



# The 3 Biggest Problems with Your Review and Approval Process



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*Solutions Marketing Manager, Workfront*



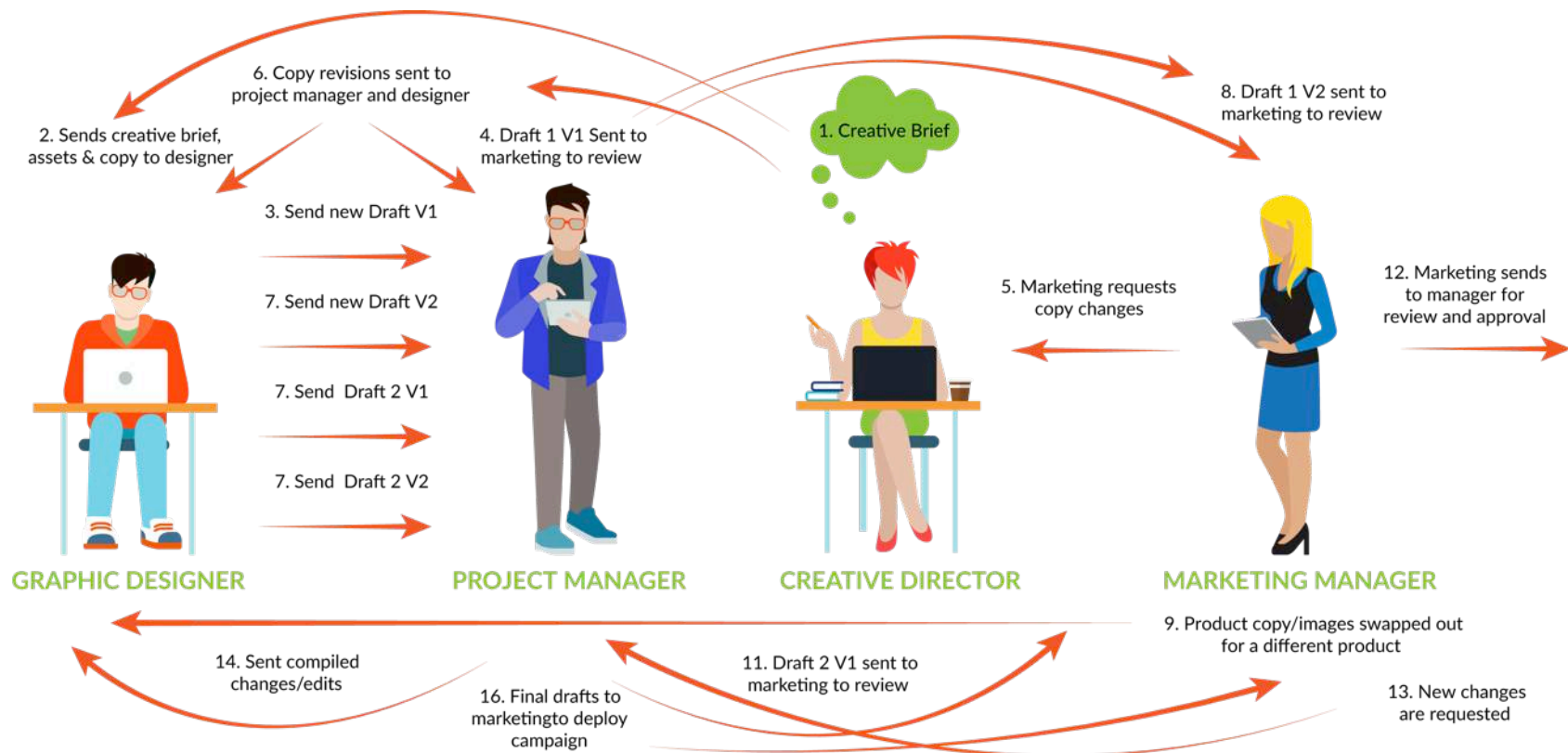
92%

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



1

You waste too much time  
waiting for feedback



82%

of marketers say the reason they miss deadlines is due to **poor communication** between stakeholders

Make sure reviewers  
know what is expected



Only  
50%

of employees  
say they **know**  
**what is expected**  
of them



- How much time they have to review each asset



- How much time they have to review each asset
- **How they should provide reviews**




- How much time they have to review each asset
- How they should provide reviews
- **What the consequence will be if they miss the deadline**

Maciej Krupa > Proof details

## 15 ways - guide

v.1 v.2 v.3 +



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Unarchive Share Download Print

Folder: Maciej Krupa  
 Filename: 15-ways-guide.pdf  
 Owner: Me  
 Created: 21 Nov 2014 20:18  
 State: Active  
 ID: 7722048

