



smartsheet

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Beyond Brilliance: Unleash your Dynamic Marketing Team with Smartsheet

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Welcome!



David Pessis
VP of Product Management
Smartsheet



Jim Hanifen
Chief Product Officer
Brandfolder

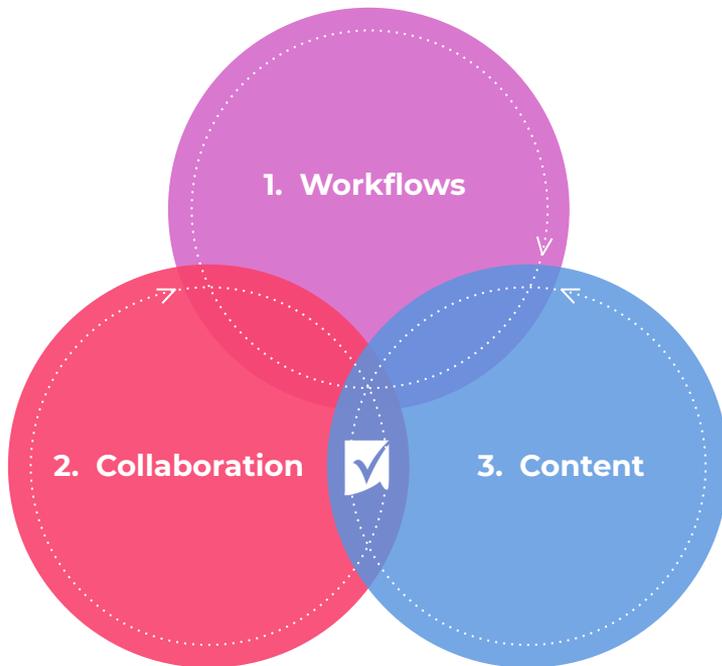
Learning Objectives

1. Learn about how our latest capabilities make processes easier for marketers
2. Understand how Smartsheet can deliver holistic solutions for marketing success

