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Elevate Marketing's Strategic Influence

Positioning the Marketing Department as a Strategic Partner

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v.07/16

Meet Your Hosts!

Liz Miller
VP and Principal Analyst
Constellation Research, Inc.

Stephanie McAndrew
Manager, Strategic Solutions
Smartsheet

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3 TRENDS
no really. everything is fine

INTERLOPERS

formal & informal engagement hubs

in·ter·lop·er

a person who becomes involved in a place or situation where they are not wanted or are considered not to belong

MARKETING

The Formal Engagement Hub

focuses on the overall orchestration of the customer's journey, the content and assets that power that journey, the data that informs personalization and optimization of those stages and how "owned" channels of engagement connect with those that are "paid" and "earned"

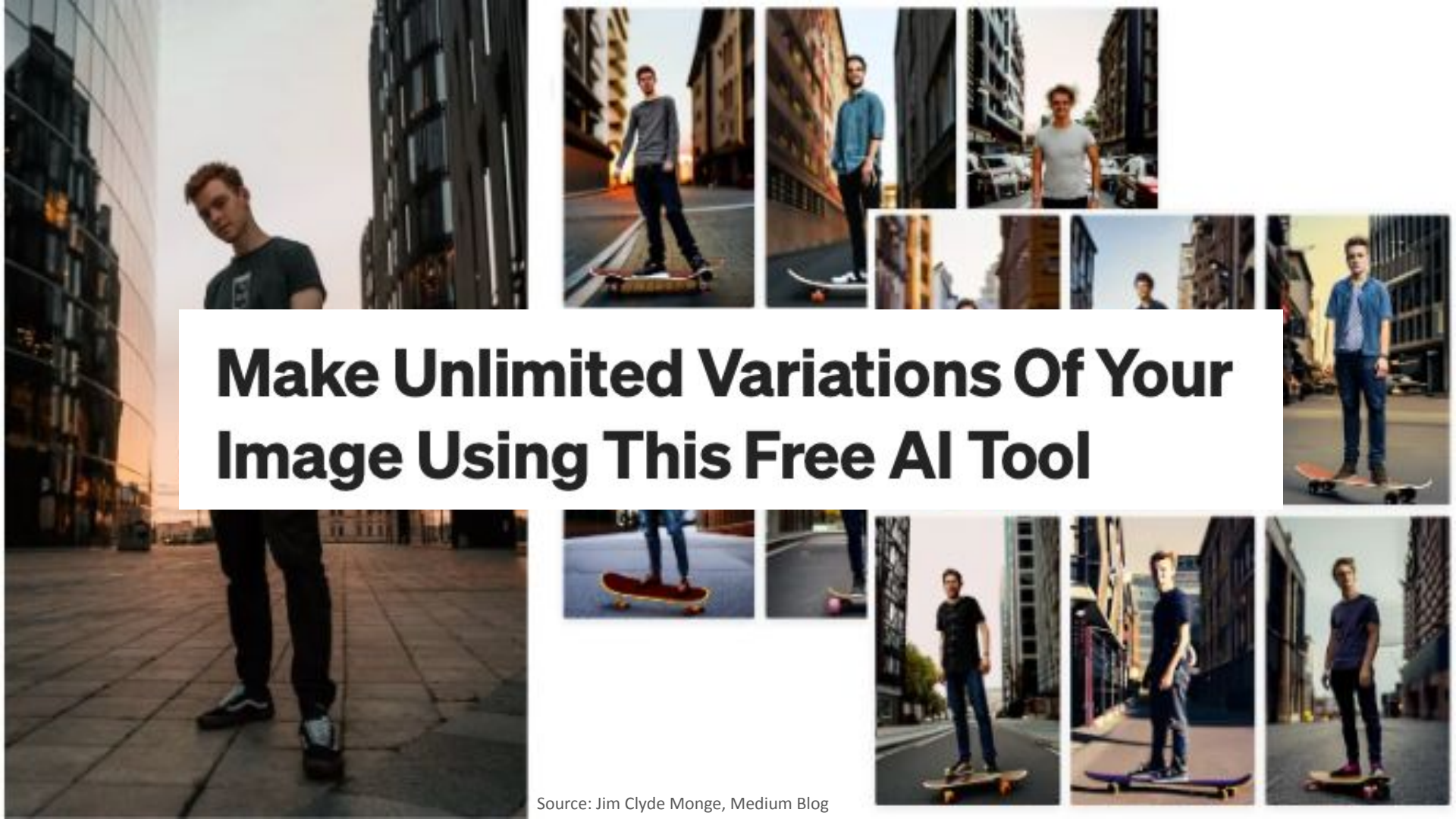
EVERYONE ELSE

An Informal Engagement Hub

can exist anywhere across the enterprise, and typically DOES NOT log into traditional marketing tools and are not involved with establishing or executing marketing strategy or project workflows. They are, none the less, engaging with customers, employees or prospects.