New version

Workflow

Stage 1

Me [owner] 1/2 SOCD Pending

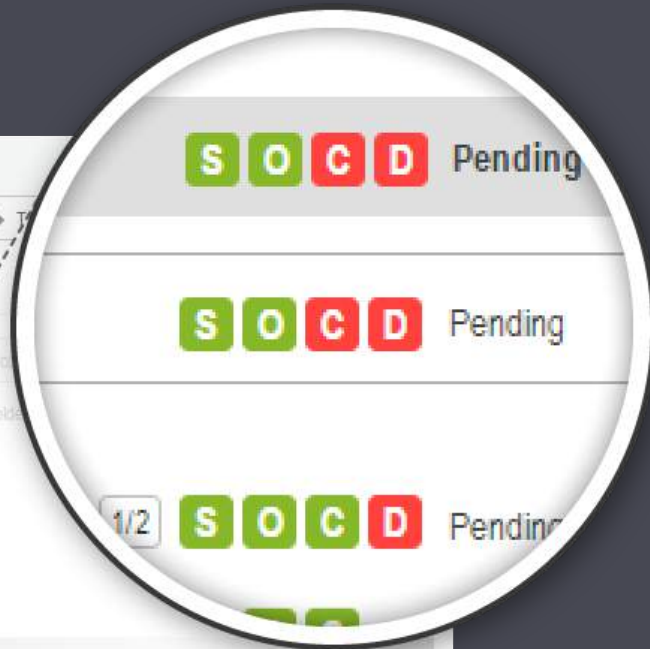
Brandon Pinduli 0/2 SOC -

Role Email alerts

Author All activity

Reviewer All activity

24 Nov 2014 15:00



# 2 But wait, there's more ... feedback

A grayscale photograph of a man in a business suit and tie, sitting at a desk. He has a distressed expression, with his right hand pressed against his forehead and his left hand resting on the desk. The background is dark and textured. An orange diagonal bar is on the left side of the image.

# 26%

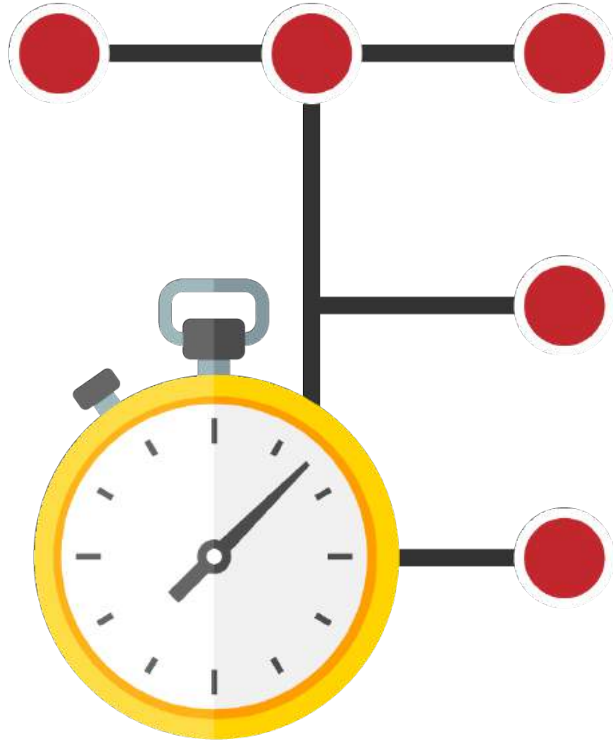
of marketers dread getting  
stakeholder approval

Bring your final approvers  
in at strategic times





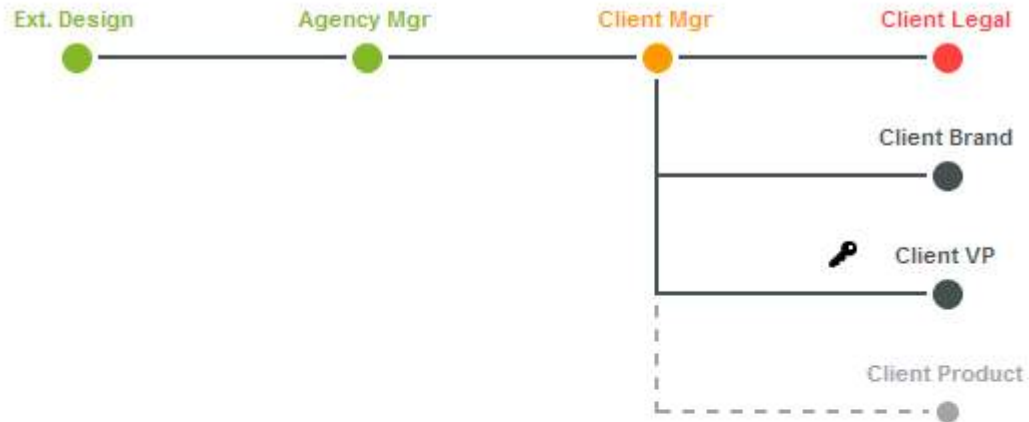
- **Stakeholders should review content at the right time(s)**



- Stakeholders should review content at the right time(s)
- **Include the preferred timing in your templated workflows**



