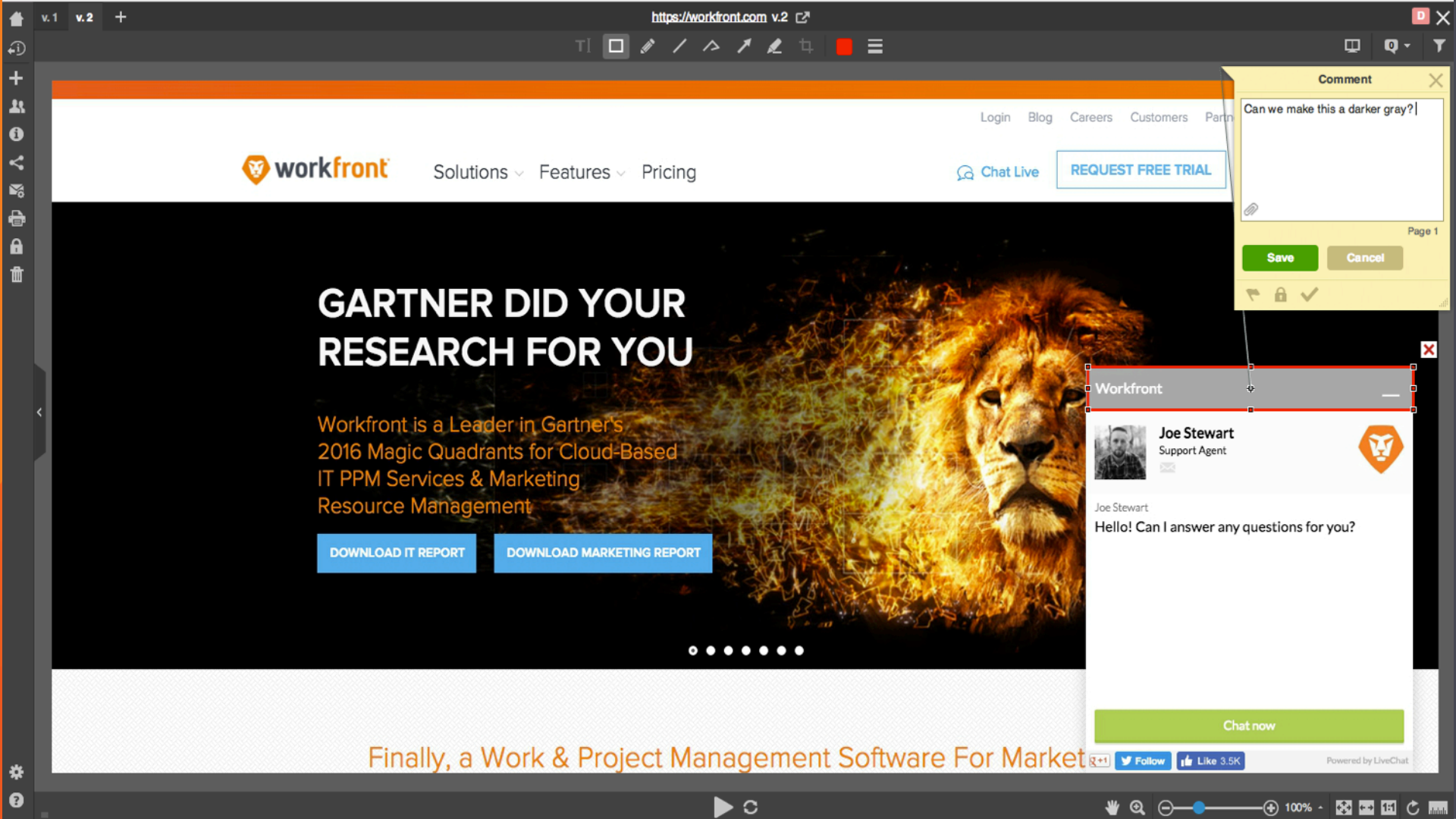


Follow



Like 3.5K

Powered by LiveChat



GARTNER DID YOUR RESEARCH FOR YOU

Workfront is a Leader in Gartner's 2016 Magic Quadrants for Cloud-Based IT PPM Services & Marketing Resource Management

DOWNLOAD IT REPORT

DOWNLOAD MARKETING REPORT

Finally, a Work & Project Management Software For Market

Comment

Can we make this a darker gray?

Save

Cancel

Workfront



Joe Stewart
Support Agent



Joe Stewart

Hello! Can I answer any questions for you?

Chat now

Follow Like 3.5K

Powered by LiveChat

GARTNER DID YOUR RESEARCH FOR YOU


Workfront is a Leader in Gartner's
2016 Magic Quadrants for Cloud-Based
IT PPM Services & Marketing
Resource Management

DOWNLOAD IT REPORT

[DOWNLOAD MARKETING REPORT](#)



CLICK

Workfront



Joe Stewart

Support Agent



Joe Stewart

Hello! Can I answer any questions for you?

