



smartsheet

2020 ENGAGE 2020



Turn Marketing Chaos into a Smooth Operation

October 1, 2020



20
ENGAGE
20

Legal

Certain information set forth in this presentation may be “forward-looking information.” Except for statements of historical fact, information contained herein may constitute forward-looking statements. Forward-looking statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, many of which are and will be described in Smartsheet’s filings with the US Securities and Exchange Commission, and these risks and uncertainties may cause actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Although forward-looking statements contained herein are based upon what Smartsheet management believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Smartsheet undertakes no obligation to update forward-looking statements except as required by law.

Smartsheet is a registered trademark of Smartsheet Inc. The names and logos of actual companies and products used in this presentation are the trademarks of their respective owners and no endorsement or affiliation is implied by their use.

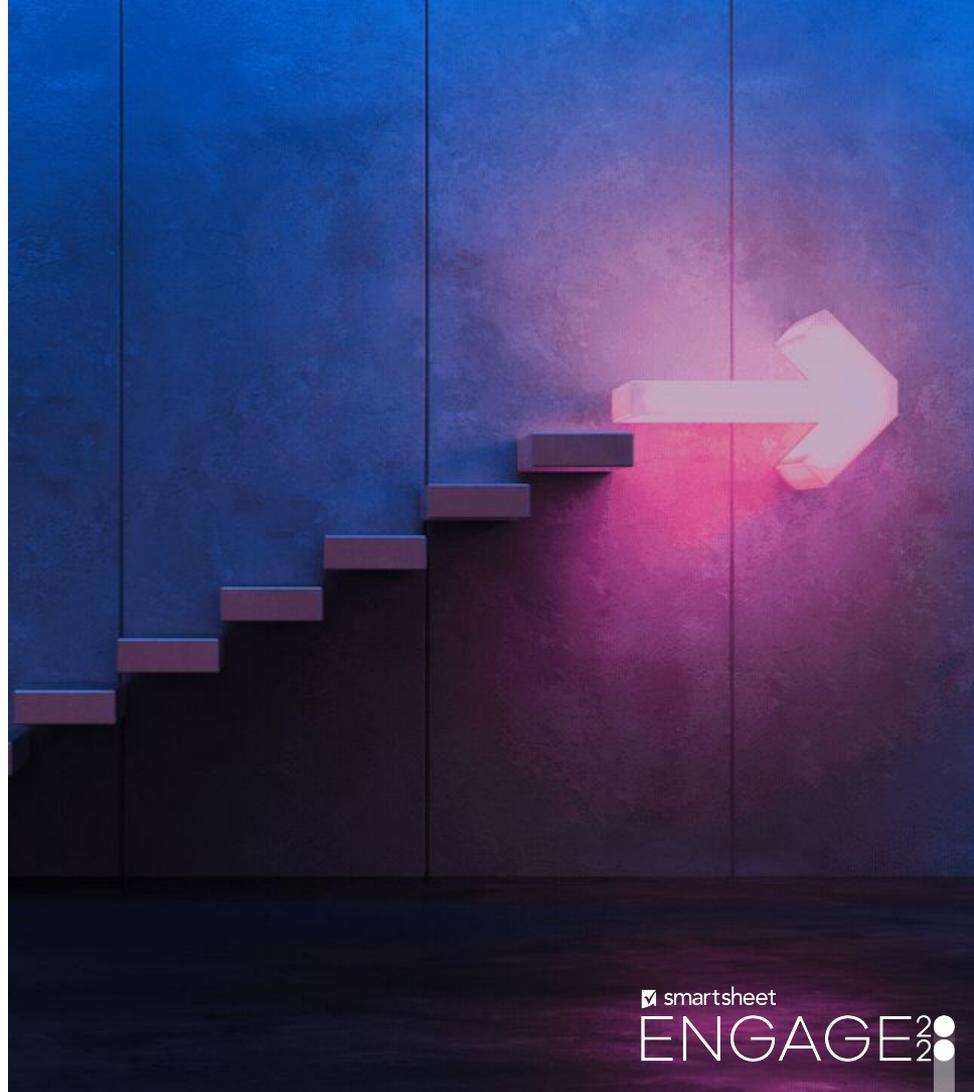
Welcome!



Kevin Branscum
Marketing Solutions Manager
Smartsheet

Learning objectives

1. **Don't (always) start from scratch.**
 - Learn to leverage the Solution Center for templates, template sets, and guides.
2. **Strengthen your core.**
 - Know core features of Smartsheet (e.g. automation) and the power they can unleash for marketers.
3. **The proof is in the pudding.**
 - Dive deeper into content collaboration with Smartsheet.



Today's marketing landscape looks a lot different than it did 10 years ago.

