



# ENGAGE 2019

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ENGAGE 2019

# The Future of Marketing with Smartsheet

**Melissa Hopelain**  
Product Marketing Manager



# Agenda example

Introductions

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2:30–2:40pm

Challenges within  
Marketing & value of  
Smartsheet for marketing

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2:40–3:00pm

Demo of marketing solutions

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3:00–3:20pm

Questions

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3:20–3:30pm



**Melissa Hopelain**

Product Marketing Manager  
Smartsheet



**Kevin Branscum**

Manager, Brand Marketing & Content Strategy  
Blue Nile



**Steven Guzaski**  
Product Manager  
Smartsheet

# Accelerators: purpose-built solutions



**Premium  
Smartsheet  
capabilities**

These solutions can include any premium capabilities, and inherently include all core capabilities.



**Vetted &  
established  
industry SME  
best practices**

Conducted thorough research to have an opinion on how the problem should be solved.



**Specific,  
high-value  
business problem**

Specific buyer, or person responsible for the organizational challenge, in mind.

*In a world where marketing spends 5% of revenue\* to run thousands of campaigns and events, tightly managed execution and a clear line of sight from marketing tactics to business objectives is key to company success.*

➤ 67% of businesses suffer reduced ROI due to siloed marketing activities <sup>1</sup>

➤ Marketers use **12+** tools on average to manage campaigns and data <sup>2</sup>

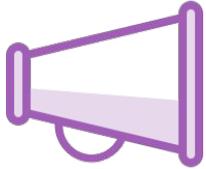
➤ 64% of execs blame misalignment of priorities for slow speed of marketing execution <sup>3</sup>

➤ 32% longer campaign cycle time due to inefficient marketing efforts <sup>4</sup>

1. <https://sproutsocial.com/insights/manage-multiple-marketing-channels/>
2. <https://blog.hubspot.com/agency/tools-data-complexity-marketing-technology#sm.00000z7qo2m2dgemzydd5f8czhz10>
3. <https://drive.google.com/file/d/0B2xjjCr7t-GESVE4UIJhNUhrTXc/view>
4. [http://customerthink.com/marketing\\_productivity/](http://customerthink.com/marketing_productivity/)

