5 Ways to Transform
Project Collaboration in Global Marketing

Are you looking for ways to work together better? Improve communication? Deliver more efficiently? Learn how you can conquer your challenges with Projectplace®. Here's how we use Projectplace at Planview® to support our everyday roles and stay in sync across multiple time zones, while working with a diverse group of stakeholders.

1 STREAMLINE CONTENT DEVELOPMENT

Leyna O'Quinn
Content Strategist at Planview

"Relying on email and spreadsheets in the past made it challenging for our teams to keep track of numerous content pieces in the works."

Projectplace Solution
- Visual Kanban boards eliminate the need for email and spreadsheets
- Documents can be uploaded to specific cards and edited all in one place
- Shared digital workspaces keeps deadlines front and center

2 MANAGE PROJECT AND TASK INTAKE

Lori Baldwin
VP, Digital Marketing and Operation at Planview

"In the past, we lacked visibility. There wasn't a single point person who received and organized requests; the expectation was that anything sent to the department would get done immediately, which resulted in chaos."

Projectplace Solution
- Plan/Roadmaps feature make it easier to create an outline and jumpstart a project
- My Overview feature gives real-time status updates in one spot
- @reference feature alerts staff about updates, cutting out inefficient email communication
- Dependencies feature makes it simple to keep track of cards and how they're moving along the timeline

3 ENABLE PROJECT MANAGEMENT AND COLLABORATION

Angie Sarmiento
Product Marketing Manager at Planview

"Our sales enablement process used a variety of fragmented and disparate tools. It was difficult to keep track of who had the latest edits on documents that we were working on. I'd send a version out for review, it would go back and forth in a long trail of emails, and those edits would get lost among the shuffle."

Projectplace Solution
- Documents with version management allow collaboration with a team of subject matter experts
- A process flow feature notifies reviewers so no one has to hover over individual team members

4 ADVANCE CAMPAIGN PLANNING AND DELIVERY

Katja Amboldt
Demand Generation Manager at Planview

"On any given day, I have multiple projects that each require individual attention to detail to be successful, and it can be difficult to keep everything on track."

Projectplace Solution
- Color-coordinated cards with different tasks can be connected to a calendar
- Planning and calendar features help create consistency in email campaigns and prevent audience fatigue
- Checklist feature ensures that all steps get completed
- Eliminates the need for multiple disparate tools for planning and task organization and allows for better tracking of tasks

5 IMPROVE CROSS-FUNCTIONAL COMMUNICATION

Verena Bergfors
Head of EMEA Marketing at Planview

"We used email and scheduled a lot of face-to-face meetings to share information with extended team members. Collaboration was slow, and we couldn't easily know who still needed to provide feedback."

Projectplace Solution
- Kanban boards help everyone see who owns what and creates accountability
- Social features allow everyone to see, "like," and ask questions on announcements
- Capturing the communication chain in the card speeds up progress and saves everyone's time

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THE JOURNEY FROM TRADITIONAL TO AGILE IN MARKETING

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