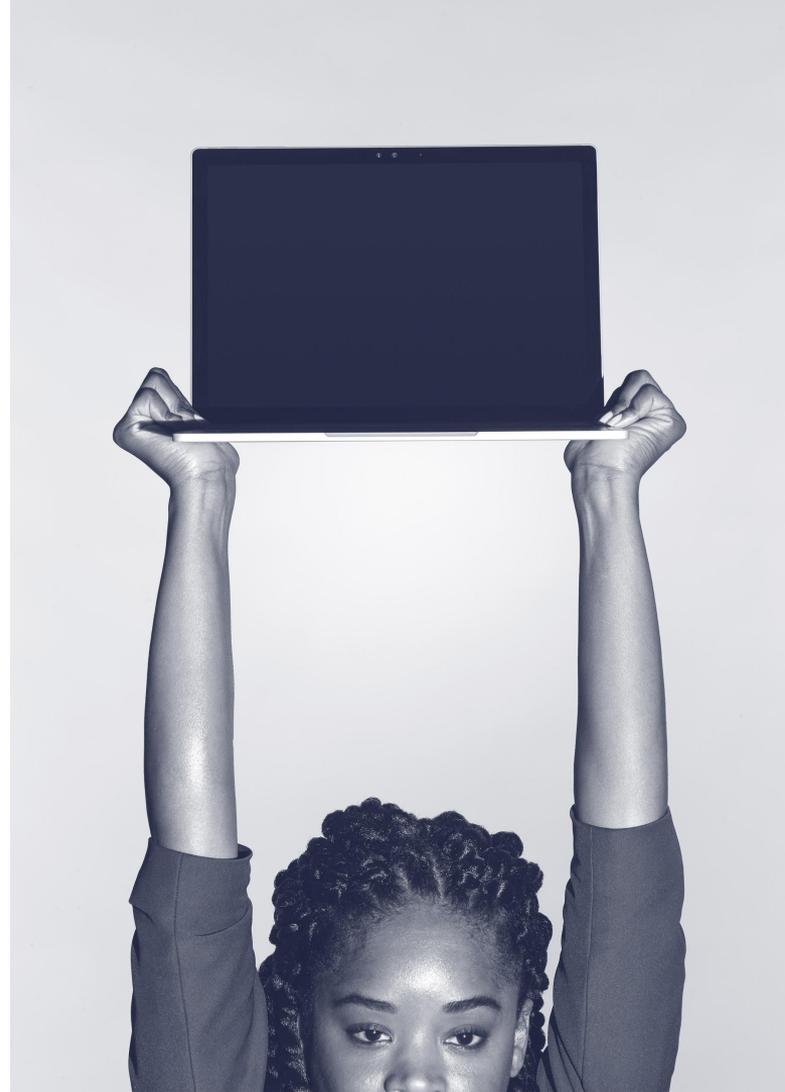
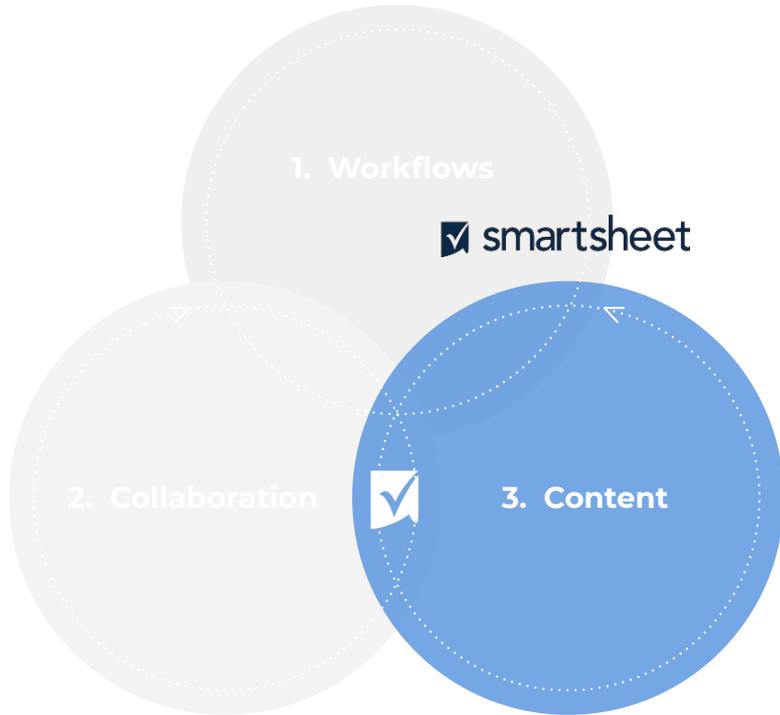


Smartsheet transforms work into dynamic work.

✔ smartsheet



1. Traditional workflows are fixed, linear, and siloed.
2. Smartsheet doesn't prescribe the way work gets done.
3. Smartsheet delivers exponential value at enterprise scale and security.



70% of assets go unused

Create Share Link
● Public ○ Private
<https://brandfolder.com/>

42
Asset Downloads in the past 30 days

2,384 Assets
11 Collections

15 things to do in Siena
mp4
mp4
ogv
mov
estimated gif

109
Asset views from San Francisco, CA in the last 90 days

92 (9) Score
6 attachments

86 (9) Score

91 (9) Score

Explorer
Hex: #84d0d3
RGB: 132 / 208 / 211
CMYK: 46 / 0 / 19 / 0
Pantone: 553 C

Is the 2019 Southwest Tours PDF approved?
@brandfolder as @brandfolder

Yes, please share it from Brandfolder!
@brandfolder as @brandfolder

You have active CDN Links!