# Accelerators for marketing

Integrate and master three key operational headaches



Campaign  
management



Marketing  
events



Marketing  
shared services



## **Kevin Branscum**

Manager, Brand Marketing & Content Strategy  
Blue Nile

**BLUE NILE.**

# Before:

CALENDAR WEEK	WK 37	WK 38	WK 39	WK 40	WK 41	WK 42	WK 43	WK 44	WK 45	WK 46	WK 47	WK 48	WK 49	WK 50	WK 51	WK 52	
MONTH WEEK	SEPTEMBER WK 3	SEPTEMBER WK 4	SEPTEMBER WK 5	OCTOBER WK 1	OCTOBER WK 2	OCTOBER WK 3	OCTOBER WK 4	NOVEMBER WK 1	NOVEMBER WK 2	NOVEMBER WK 3	NOVEMBER WK 4	DECEMBER WK 1	DECEMBER WK 2	DECEMBER WK 3	DECEMBER WK 4	DECEMBER WK 5	
DATES	9/30-10/5	9/16-9/22	9/23-9/29	9/30-10/6	10/7-10/13	10/14-10/20	10/21-10/27	10/28-11/3	11/4-11/10	11/11-11/17	11/18-11/24	11/25-12/1	12/2-12/8	12/9-12/15	12/16-12/22	12/23-12/29	
	Monique Lhuillier Press Interviews   Wife Appreciation Day Sale	Zac Posen Press Interviews and Photoshoot		Win Your Wishlist Sweeps Launch		Ways to Save (10/14)			Holiday Style Guide Launch   Engagement Evergreen (until 11/8)	Gift Guide/Wo Your Wish List (11/11)	ZAC Zac Posen (11/18)			Engagement Evergreen (from 12/11)	WYWL Grand Prize (12/18) Engagement Evergreen	Engagement Eve	
SITE WIDE	09/09-09/22   Sapphire Event 20% Off	09/09-09/22   Sapphire Event 20% Off	09/23-10/1   Fall Sale 20% Off	09/23-10/1   Fall Sale 20% Off	10/7-15   20% Off Rings	10/7-15   20% Off Rings	10/21-27   Clearance Sale: Up to 50% Off	10/28-11/20   Up to 30% Off: Layering/Stacking	10/28-11/20   Up to 30% Off: Layering/Stacking	11/21-17   20% Off: Top Gifts	11/18-25   40% Off: Early Black Friday	11/22-12/5   50% Off: BFCM	12/2-12/5   50% Off: BFCM	12/9-23   40% Off: Phased Gifting	12/9-23   40% Off: Phased Gifting	12/24-29   Clearance	
EXCLUSIVE	09/11-09/13   300+ \$25 Off 550 Min & 09/06-09/22 BYO Future	09/16-09/18 300+ 40% Off DJ & 09/06-09/22 BYO Future	09/25   Sweetstakes & 09/27   1.25-50% Off Clearance Page	9/30-10/13   \$100 off \$300	9/30-10/13   \$100 off \$300	10/16-20   BMSM	N/A	N/A	11/4-10   \$100 off \$300	11/15-24   BYO Future	11/25-24   BYO Future & 11/29-24   BMSM & 11/22-24   Email Only BF Preview	12/1   Email Only CM Preview	12/4-8   \$100 off \$300	12/10   Gemstones 12/13-15   BYODE	12/16-18   Diamond Studs 12/18-21   Gemstones	N/A	
Site Stripe	09/09-09/22   Sapphire Event 20% Off	09/09-09/22   Sapphire Event 20% Off	09/23-10/1   Fall Sale 20% Off	Fall Sale 20% Off Golden Week   Fall Wedding Band 20% Off	20% Off Rings Golden Week   Fall Wedding Band 20% Off	20% Off Rings (until 10/15)	Clearance Sale: Up to 50% Off	Up to 30% Off	Up to 30% Off	20% Off: Top Gifts	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	November Evergreen	November Evergreen	20% Off: Top Gifts	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Add1 Banner	Decorative	Decorative	Decorative	N/A	N/A	N/A	N/A	N/A	N/A	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	
Site Stripe	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Add1 Banner	Decorative	Decorative	Decorative	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
Site Stripe	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Email Sign-Up \$100	Shipping Cutoff	Shipping Cutoff	Shipping Cutoff	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Site Stripe	09/09-09/22   Sapphire Event 20% Off	09/09-09/22   Sapphire Event 20% Off	09/23-10/1   Fall Sale 20% Off	Fall Sale 20% Off	20% Off Rings	20% Off Rings (until 10/15)	Clearance Sale: Up to 50% Off	Up to 30% Off	Up to 30% Off	20% Off: Top Gifts	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Site Stripe	09/09-09/22   Sapphire Event 20% Off	09/09-09/22   Sapphire Event 20% Off	09/23-10/1   Fall Sale 20% Off	Fall Sale 20% Off	20% Off Rings	20% Off Rings (until 10/15)	Clearance Sale: Up to 50% Off	Up to 30% Off	Up to 30% Off	20% Off: Top Gifts	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Promo Banner	Decorative	Decorative	Decorative	N/A	N/A	N/A	N/A	Holiday	Holiday	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	Holiday Gift Guide	
Site Stripe	09/09-09/22   Sapphire Event 20% Off	09/09-09/22   Sapphire Event 20% Off	09/23-10/1   Fall Sale 20% Off	Fall Sale 20% Off	20% Off Rings	20% Off Rings (until 10/15)	Clearance Sale: Up to 50% Off	Up to 30% Off	Up to 30% Off	20% Off: Top Gifts	40% Off: Early Black Friday	50% Off: BFCM	50% Off: BFCM	40% Off: Phased Gifting	40% Off: Phased Gifting	Clearance Sale	
Hero Banner	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Focus Three	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Tab1	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Tab2	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Tab3	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Focus Three	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
Story	September Evergreen	September Evergreen	September Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	October Evergreen	
L	Sapphire Event - Launch   BYO Future Sale 3	300+ 40% Off DJ - Launch	Fall Sale 20% Off Event - Launch	\$100 off \$300 T1	Sweepsstakes Launch	Fall Wedding Band 20% Off T3	Clearance Sale T1	Up to 30% Off   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (Mix & Match)	\$100 off \$300 T1   (feature rings in hero)	20% Off Top Gifts T1   (feature rings in hero)	40% Off Early BF T1   ENG ZAC Zac Posen	BF LAUNCH (6 AM)   BF T4 PM (6 PM)	CM T2 AM Launch/CM   CM T3 PM Launch/CM	40% Off Phased Gifting T1	300+ Diamond Studs
M	NY Fashion Week (no promo)	BYO Future Reminder	Opal Birthstone - (no promo)	Fall Sale 20% Off - Support 2	ENG (New Arrivals)   (feature rings in hero)	ENG (Mix & Match)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)
N	\$25 off (email only) - Launch	300+ 40% Off DJ - Reminder	Sweeps Reminder	Fall Sale 20% Off Event - Support 1	Showroom: Diamond Discovery Event (Last Cost)	BMSM T1	Clearance Sale T2	Up to 30% Off   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)
O	BYO Future Sub 2	Sapphire Bridal (w/ Sale mod)	Fall Sale 20% Off Event - Support 1	ENG Evergreen (TOP 20)	ENG Evergreen (TOP 20)	\$100 off \$300 T2	Clearance Sale T2	Up to 30% Off   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)
P	\$25 off (email only) - Rem	Sapphire Event - Reminder	35-50% Off Clearance Sale	Fall Sale 20% Off - Reminder	Fall Wedding Band 20% Off T2	New Arrivals Jewelry (lower price)	Clearance Sale T3 - New Styles	Up to 30% Off   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)	ENG (New Arrivals)   (feature rings in hero)