More complexity

Multiple workstreams, systems, and processes

Constant change

Shifting focus leads to wasted budgets

Diverse teams

Distributed, remote, and multidisciplinary workforce

Blurred borders

Work spans agencies, vendors, and departments

Faster output

More content and deliverables than ever before

85%

of marketing and creative teams say they are under pressure to create assets or deliver campaigns more quickly. ¹

67%

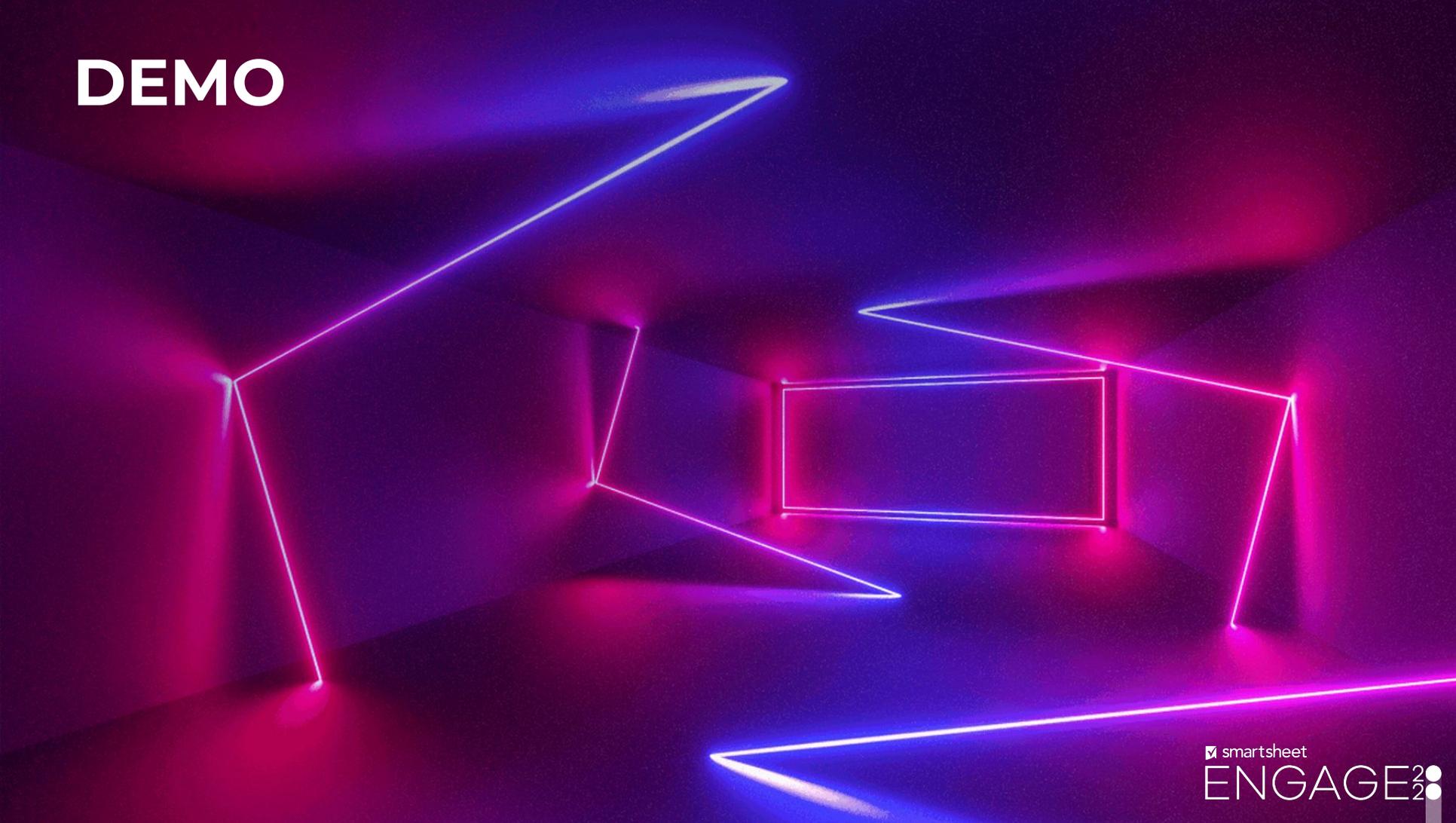
said obtaining the necessary information just to begin work was difficult or very difficult. ²

20%

of annual creative time is spent on administrative tasks. ³



DEMO



85%

of marketing and creative teams say they are more likely to create and use more automation templates for campaigns

automation!
templates!

67%

said obtaining the necessary information to begin work was difficult.

forms!
automation!

20%

of all [marketing] administrative tasks

card view!
automation!
proofing!



In closing...

- 1. Don't (always) start from scratch.**
 - Download a template and/or template set from our [template gallery](#) (search 'Marketing')
- 2. Strengthen your core.**
 - Build a form, and design three automated workflows.
- 3. The proof is in the pudding.**
 - Upload a proof, and then annotate and request feedback from a colleague.
- 4. Bonus: Explore our solutions for marketers.**
 - Read up on our premium Add-ons and Accelerators for marketers.
- 5. Bonus: ENGAGE Brain Boosts for dashboards and content collaboration**
 - Dig into [additional activity-based learning](#) for some of the features you learned about during this breakout session!

**Thank
you**



ENGAGE²₂