Chat now

Powered by LiveChat

Finally, a Work & Project Management Software For Market

v.1

v.2

+

<https://workfront.com> v.2

D

X

Add comment

Finish review

[Login](#)[Blog](#)[Careers](#)[Customers](#)[Partners](#)[Solutions](#)[Features](#)[Pricing](#)

WORKFRONT SOLVES THE MOST COMMON PROBLEMS IN MARKETING AND IT

See How Workfront's Software Allows IT and Marketing Teams to Deliver Results More Efficiently

IT TEAMS

MARKETING TEAMS

Hello! Can I answer any questions for you?

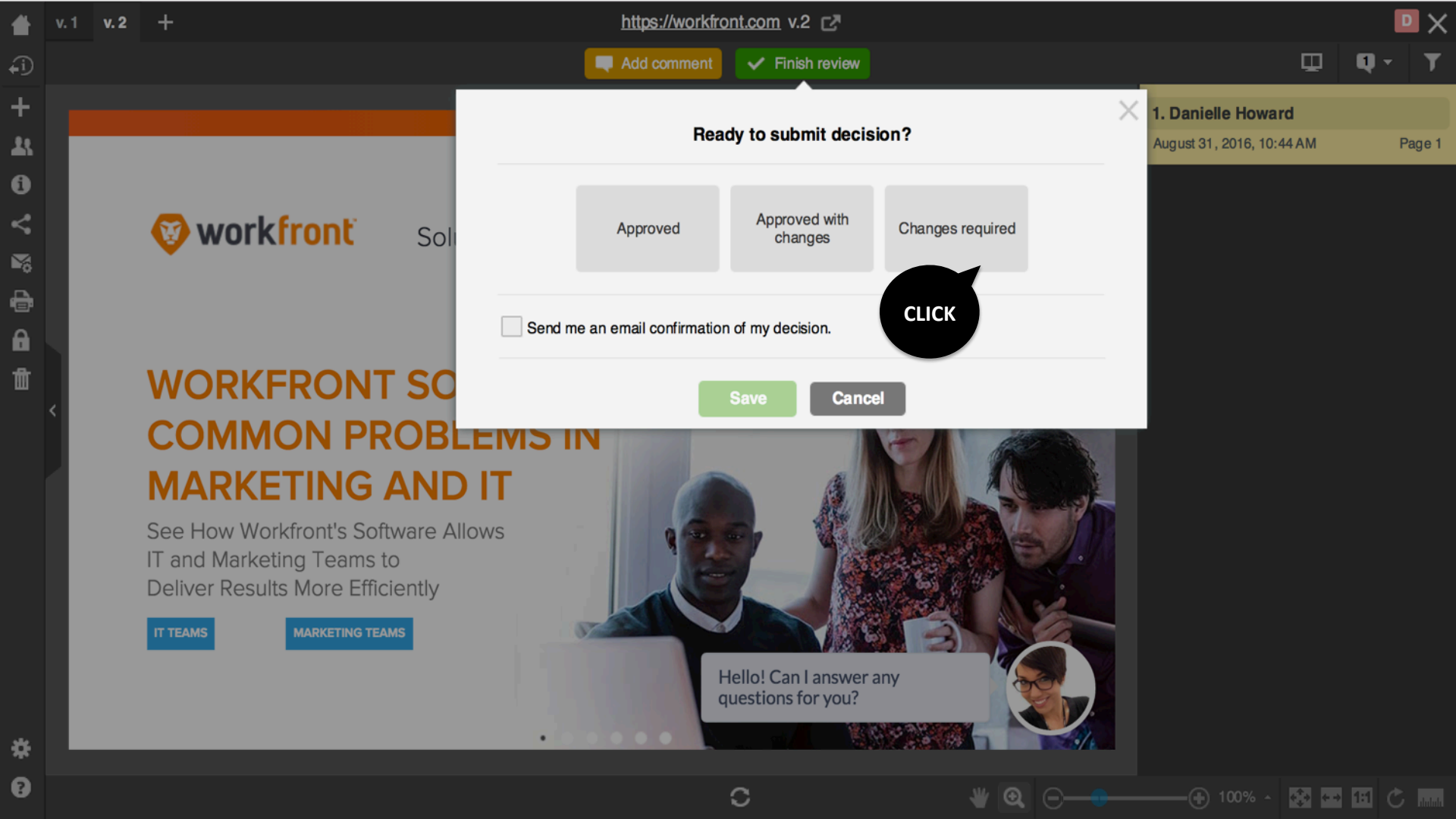


1. Danielle Howard

August 31, 2016, 10:44 AM

Page 1

Page 1



Ready to submit decision?

Approved Approved with changes Changes required

☐ Send me an email confirmation of my decision.