# After:

**GTM Calendar - FULL DETAIL** JAN 01, 2019 TO DEC 31, 2019

Primary Category	Secondary Category	Q1 2019 Jan 01 to Mar 31	Q2 2019 Apr 01 to Jun 30	Q3 2019 Jul 01 to Sep 30	Q4 2019 Oct 01 to Dec 31
Bridal - Engagement/Bands	3 Theme/Trend/Narrative			Monique Launch (incl. new landing page) 08/20/2019 to 09/01/2019	Fluorescence and Astor 11/04/2019 to 12/31/2019
				ML 09/20/2019 to 10/27/2019	Fluorescence and Astor 11/04/2019 to 12/31/2019
	Narrative	Evergreen - Existing Creative 02/19/2019 to 03/21/2019	Mistals and Diamond Shape 04/11/2019 to 08/11/2019		
		Evergreen - Existing Creative 02/19/2019 to 05/21/2019			
Education/Value Props	Narrative			Tips & Trends 04/17/2019 to 08/11/2019	
Jewelry	1. Promo	Everyday Essentials   BMSM - JBB 02/25/2019 to 03/14/2019	Diamond Essentials 20% Off 04/01/2019 to 04/14/2019	UPDATE: Up to 30% Off 03/14/2019 to 03/24/2019	Mother's Day - Up to 30% Off 04/15/2019 to 05/12/2019
				20% Off Platinum Sale 05/13/2019 to 06/02/2019	

