

Meet the new dynamic of marketing.

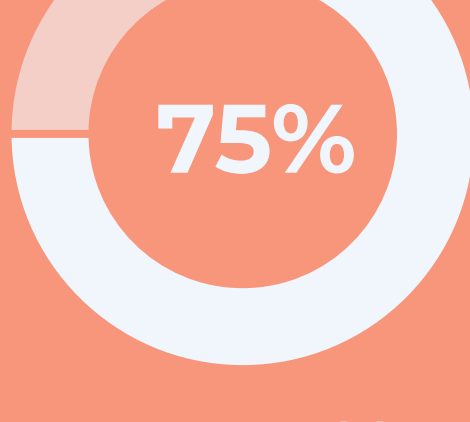
Disconnected.

That's how these "strange and uncertain times" make us feel.

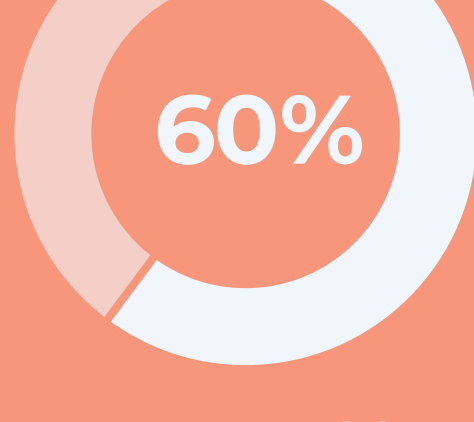
For many, working from home used to be an occasional need or a regular intermission from an otherwise busy office schedule. In early 2020, that changed for much of the working world. Many marketers have put their knowledge of current technology to good use and have been able to rise to the task. But not without challenges.



We surveyed over 1,000 employed professionals on their experience of working from home compared to working in the office:



FEEL LESS CONNECTED¹



FEEL LESS INFORMED¹

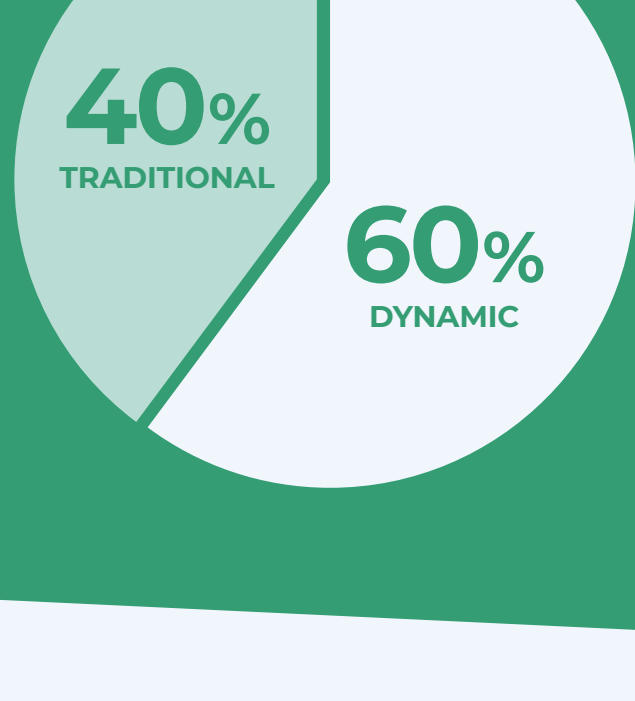
At the same time, marketers must reposition existing offerings and reimagine in-person events.

78% of marketing leaders expect an increase in the creation of virtual events.²

72% expect notable increases in web content.²

Most of marketing is dynamic work.

Did you know that 60% of work is considered dynamic? That means it sits outside of traditional linear work systems.

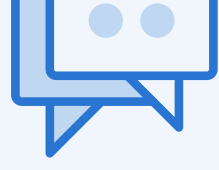


Only 40% of work outcomes are accounted for in traditional, linear systems (e.g., CRM and marketing automation).

The other 60% is dynamic work (e.g., campaign planning and event planning).

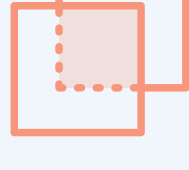
Overcome challenges with the right tools.

Data suggests that marketing companies using enterprise-level planning and project management tools face comparatively fewer challenges and are:



29%

less likely to name realigning people and resources to initiatives as a significant challenge.²



28%

less likely to identify having visibility over fluid plans or projects as a challenge.²



8%

less likely to mention the management of shifting priorities and strategies as a challenge.²

Constant change requires dynamic marketing teams.

In order to better deliver against marketing objectives in the new world of work, teams need to look for a platform built for dynamic work that serves them in the following ways:

- 1 Adapts to the changing needs of dynamic work**
Give people a solution flexible enough to adapt to ever-changing demands that can evolve with the nature and scale of any project or initiative.
- 2 Empowers everyone to design solutions that work for them**
Allow anyone to create the right solution for the dynamic work at hand and automate steps as needed—without burdening IT.
- 3 Connects everyone on your team**
Bring together the right people, at the right time, wherever they are, so everyone can collaborate with transparency and execute at speed.

Make your marketing team dynamic.

Smartsheet can empower your marketing organization to dynamically plan, execute, and report on work to move faster, drive innovation, and achieve more, so you can:

This helps these teams to:



Drive and deliver marketing strategies through a more disciplined approach.



Plan, design, and launch omnichannel campaigns that deliver measurable impact.

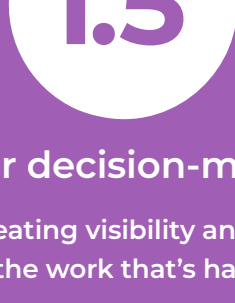


Enhance cross-functional team and agency coordination in planning and executing marketing programs.



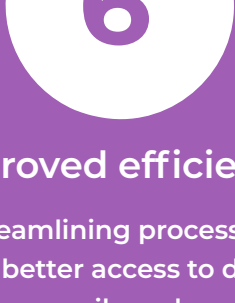
Pivot to virtual events and communication strategies.

Smartsheet users not only report improved outcomes, but are also able to recognize the following day-to-day time savings:



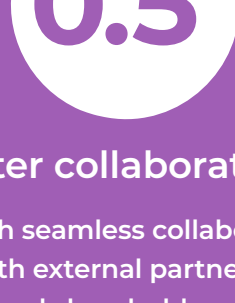
Faster decision-making

By creating visibility and data around the work that's happening.



Improved efficiency

By streamlining process flow, creating better access to data, and reducing emails and meetings.



Better collaboration

Through seamless collaboration with external partners and shareholders.

It's time to empower your marketing team to meet the challenges of today. Get started with Smartsheet.

Curious?

[Watch the demo](#)

¹Over 90% of Young Workers Having Difficulty Working from Home, Survey Finds, Smartsheet, 2020. This CARAVAN survey was conducted by ENGINE INSIGHTS among a sample of 1,004 U.S. adults ages 18+ who are currently employed, previously worked in an office setting but are now working from home due to COVID-19, and work for companies with 1,000+ employees. This survey was live on April 8-15, 2020

²The Impact of Coronavirus (COVID-19) on Marketing Teams, NewsCred, 2020

³The Total Economic Impact™ Of Smartsheet Cost Savings And Business Benefits Enabled By Smartsheet, A Forrester Total Economic Impact™ Study Commissioned By Smartsheet, September 2017