29
Asset views

Audio files | 87 assets

Sound files | 39 assets

Graphics
○ JPG
● PNG
○ GIF
○ SVG

Summer Campaign 2019

Websites
● JPG
○ PNG
○ GIF
○ SVG

Breakfast **Brunch**
Cream **Dessert**
Food **Natural Foods**
Healthy **Vegetarian**
Fruit **Healthy**
Organic **Meal**

Print Ready

Recently Updated

Publish date
May 31, 2019 11:39AM

Expire date
Aug 3, 2019 2:00PM

Brandfolder

Leading Digital Asset Management (DAM) platform to organize, control, distribute, and measure all forms of digital content

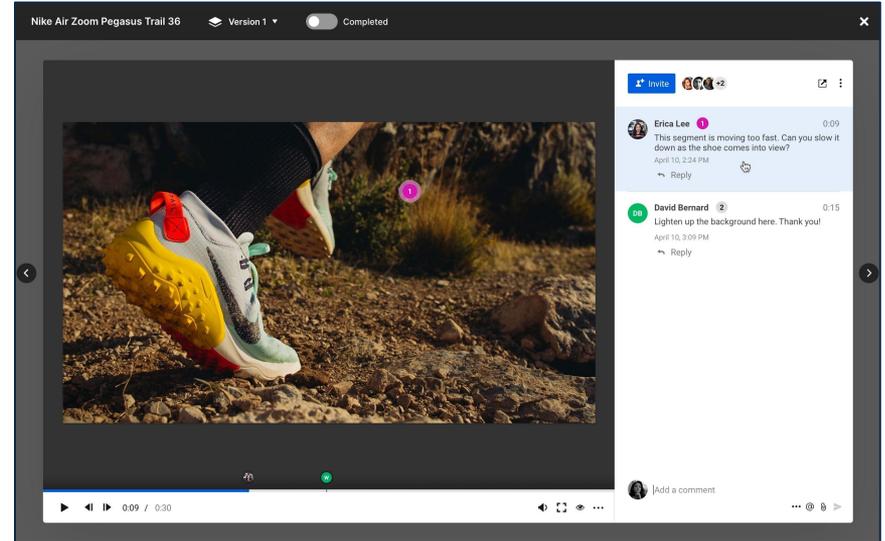
Delivers true end-to-end content management from creation to approvals to distribution



Document and video proofing

Smartsheet proofing simplifies the review and approval of creative content. Support coming soon for:

- Additional document types including Microsoft Office files
- Video (mp4 files)



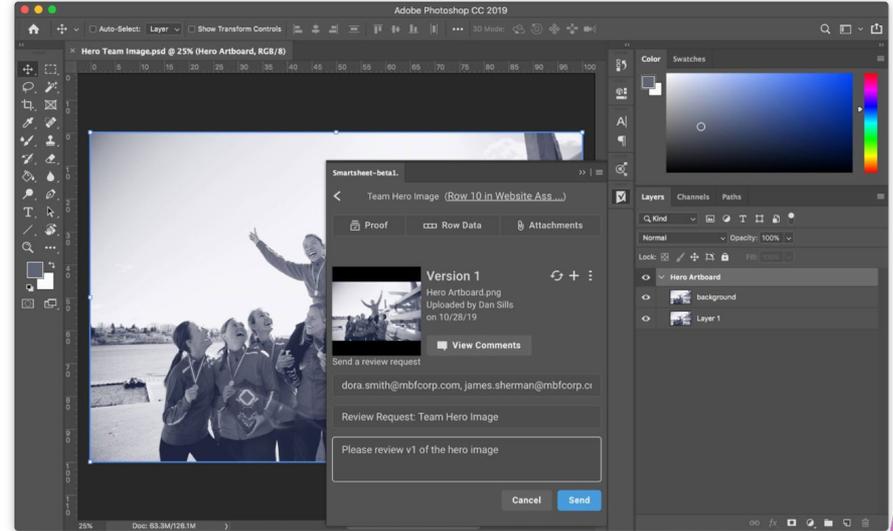
Map and report on proofing data

Map proofing data, like status and version number, to columns in a sheet to gain insights into team velocity and keep work moving forward.