- Stakeholders should review content at the right time(s)
- Include the preferred timing in your templated workflows
- **Establish a method of documenting all related communication**



24 Sep 2015 14:30 | Deadline calculated from proof creation



John Doe

4/0

S O C D

Pending

Client Legal

S O C D

Pending



23 Sep 2015 16:00

Deadline calculated from proof creation

# 3 You have too many versions



47%

of companies have  
more than 4 people  
involved in the review and  
approval process

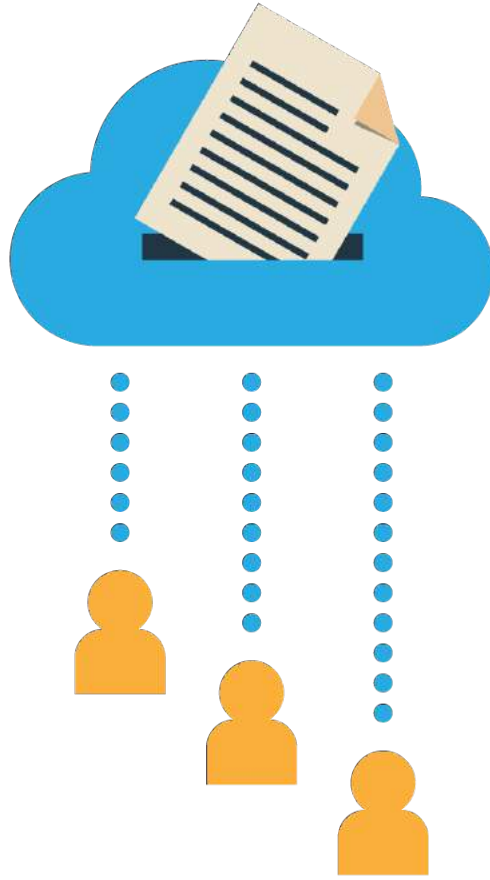


80%

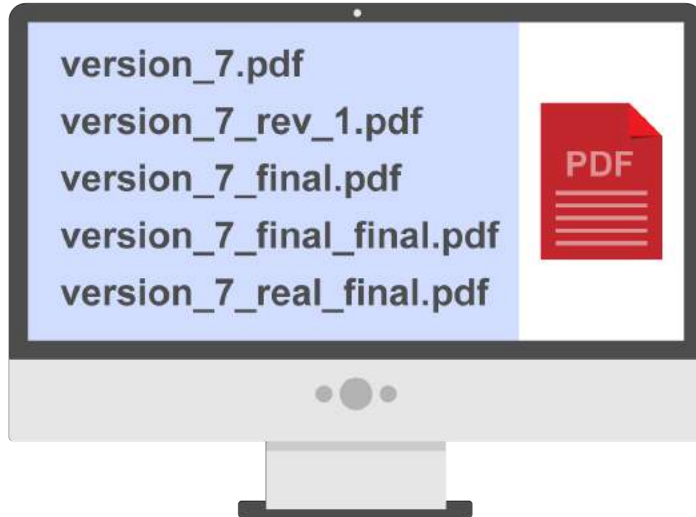
of the time it takes  
up to **8 searches**  
to find the right  
document.

# Organize your versions in one location

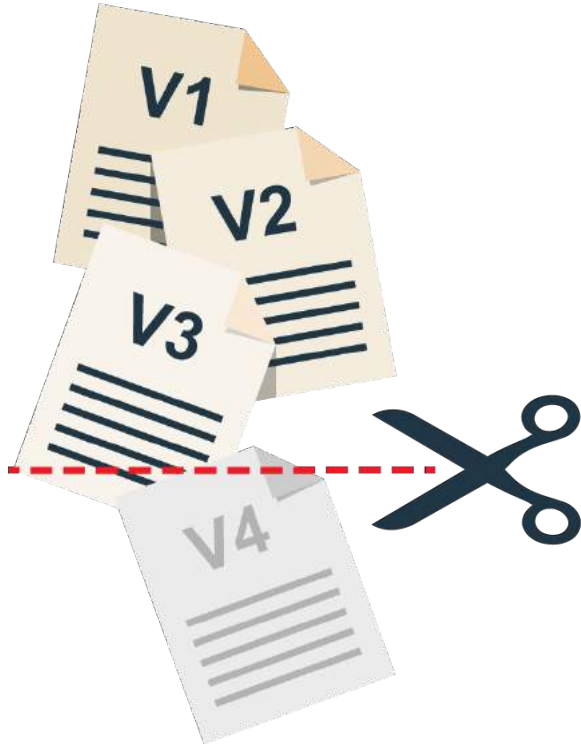




- **Organize and store your documents consistently**



- Organize and store your documents consistently
- **Track versions properly**



- Organize and store your documents consistently
- Track versions properly
- **Keep the number of versions to a minimum**

# BONUS

You have too many types  
of content to review

Marketers use an average of  
**13 different formats** in their  
content marketing efforts.