Source: Megapixl Editorial

DROWNING
creation explosion. data implosion



Make Unlimited Variations Of Your Image Using This Free AI Tool

Source: Jim Clyde Monge, Medium Blog

MEET JARRED

ReelShort Home History

We Will Love Again

The Double Life of...
Sebastian Klein is a loser and a...

Snatched a Billionaire to be ...

Married at First Sight

Fated to My Forbidden Vam...

Curse of the Dragon King

Deadly Affair with My Broth...

Flash-Married and Utterly S...

Daily Best Selling

[Fated to My Forbidden Vampire] - Get APP and enjoy full episod...

Updated 6 days ago

View full playlist

[Deadly Affair with My Brother-in-Law] - Get APP and enjoy full...

View full playlist

🤫Forbidden Love Affair [Ms. Swan, Teach Me Love] [Bound b...

View full playlist

🧛Fanged Lovers [Love Me, Bite Me] [Fatal Attraction: The Hybri...

View full playlist

[Curse of the Dragon King] - Get APP and enjoy full episodes now!

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[We Will Love Again] - Get APP and enjoy full episodes now!

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[Ms. Swan, Teach Me Love] - Get APP and enjoy full episodes now!

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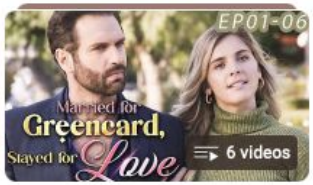

[Married for Greencard, Stayed for Love] --Get APP and enjoy fu...

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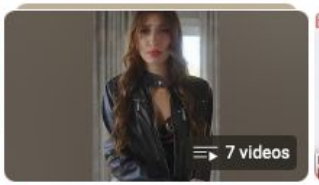
[Her Desired Alphas] -Get APP and enjoy full episodes now!

View full playlist

[Snatched a Billionaire] - Get APP and enjoy full episodes now!

View full playlist



🔥Your Thoughts Wanted!

View full playlist

[I Married as the Replacement Bride] - Get APP and enjoy full...

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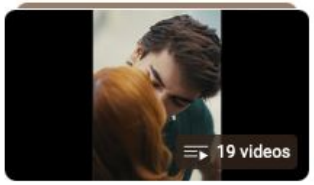

[30 Days Til I Marry My Husband's Nemesis] - Get APP...

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[My Mate is A Vampire] -Get APP and enjoy full episodes now!

View full playlist

[Love Me, Bite Me] -Get APP and enjoy full episodes now!

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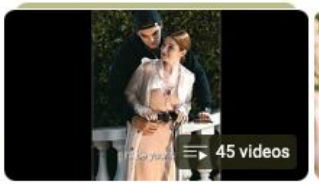
💼Dating My Boss [GoodBye, My CEO!] [I Got Married without Yo...

View full playlist



⭐Sweet Revenge [30 Days Til I Marry My Husband's Nemesis]...

View full playlist

🦄Falling for the Alpha [True Luna] [Her Desired Alphas] [My...

View full playlist

Playful_Animal_273 • 1mo ago

Horrible horrible acting but I can’t look away!😂😂

DramaBox Home Browse App English Search

Must-sees

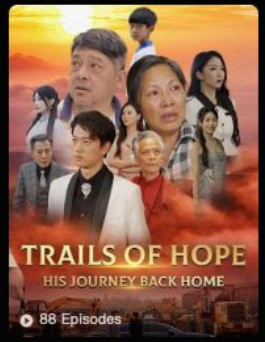
More

Undercover Duo

The Return of the Unwanted Wife

After Divorce: I Become Heiress

Love's Detour to Destiny

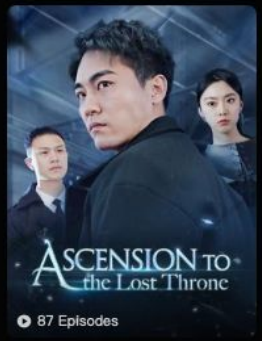


Trails of Hope: His Journey Back Home (DUBBED)