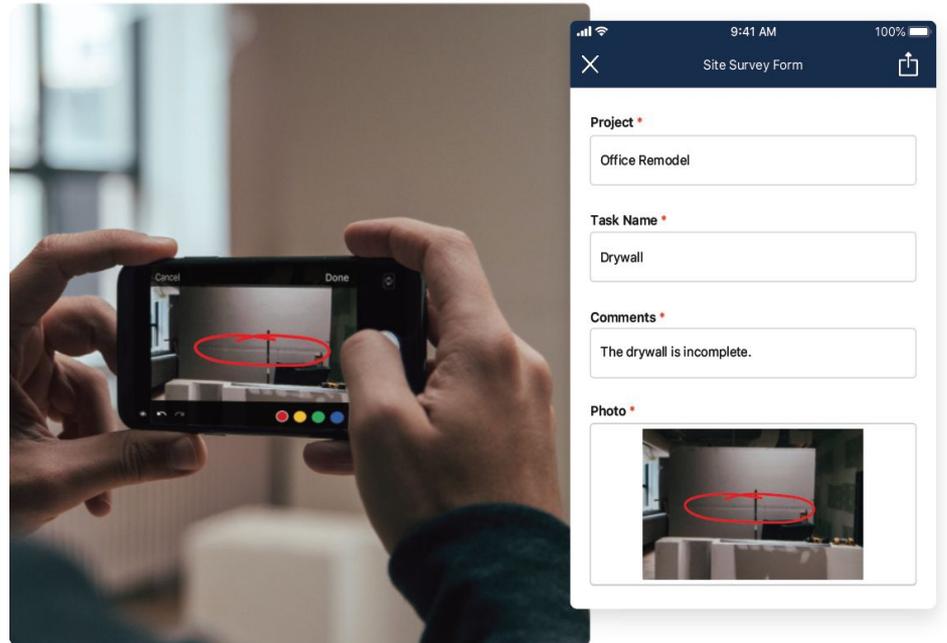
Smartsheet + Brandfolder + Adobe Creative Cloud

Allow creatives to view their sheets with assigned rows/tasks, upload content, and ask for feedback from stakeholders without ever leaving Adobe CC.



Mobile image markup

Empower remote teams with lightweight editing and markup, so they can easily call out important details or add context when uploading images from the field.



Document builder

Save time and improve the accuracy of purchase orders, invoices, quotes, and more by generating these documents using Smartsheet data.

← CGX Requisitions Sheet / Mappings / Mapping for Patient Test Requisition Form

Document Builder ? 🗨 ↻ ✕

Source Sheet
CGX Requisitions Sheet

Sheet Columns
Click and drag fields onto your document

- Last Name
- First Name
- Middle Name
- Middle Initial
- DOB
- City
- State
- Zip
- Phone Number
- Gender
 - Male
 - Female

Name
Mapping for Patient Test Requisition Form

PATIENT TEST REQUISITION FORM

PERSONAL INFORMATION
Please enter in your personal contact and demographic information so that we can connect you with the physician that is best suited for your medical testing needs.

First Name	First Name
Last Name	Last Name
Middle Initial	Middle Initial
Phone	Phone
Street Address	Street Address
City	City
State	State
Zip Code	Zip Code
Sex	Male <input type="checkbox"/> Female <input type="checkbox"/>

PHYSICIAN INFORMATION (OFFICE USE ONLY)
Office Requisition Manager: Please fill out physician details.

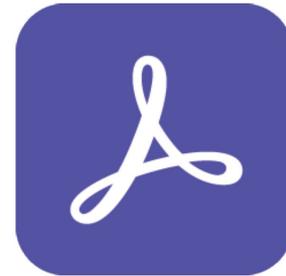
Physician Name	Physician Name
Physician Phone	Physician Phone
Physician Number	Physician Number

E-signatures

Collect signatures on key documents without leaving Smartsheet.

- As part of the document builder capability, we will introduce e-signature integration with DocuSign and Adobe Sign.
- Send documents to contacts in the row for their signatures.
- Track signing status in Smartsheet and attach fully-executed documents to rows in the sheet.

DocuSign



Adobe Sign

In closing...

- 1. Join us in the [Marketing Community Group](#)**
Share ideas and collaborate with fellow marketers who are using Smartsheet.
- 2. Eliminate silos across stakeholders and teams**
Utilize [Smartsheet proofing](#) to work across stakeholders and departments.
- 3. Stick around for our marketing sessions**
Be sure to watch the other sessions in this track to see some of these new capabilities in action!



Q&A

**Thank
you**



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