Use one approach  
for reviews

The best solutions for  
your biggest review and  
approval problems:  
**online proofing**



# Immediate, Proven Benefits



**56%**

Reduction in project  
delivery time



**29%**

Fewer revisions

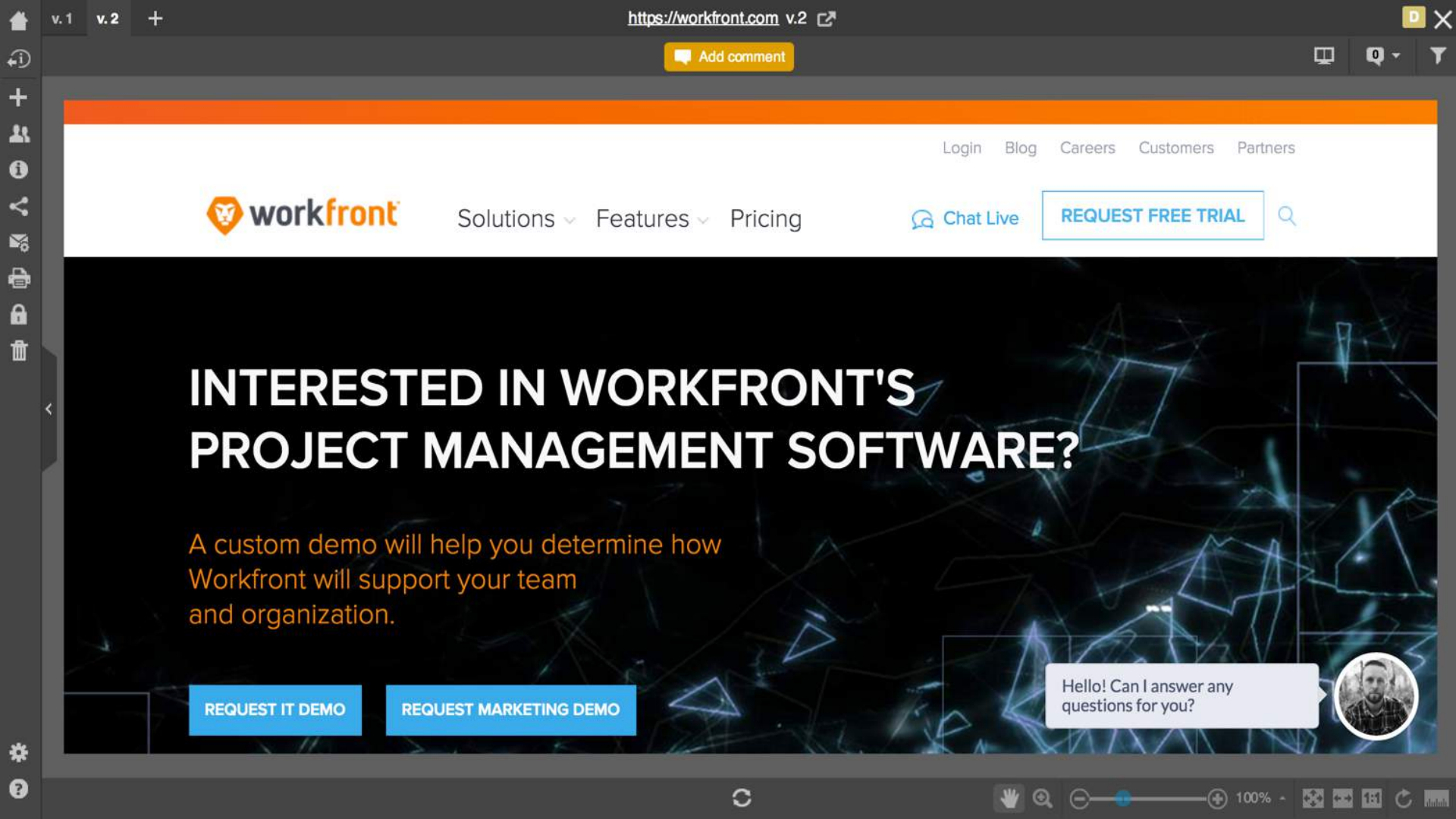


**29%**

Reduction in proof  
management effort