**HOLIDAY 2019 - Campaign Overview**

Campaign Name	Start	Finish	Duration	Timeline Phase (By Launch Date)	Landing Page	Site Placements	Site Stripe	Cat Page	# of Emails	Affiliate	Paid Media	Owned Social	Showroom Signage	Promo Code
<b>LINK: HOLIDAY 2019 DASHBOARD</b>														
Phase 1   10.28 - 11.15   Up to 30% Off   Singles' Day														
Phase 2   11.18 - 11.29   40% OFF EBF   50% OFF BFC														
Phase 3   12.2 - 12.13   40% OFF Phased Gifting   Pro														
Phase 4   12.16 - 12   Clearance   Promo Exclusive														
<b>KEY</b>														
Promo - Sitewide														
Promo - Exclusive														
Non-Promo - Campaign														
Intermittent Only														
<b>CY OCTOBER LAUNCH</b>	09/23/19	10/21/19	28d											
Fall Sale 20% Off	09/23/19	10/06/19	14d	N/A					4					
Golden Week   All Wedding Band 20% Off	09/23/19	10/13/19	21d	N/A					1					
Exclusive - \$100 off \$300	09/30/19	10/13/19	14d	N/A					2					
Fall Wedding Band Sale 20% Off	10/07/19	10/15/19	9d	N/A					3					
Ways to Save (PR Campaign)	10/14/19	N/A	1d	TBD - Need separate p					1					
Exclusive - BMSM	10/16/19	10/20/19	5d	N/A					2					
Clearance Sale	10/21/19	10/27/19	7d	N/A					3					
<b>CY NOVEMBER LAUNCH</b>	10/28/19	12/05/19	38d											
Engagement Evergreen	10/29/19	11/05/19	8d	Phase 1: 10/28 - 11/15					2					
Jewelry Evergreen (No Promo)	11/07/19	11/07/19	1d	Phase 1: 10/28 - 11/15					1					
Win Your Wish List (Swipe Update)	10/01/19													
GR Guide	11/11/19	11/11/19	1d	N/A - Need separate pr					2					
Up to 30% Off: Layering/Stacking	10/28/19	11/10/19	14d	Phase 1: 10/28 - 11/15					4					
Singles' Day - Up to 10% Off	11/01/19	11/13/19	13d	Phase 1: 10/28 - 11/15					1					
20% Off   Top Gifts   Bread Assortment	11/11/19	11/17/19	7d	Phase 1: 10/28 - 11/15					3					
BYO Future	11/15/19	11/24/19	10d	Phase 1: 10/28 - 11/15					2					
Exclusive - \$100 Off \$300	11/04/19	11/10/19	7d	Phase 1: 10/28 - 11/15					2					
Up to 40% Off: Early Black Friday	11/18/19	11/25/19	8d	Phase 2: 11/18 - 11/29					2					
50% Off: Black Friday (Email Exclusive 11/22-11/24)	11/22/19	11/30/19	9d	Phase 2: 11/18 - 11/29					10					
50% Off: Cyber Monday	12/01/19	12/08/19	8d	Phase 2: 11/18 - 11/30					10					
ZAC Zac Posen	11/18/19	N/A	1d	Phase 2: 11/18 - 11/29					1					
Exclusive - BMSM	11/19/19	11/24/19	6d	Phase 2: 11/18 - 11/29					3					
<b>CY DECEMBER LAUNCH</b>	12/02/19	12/31/19	30d											
Fulfillment Nuances (HOLIDAY)	12/02/19	12/29/19	28d	N/A					3					
Up to 40% Off: Phased Gifting	12/09/19	12/23/19	15d	Phase 3: 12/2 - 12/13					9					
Exclusive - \$100 Off \$300	12/04/19	12/08/19	5d	Phase 3: 12/2 - 12/13					2					

**Sheet Summary**

- Emails *f/n*: 89
- Site Stripes *f/n*: 12
- Landing Pages *f/n*: 2
- Affiliate Banner Packages *f/n*: 10
- Paid Media Placements *f/n*: 9
- Owned Social Campaigns *f/n*: 5
- Showroom Signage *f/n*: 8
- Site Placements *f/n*: 5

# After:

## Executive View

HOLIDAY 2019 - Task Dashboard

### Key Links & Resources

**Key Links**

- Campaign Overview
- Weekly Messaging Map
- Master JIRA Tickets
- Project Tracker

**Resources**

- Campaign Briefs & Product St...
- Fulfillment Info (Confluence)
- Site Dev Sprint Dates

### At Risk Tasks

Launch Timing	Task	Assigned To	Start	Finish
Phase 4   12.16 - 1.2   Ch	MTG: Creative Ideation Review with Leadership Team	Polina Carlson	09/26/19	09/26/19
Phase 4   12.16 - 1.2   Ch	MTG: Creative Response to Brief & Ideation Review with Stakeholder Team	Polina Carlson	10/01/19	10/01/19
Phase 4   12.16 - 1.2   Ch	MTG: Creative Production Kick-Off	Charisse Kennedy, Polin	09/26/19	09/26/19

### Phase 1 | Launches 10/28-11/15

Upcoming Tasks (NEXT 21 DAYS)

30% Off | Singles' Day | 20% Off Gifts | On-Figure | Evergreen Holiday Content | Promo Exclusives