Save Cancel

CLICK

1. Danielle Howard
August 31, 2016, 10:44 AM Page 1



WORKFRONT SOLVES COMMON PROBLEMS IN MARKETING AND IT

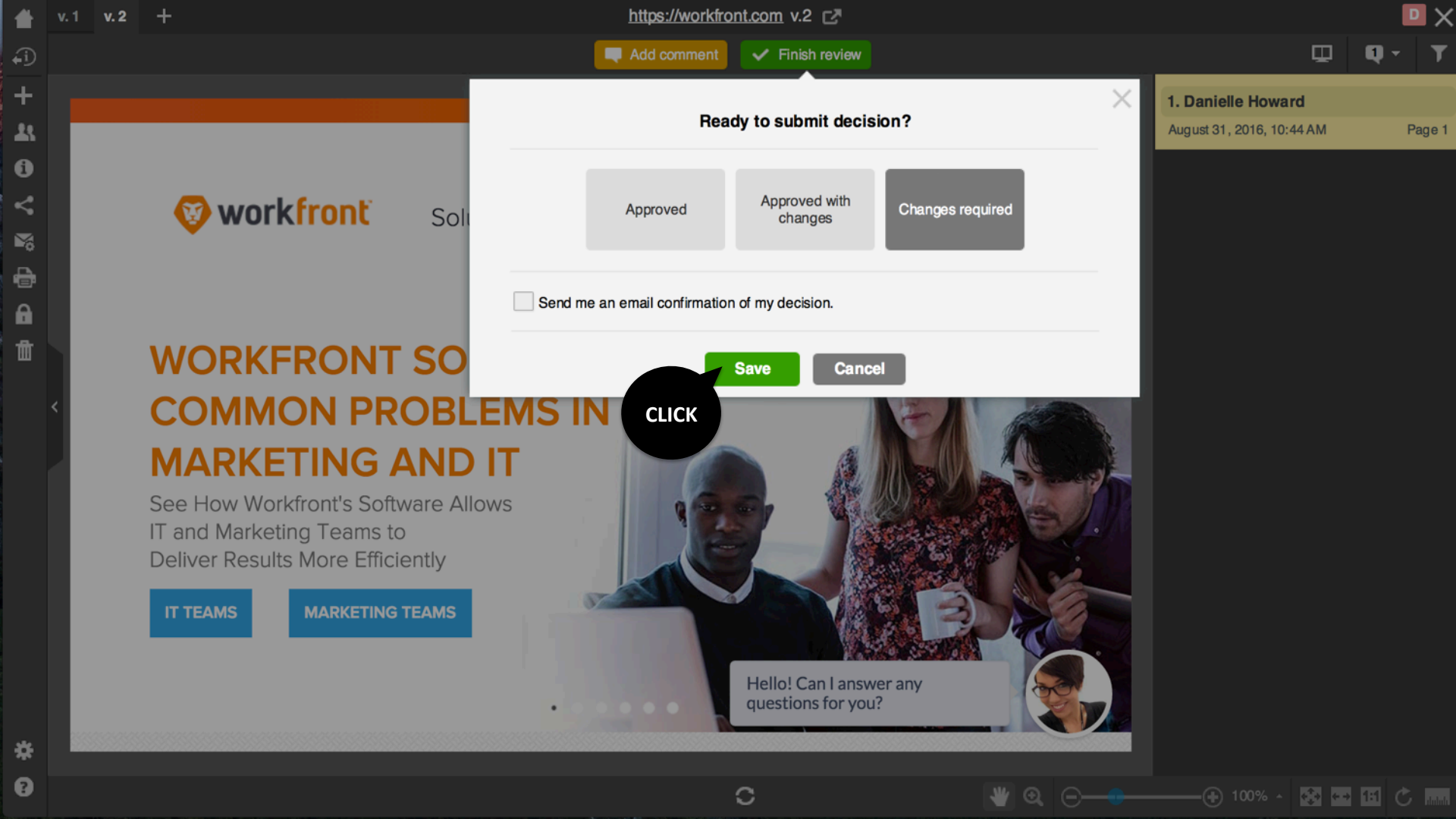
See How Workfront's Software Allows
IT and Marketing Teams to
Deliver Results More Efficiently

IT TEAMS

MARKETING TEAMS

Hello! Can I answer any
questions for you?





Add comment

Finish review

Ready to submit decision?

Approved

Approved with
changes

Changes required

☐ Send me an email confirmation of my decision.

Save

Cancel

CLICK



WORKFRONT SOLUTIONS COMMON PROBLEMS IN MARKETING AND IT

See How Workfront's Software Allows
IT and Marketing Teams to
Deliver Results More Efficiently

IT TEAMS

MARKETING TEAMS

Hello! Can I answer any
questions for you?

1. Danielle Howard

August 31, 2016, 10:44 AM

Page 1

Hello! Can I answer any questions for you?



Q&A

You Q, We A

questions@workfront.com