One Tool Means  
56% Faster Reviews  
and Approvals



v. 1 v. 2 +

https://workfront.com v.2

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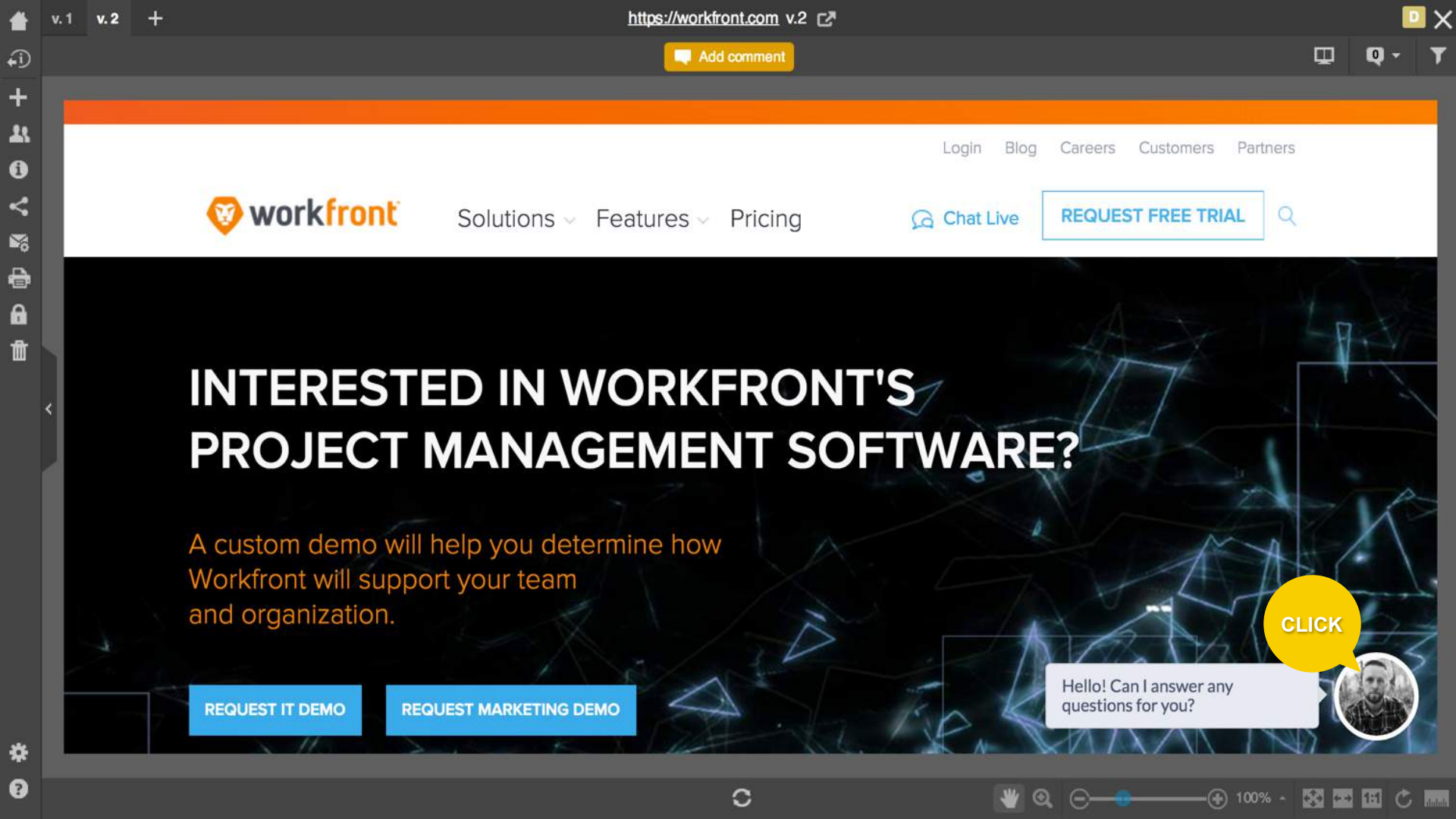
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REQUEST MARKETING DEMO

Hello! Can I answer any  
questions for you?





