

BENEFITS OF MARKETING OPERATIONS

HOW CAN TRANSCEND360 TRANSFORM YOUR MARKETING PRODUCTIVITY

 What we transform	How do we do it	Benefits Realised
Plan  Elimination of complex / cumbersome planning spreadsheets Removal of numerous email chains and communications	Online request management and prioritisation Holistic marketing calendar with centralised online planning linked to campaign budgets, resources and project timelines Marketing activity data analysis facilitates resource / result comparison	Hours per week reduced Less time spent on wasted misaligned work Improved costs / result ratios
Create  Elimination of complex / cumbersome planning spreadsheets Removal of numerous emails chains and communications	Consistent required fields, notes and instructions improve briefing standards, helps identification of poor brief writing and reduces work Aids proper briefing of agencies and reduces concept iterations Templated briefs that centralise and reuse information	Hours per week reduced Reduced time to market Reduced agency costs
Approve  Removal of numerous emails chains and communications Sending out incorrect / non-compliant communications	Identifies and streamlines inefficient approval processes Collates feedback, facilitates collaboration, tracks feedback and manages creative versions Creates consistent marketing risk management processes Assets in one central location	Hours per week reduced Legal hours per week reduced Reduced amendment costs Reduced agency production cost overruns Reduced risk exposure
Execute  Entering information many times in multiple systems Wasted media bookings	Allow information to captured once and shared with/ published to other systems automatically (e.g. email, marketing automation) Enforceable workflows and checklist management create consistency around deadlines	Hours per week reduced Reduced time to market On-time campaign launches Improved campaign performance
Measure  Elimination of manual processes to collate results from multiple systems	Consistent measurement framework and definitions of metrics Delivery of up to date visual analysis aligned to organisation needs and roles	Hours per week reduced Real time results improve the speed and quality of decision making Improved ROI

[<Click Here>](#) for more information about our Marketing Operations solution.

Our modular approach enables marketers to improve productivity at any stage of the marketing lifecycle, one step at a time. This means you can start to take control of marketing at your point of greatest challenge, in a way that suits your business needs and without disruption to any of your other processes.