

66MKTG - Marketing Magic in Action - Customer Deep Dive

Top 20 Questions & Answers

- 1. Q: For me, I advocated for user empowerment through the learning tools. People can't be as excited as me about an amazing tool they don't understand. So my proudest Smartsheet moments include getting teams registered for Smartsheet learning. Weeks and days before Covid-19 shut everything down, essentially, our teams had now an opportunity to learn Smartsheet. Joy!**

A: Monique - love that! Thanks for sharing.
- 2. Q: I also couldn't take on the responsibility of being the expert along with my own workload or have these wonderful people be dependent upon my knowledge. They deserved to be empowered from my perspective.**

A: We understand that - always happy to help and point you and your team towards the resources that exist for just that reason!
- 3. Q: Is the Smartsheet for Marketing week (of 10/26) at specific times, or will it be self-paced?**

A: Marketing week is now actually 10/12! And it will be self paced. Thanks for asking!
- 4. Q: where do we find info on Smartsheet for marketing**

A: We recommend you start here: <https://www.smartsheet.com/solutions/marketing>
Also, please feel free to reach out to your account team who can help you explore options to best address your needs
- 5. Q: What kinds of solutions do you recommend to someone getting started with Smartsheet in our marketing department?**

A: It depends what you need! We have some great template sets to solve specific problems like campaign management, shared services, or event management to name a few. But we also can help with more complicated solutions and we recommend reaching out to your Smartsheet rep.

6. Q: Why might I choose Smartsheet over work management applications specifically designed for marketing organizations?

A: The benefit of using Smartsheet for marketing is its flexibility. Many purpose built marketing tools are great for that single function they serve. But we find that teams end up needing to use many more tools, which can increase silos across teams. With Smartsheet, different teams with different needs can configure Smartsheet to work exactly as they need it, and create consistent data and dashboards to share with executives.

7. Q: Are there specific marketing use cases that Smartsheet does not currently serve well?

A: Hard to say. We have a lot of flexibility in how we service different use cases. We can handle budgeting (planned vs actual), just as easily as we can handle content review / approval. We don't publish content to channels but we have many more capabilities with Brandfolder now in the family. Reach out and put us to the test!

8. Q: How does the acquisition of Brandfolder bolster Smartsheet's product for marketing organizations compared to competing work management applications?

A: Brandfolder allows us to complete the content lifecycle all in the Smartsheet ecosystem. Teams can take ideas (and content) from concept, through execution, to publishing and storing. Today we just have some basic integrations with Brandfolder, but as I'm sure you can imagine, we will be bringing the products closer together over the coming months and years. For example, imagine not having to leave Smartsheet to search, generally, for content that you already have available to you stored in the DAM. Simply sharing metadata tags could enable a marketer to look into Brandfolder, see what kind of content they have available to them before building a campaign and assigning redundant work.

9. Q: Smartsheet seems complicated. What work is needed to set up Smartsheet for use by a marketing organization?

A: This really depends on the solution you're looking to build. We have some great template sets to get you up and running in minutes (you can find them in the solution center under "marketing" tag). We have lots of resources available in the center of excellence, as well as a new training program specifically for marketing teams. Reach out to your rep and ask about that! If you want, we also have a consulting team prepared to dive deep with you and help build the solution of your dreams.

10. Q: Given all of the capabilities of Smartsheet, it is possible to do a trial installation to test out how Smartsheet might work for our organization?

A: Absolutely! We have free trails that you can get started on directly from our website.

11. Q: It seems daunting to move our entire marketing organization to Smartsheet. Do you have any recommendations for how we might start with a small Smartsheet installation and then expand how we are using Smartsheet.

A: Of course! This is a super common way to get going with Smartsheet. If you can identify a specific workflow or challenge that you're having with your existing tools or processes, you can just start there. Build something simple in Smartsheet and see how it works. We have all kinds of templates and template sets to help you get going. If you want help, you can always reach out to your company's rep to help you scope out your desired solution (big or small).

12. Q: What kinds of files are supported in proofing?

A: Over 50 file types are supported in proofing! Images, graphics, word docs, Power Point, PDFs, and videos to name a few! You can even link to live docs from proofing - like google docs or O365 docs. Specifically, image files (jpg, jpeg, png, bmp, gif), Video files (mp4, avi, mov), Adobe (PDF), and Microsoft Office files (doc, docx, dot, rtf, xls, xlt, xlsx, xltx, ppt, pot, pps, pptx, potx, ppsx).

13. Q: Can you automate the proofing process?

A: Great question! We are very close to launching support for automation around proofing. You'll be able to map proofing data to the grid and create rules in automation to trigger various actions (notifications, updates, etc). Happy to discuss this more with you if interested! Please reach out to your rep!

14. Q: We will likely have only a few active users updating sheets in Smartsheet, but many more people need access to see status (and...). Do you have a licensing plan that allows for people to view information in status without having a full license?

A: Absolutely! We call those users "collaborators". Not only can you give them access to a sheet, but you can even let them update fields AND even review content with proofing. And the best part - these users are completely free!

15. Q: Are there other opportunities to learn how other customers use Smartsheet for Marketing?

A: So glad you asked! Yes of course. We are hosting a "Smartsheet for Marketing Week" the week of Oct. 12. There will be some additional sessions with customers there and some deep dive demos into some of those use cases! We also have the Smartsheet community where you can pose questions and chat with other smartsheet users who use our product for marketing purposes.

16. Q: How many marketing teams actually use Smartsheet?

A: Literally thousands! The customers you saw here today of course, and so many others - big and small. Check out our [customers page](#) on the website.

17. Q: How do I get the adobe extension?

A: The Adobe extension comes with any business license or above. For more information on the Adobe integration, click [here](#).

18. Q: I saw a number of the customers using Dashboards. Where can I learn more about Smartsheet's dashboards?

A: You can learn more about dashboards [HERE](#).

19. Q: The customers on the panel were fairly big companies. Are Smartsheet's offerings in marketing designed for big or small teams?

A: That's one of the great things about Smartsheet - we have a great scalable product. We have thousands of small companies that use our products to run simple or small workflows, all the way up to customers like Uber who manage massive amounts of data and global processes. We'd recommend you check out our solution center for template sets to get started!

20. Q: I haven't typically seen Smartsheet as a very visual product, but I saw a few instances where there were images in the card view. How'd you do that?

A: You can insert images to individual cells which will then populate in the Grid, Gantt, or Card Views (just right click > insert image, or drag and drop). It's a great way to visually locate certain projects/tasks--especially when there's a Proof. More coming on that soon to continue to make Smartsheet more "visual".