Masked Magnate: The Dominant Son-in-Law

Trending

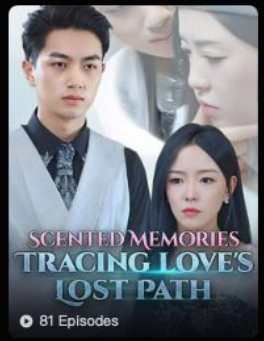
More



Ascension to the Lost Throne

Her Journey Beyond the Script

Hidden Hero: His Time to Shine



Scented Memories: Tracing Love's Lost Path

One Night to Forever

Harvest of Ambition: A CEO's Odyssey

Surprise Vows with My CEO Husband

CEO Sweetness

Katherine uncovers her fiancé's infidelity on their wedding day. Subsequent challenges, including betrayal by her closest friend and overwhelming wedding debts, pave the way for an unexpected turn as an elderly man presents an opulent betrothal offering to marry Katherine.

Play

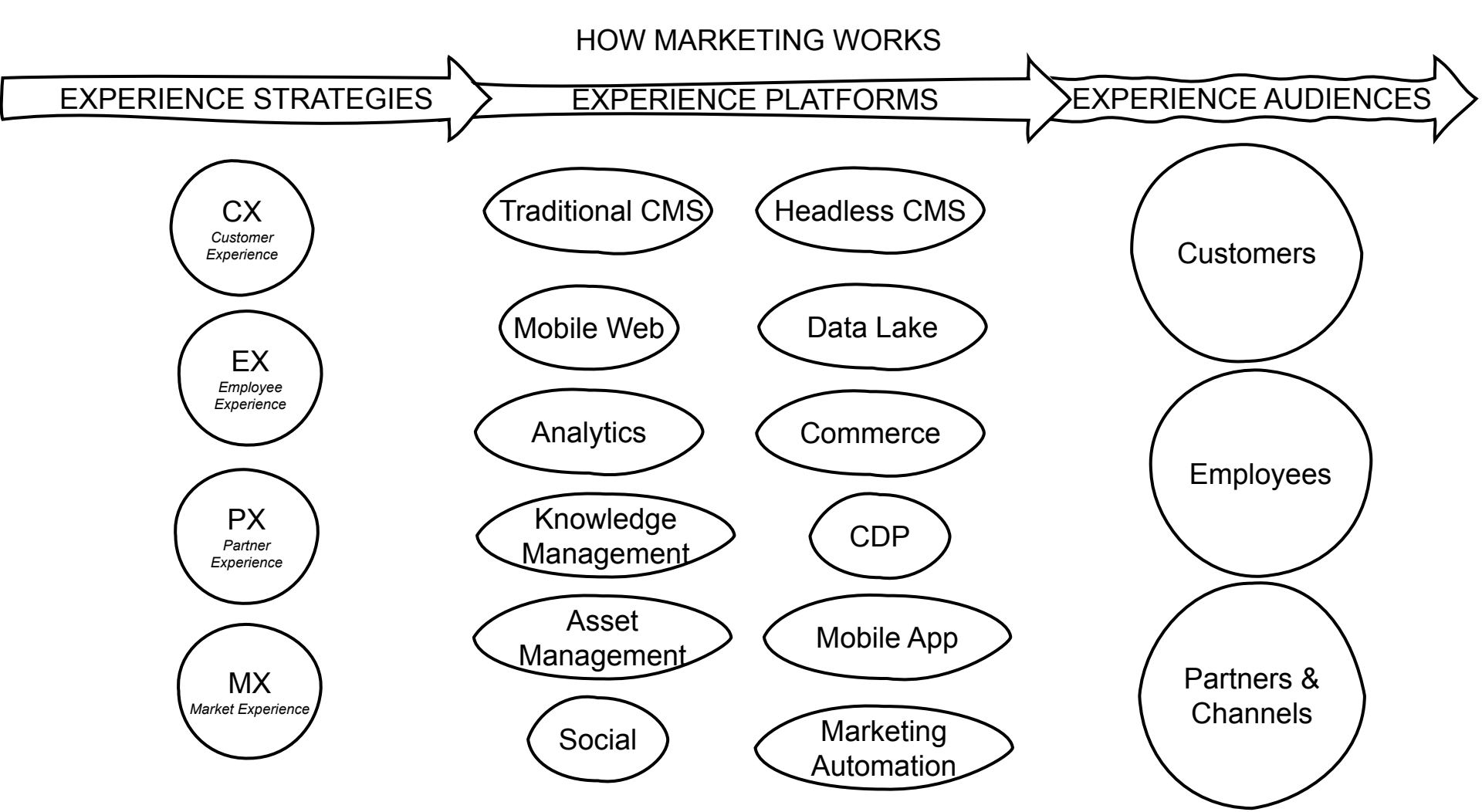
Atlante's Mistaken Fiancée

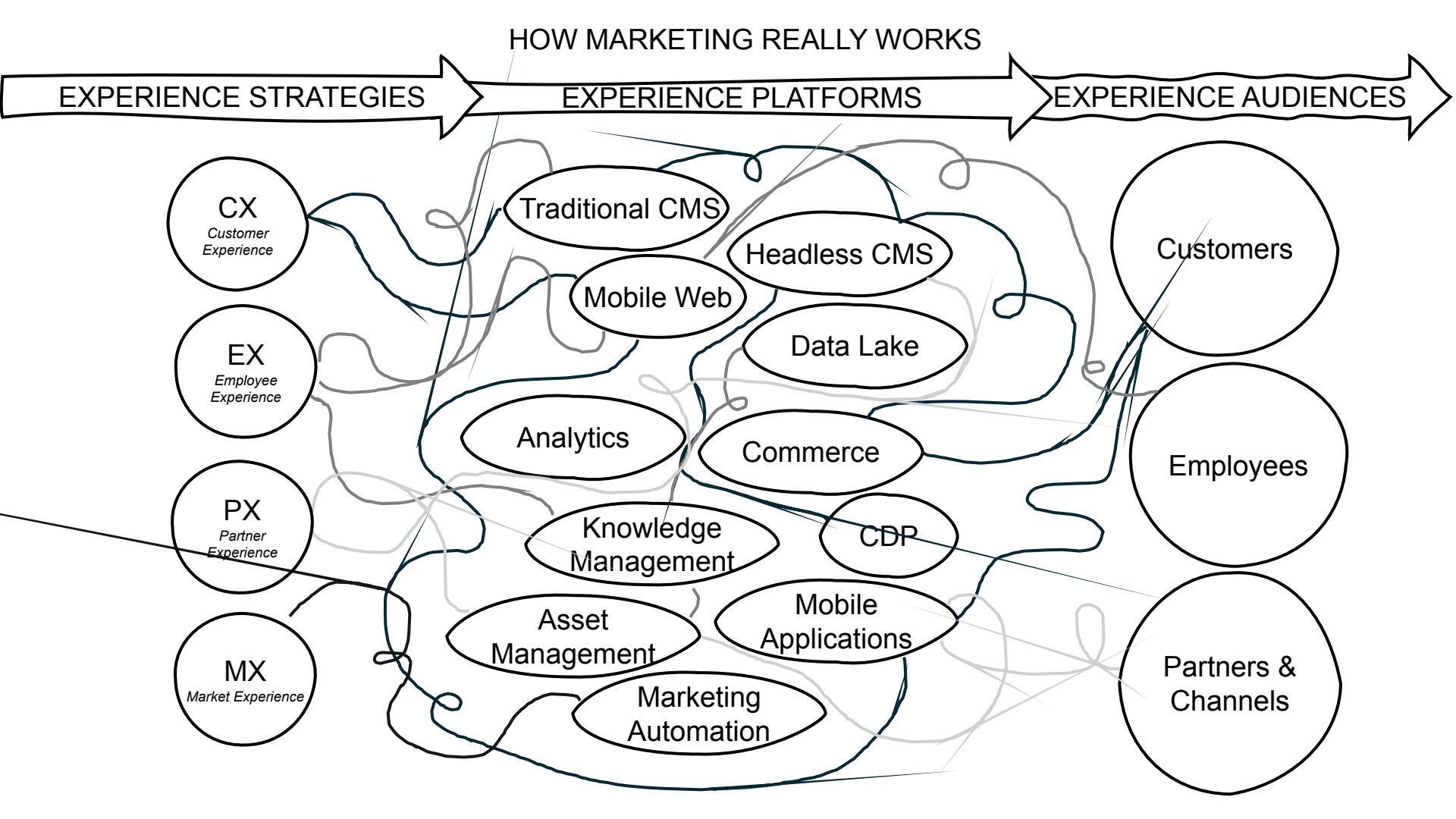
To ruin her mother's plan of marrying her off to a total stranger, she decides to go undercover in his company. But on her...