v. 1 v. 2 +

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Workfront

Joe Stewart

Support Agent

Joe Stewart

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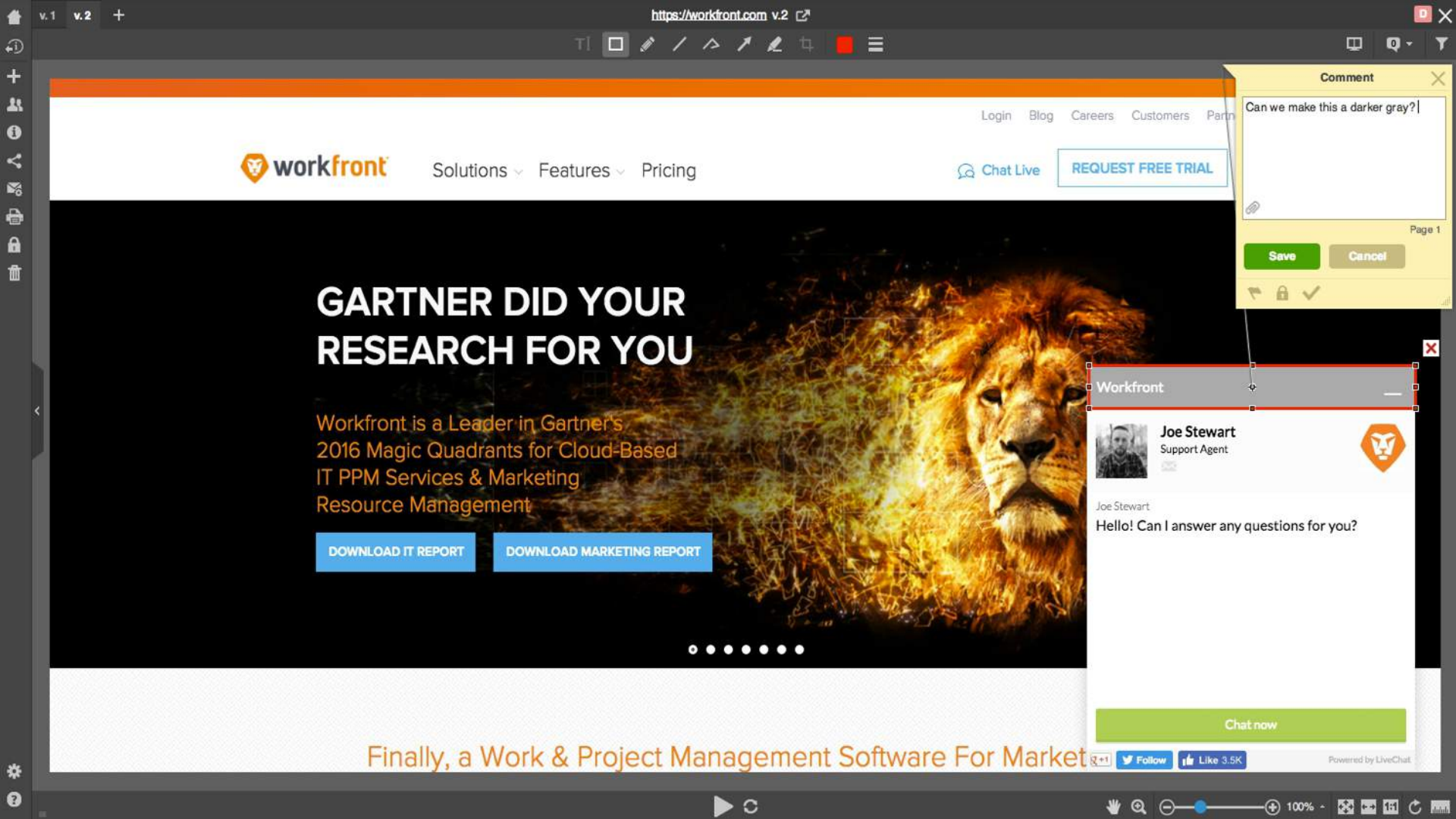
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2016 Magic Quadrants for Cloud-Based  
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**Joe Stewart**  
Support Agent