Next Steps	Assigned To	Start	Finish
MTG: Final Production Share-Out with Leadership Team	Polina Carlson	10/02/19	10/02/19
MTG: Final Production Share-Out with Stakeholder Team	Polina Carlson	10/08/19	10/08/19
Initial Creative Asset Turnover to Dev & Marketing Teams		10/09/19	10/14/19
JIRA Tickets Due to Dev		10/15/19	10/15/19
Dev Sprint		10/17/19	10/30/19

### Phase 2 | Launches 11/18-11/29

Upcoming Tasks (NEXT 21 DAYS)

40% Off EBF | 50% Off BFCM | Zac Posen | Promo Exclusives

Next Steps	Assigned To	Start	Finish
MTG: Final Production Share-Out with Leadership Team	Polina Carlson	10/17/19	10/17/19
Initial Creative Asset Turnover to Dev & Marketing Teams		10/23/19	10/28/19

### Phase 3 | Launches 12/02-12/13

Upcoming Tasks (NEXT 21 DAYS)

### Phase 4 | Launches 12/16-01/02

Upcoming Tasks (NEXT 21 DAYS)

## My View

smartsheet

HOLIDAY 2019 - Campaign Project Tracker

File	Automation	Forms	At Risk	Responsible Dept.	Task Name	Details + Deliverables	Start	Finish	Duration	Status
					Phase 1   10.28 - 11.15   Up to 30% Off   WYWL   Phase 2   11.18 - 11.29   40% Off EBF   50% Off BFCM   12.2 - 12.13   40% Off Phased Gifting   Phase 4   12.16 - 1.2   Clearance   Promo Exclusives					
					Phase 1   10.28 - 11.15   Up to 30% Off   Singles' Day   20% Off Gifts   On-Figure Share   Evergreen Holiday Content   Promo Exclusives		07/01/19	10/30/19	88d	
					Phase 2   11.18 - 11.29   40% Off EBF   50% Off BFCM   Mid-Year Work List   Gift Guide   Zac Posen   Promo Exclusive		07/29/19	11/13/19	78d	
					Phase 3   12.2 - 12.13   40% Off Phased Gifting   Promo Exclusive		07/29/19	11/20/19	83d	
				Marketing	Develop Campaign Briefs	Clearly the end-to-end, across	07/29/19	07/30/19	2d	Complete
				Marketing	Identify Marketing Deliverables (per Campaign)	Clearly the type of content is	07/29/19	08/01/19	2d	Complete
				Marketing	Marketing Overview Due (Strategy + Briefs)	Phase 3 Campaigns Detail	09/09/19	09/09/19	1d	Complete
				Marketing	Merch/Product Strategy Due	Phase 3 Product/Process Info	09/18/19	09/18/19	1d	Complete
					Kick-Off + Creative Ideation	Output - Response to brief	09/12/19	10/02/19	15d	
				Marketing	Kick-Off Meeting (Brief-Creative)		09/18/19	09/18/19	1d	Complete
					Merch Info Due (Update tickets)		09/18/19	09/18/19	1d	
				Creative	MTG: Creative Response to Brief & Ideation Review with Stakeholder Team	- Creative presents to cross	10/01/19	10/01/19	1d	
				Creative	MTG: Creative Ideation Review with Leadership Team	- Creative presents to Dave	10/02/19	10/02/19	1d	
				Cross-Functional	Shot List due - 40% Off Phased Gifting	- 40% Off Phased Gifting sh	09/26/19	09/26/19	1d	Complete
				Marketing	Create & Fill Out MASTER JIRA Tickets	04.2019 - Master JIRA Tick	09/12/19	09/13/19	2d	Complete
				Marketing	Create & Fill Out CHILDREN JIRA Tickets	04.2019 - Master JIRA Tick	09/16/19	09/17/19	2d	In Progress
					Creative Production + Review		09/25/19	10/29/19	25d	
				Creative	MTG: Creative Pre-Production with Stakeholder Team	- AM meeting - Share per	09/26/19	09/26/19	1d	Complete
					MTG: Creative Production Kick-Off	- PM meeting	09/26/19	09/26/19	1d	



**Steven Guzaski**  
Product Manager  
Smartsheet

# Demo



# Questions



# ENGAGE 2019