My Five Brilliant Little Geniuses

After an amorous night with Liam, her long-time sweetheart, Leona, the daughter of a wealthy family, found him...

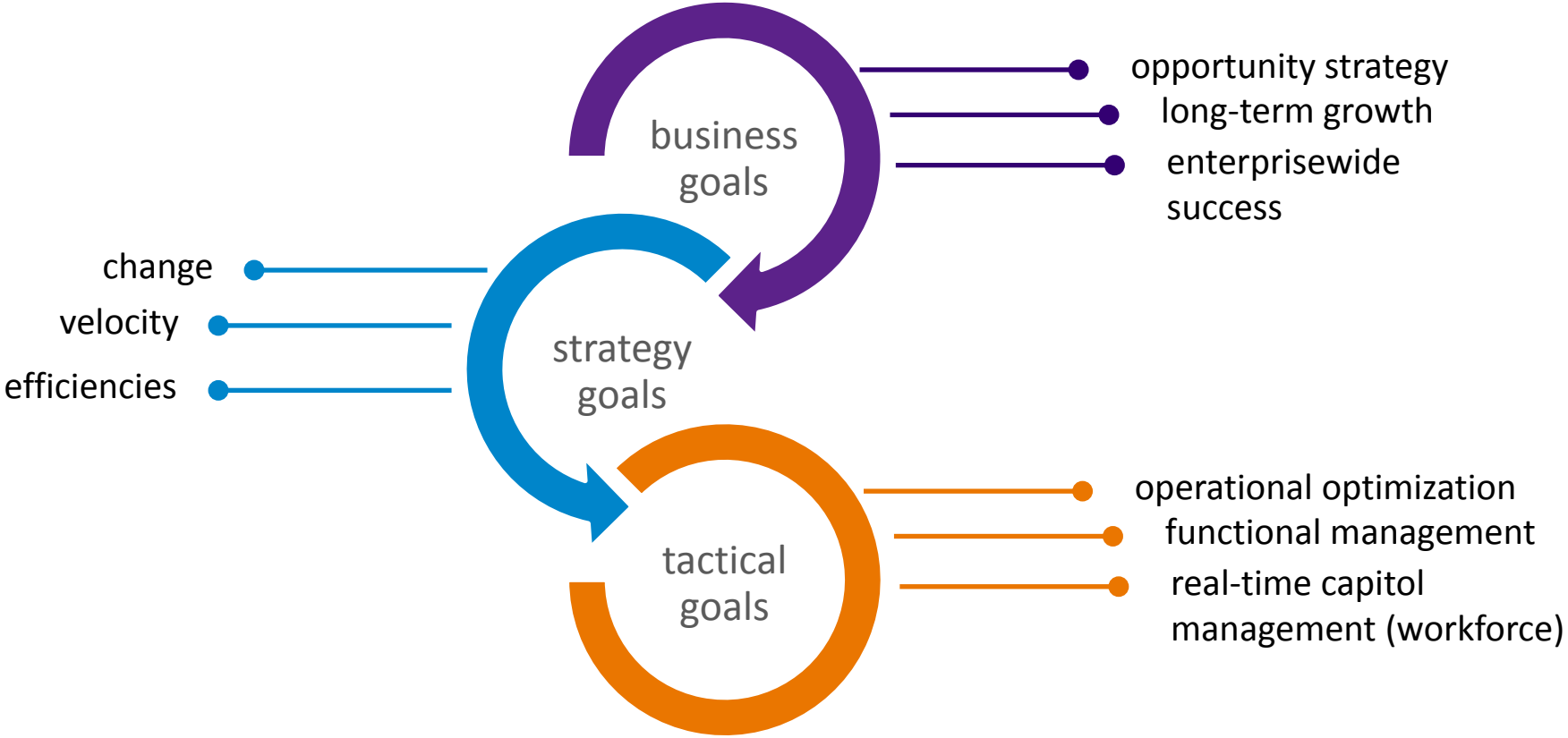
You Might Like


HOW MARKETING WORKS
EXPERIENCE STRATEGIES
EXPERIENCE PLATFORMS
EXPERIENCE AUDIENCES
CX
Customer Experience
EX
Employee Experience
PX
Partner Experience
MX
Market Experience
Traditional CMS
Headless CMS
Mobile Web
Data Lake
Analytics
Commerce
Knowledge Management
CDP
Asset Management
Mobile App
Social
Marketing Automation
Customers
Employees
Partners & Channels