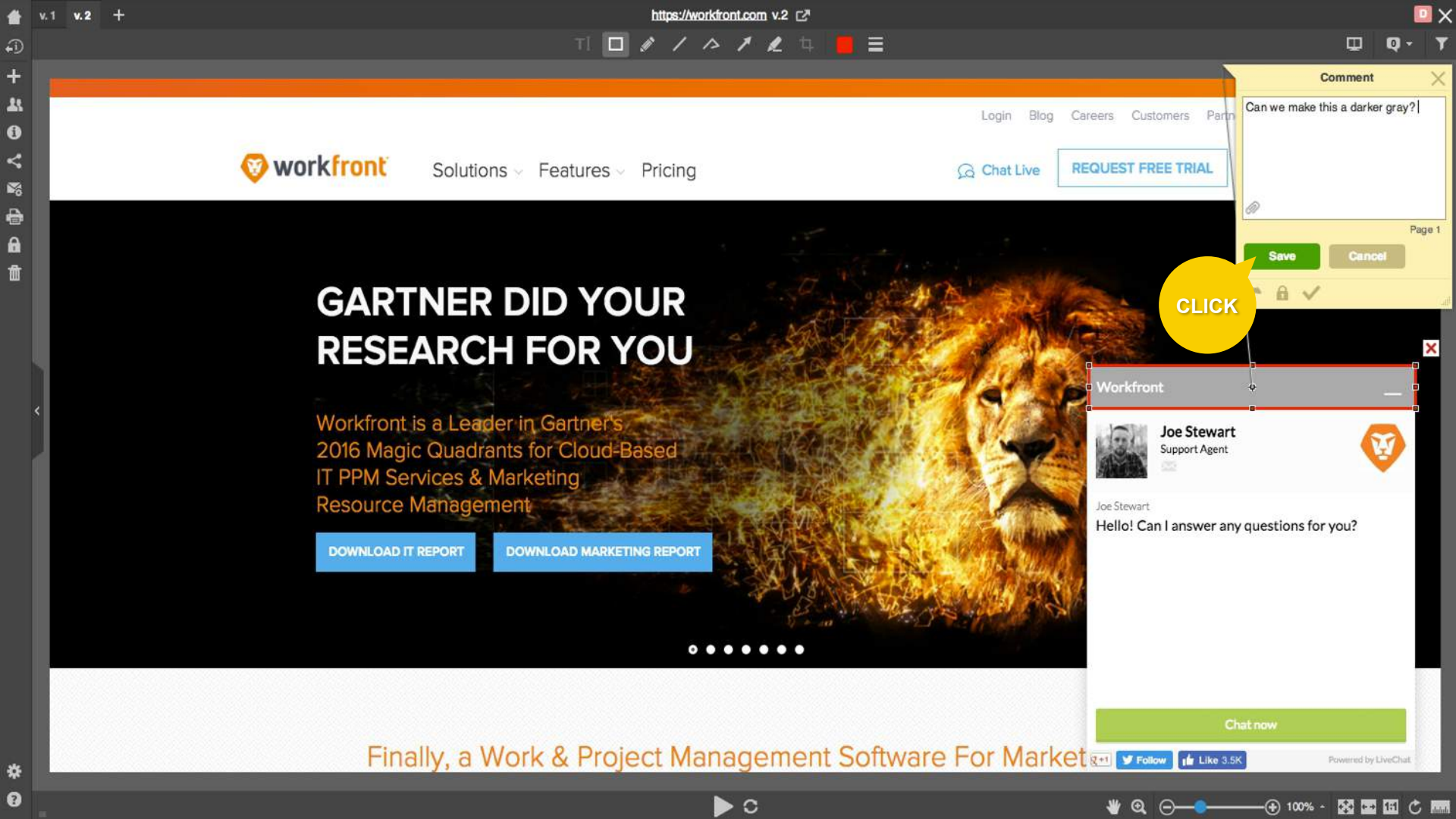
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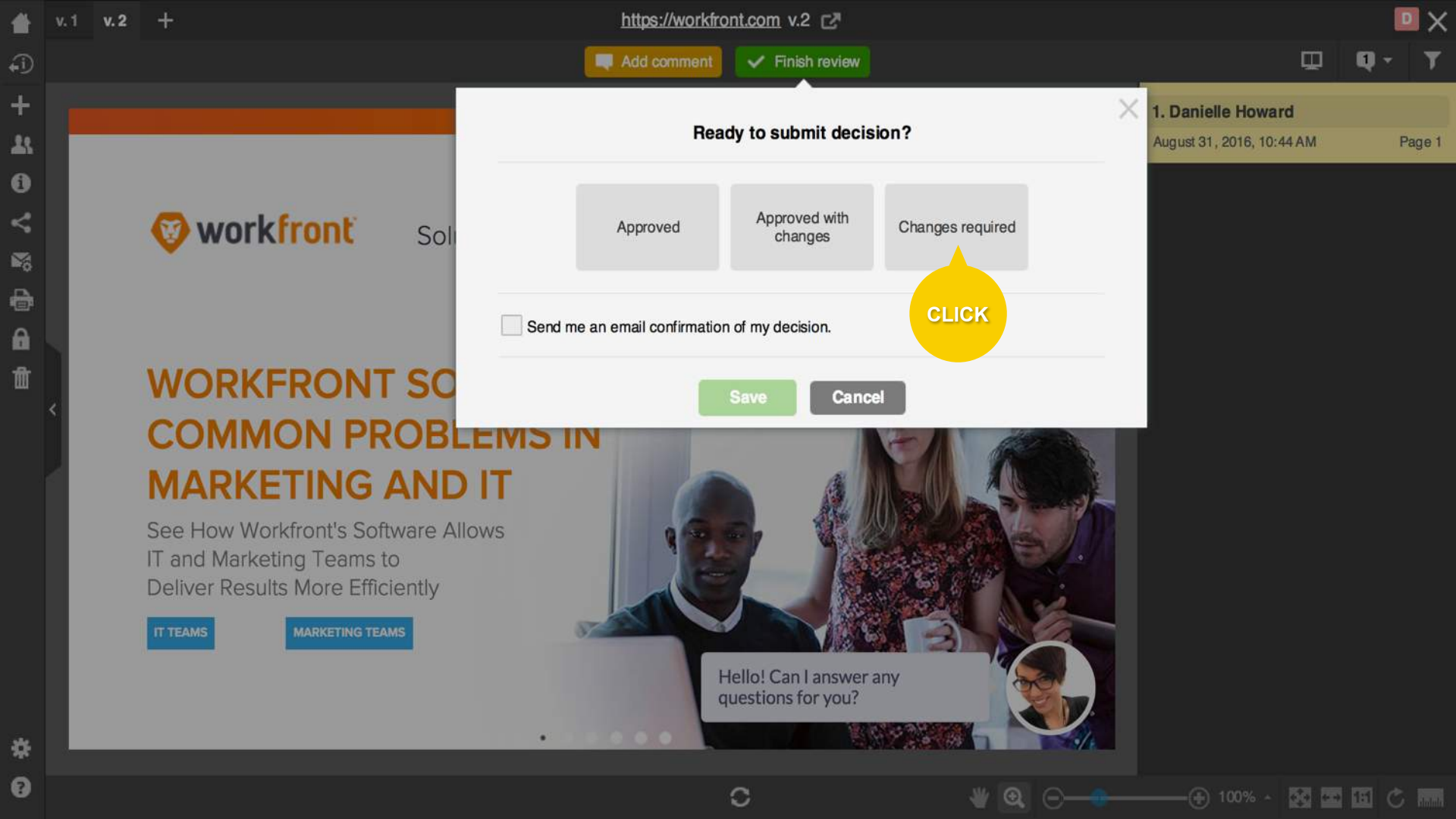
## IT TEAMS