HOW MARKETING REALLY WORKS
EXPERIENCE STRATEGIES
EXPERIENCE PLATFORMS
EXPERIENCE AUDIENCES
CX
Customer Experience
EX
Employee Experience
PX
Partner Experience
MX
Market Experience
Traditional CMS
Headless CMS
Mobile Web
Data Lake
Analytics
Commerce
Knowledge Management
CDP
Asset Management
Mobile Applications
Marketing Automation
Customers
Employees
Partners & Channels

FROM / FOR
data from decisions vs data for decisions

#cmomomentum



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Session Objectives

Overview

1. Evaluating workflows to establish solution framework
2. Step-by-step guide to building a marketing work management solution.
3. Enhancing visibility and decision-making with effective tools and techniques.
4. Advanced strategies for optimizing your solution to maximize impact.

1

Evaluation Framework

Establishing Your Solution Requirements

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Team design and organization, primary workstreams

Visibility - who cares? What do they care about?

Delivery & endpoints

External data or system requirements

Work execution

Team design and organization, primary workstreams

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Visibility - who cares? What do they care about?

Delivery & endpoints

External data or system requirements

Work execution

2

Building Blocks

Practical Solution Design and Best Practices

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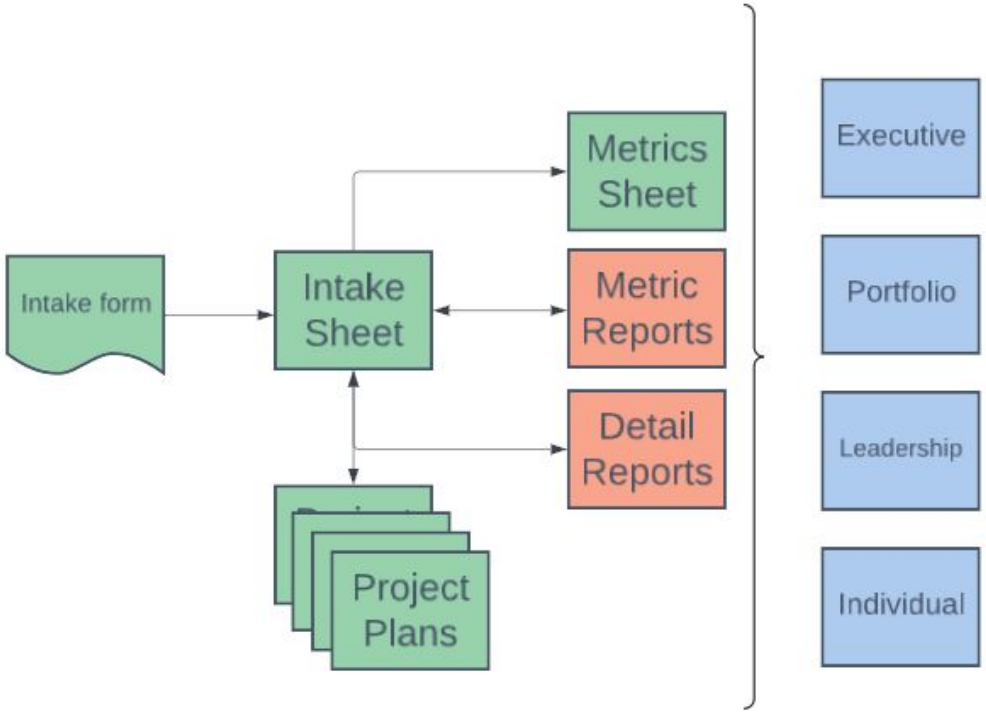
Building Blocks