## 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

1. Danielle Howard

August 31, 2016, 10:44 AM

Page 1



## WORKFRONT SOLVES COMMON PROBLEMS IN MARKETING AND IT

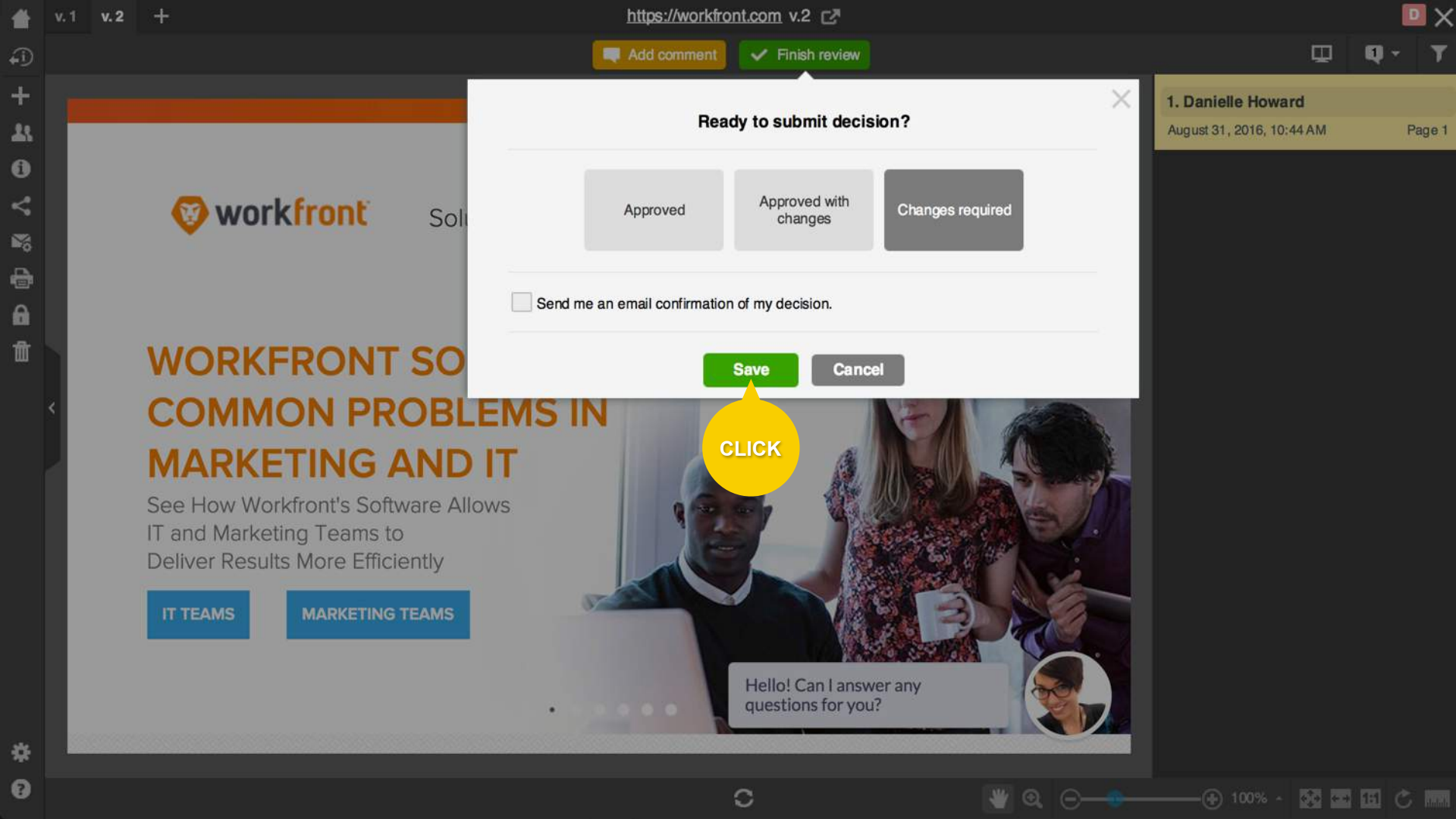
See How Workfront's Software Allows  
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IT TEAMS

MARKETING TEAMS

Hello! Can I answer any  
questions for you?





Sol

# WORKFRONT SO 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

CLICK

## Ready to submit decision?

Approved Approved with changes Changes required

☐ Send me an email confirmation of my decision.

Save Cancel

Hello! Can I answer any  
questions for you?



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## MARKETING TEAMS

Hello! Can I answer any questions for you?



# Q&A

You Q, We A

**questions@workfront.com**