Simplified



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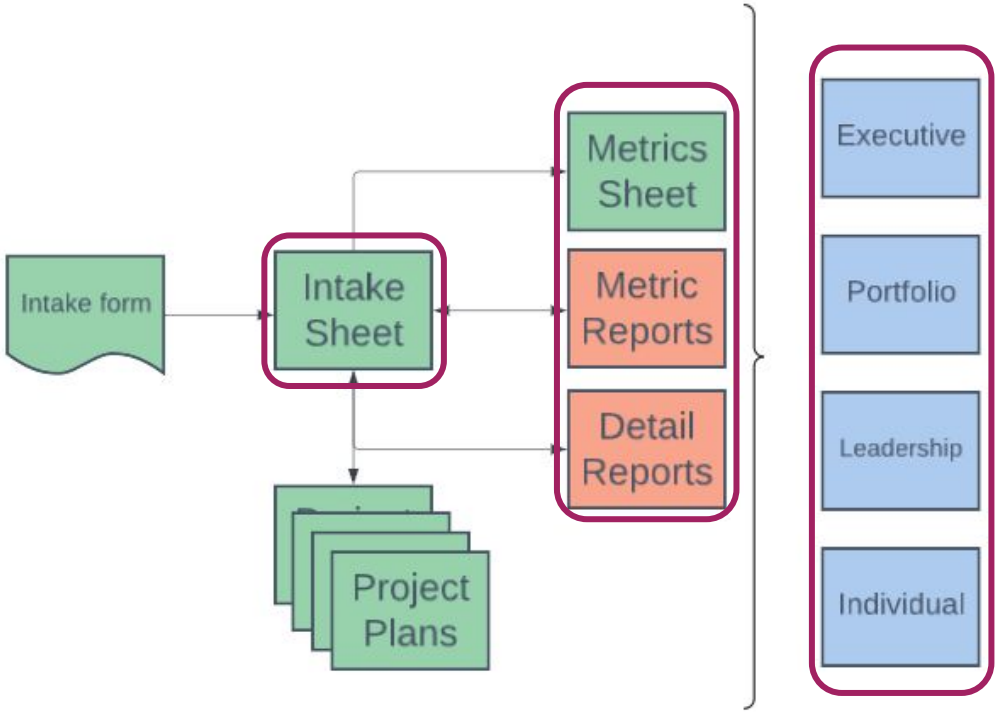
Building Blocks

Simplified



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Foundation Building

Intake Sheets

What goes in my *intake sheet* (Primary Listing)

- Decision Inputs (Dates, Budget, Stakeholders, Alignment)
- Reporting Dimensions
- Default Values and Formula Fields (look ups, common metrics, health, AI, etc)
- Simple or Complex Indicator / Do I need to a project plan?

Programs / Campaigns

Dimensions to Consider

- The basics
  - Title, dates, description, owner
- Briefing (messaging, target, theme, etc)
- Budget
- Approval/Status
- Owner / Contributors
- Objective / Program Alignment
- Type
- Reach
- Audience / Segment
- Channels
- LOB/Product/Brand/Etc
- Performance/Impact*

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Programs / Campaigns

Dimensions to Consider

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- Owner / Contributors
- Objective / Program Alignment
- Type
- Reach
- Audience / Segment
- Channels
- LOB/Product/Brand/Etc
- Performance/Impact*

Content / Request Mgmt

Dimensions to Consider

- The basics
  - Type, Title, Description, Status
- Requestor (name/email, team)
- Dates / Projected Delivery
- Approvals
- Team
- Assigned To
- Briefing (formats/requirements)
- Objective / Program Alignment
- SLA / LoE
- Proof Insights (turn these on!)*

**Use consistent column names between sheets where possible to simplify reporting.*

Formulas, Metrics & Automations

Examples to facilitate reporting and data visualization (and make your life easier!)

Additional columns in your primary intake sheet -

- Health Measurements (custom)
- Capture Dates (when complete or status changes - *multiple*)
- Change Field Value (EG: when date > Launch Date, change to “In Market”)
- Auto Fields (Date created, modified, etc)
- Measure from date created to date delivered
- Using Formulas OR Look Up Sheets:
  - Automate Projected Delivery Date w/SLAs and monitor changes over time
  - Automate effort / estimated hours & resource rates (blended or direct)
  - Performance/Outcomes (more on this later)

Don’t forget to try the AI formula features!

REFERENCE: Formula Examples

Unlock precision data retrieval with INDEX, MATCH, and COLLECT
Wednesday @ 2:30 PM

Examples to facilitate reporting and data visualization (and make your life easier!)

Formulas workspace in the solutions gallery! (Search “Formulas” in the Solution Gallery)

Functions List

Health Measurement Example (Symbol): =IF([At Risk]@row = 1, "Down", IF(AND(Finish@row < TODAY(), [% Complete]@row <> 1), "Down", IF(Status@row = "Complete", "-", IF([% Complete]@row > 0.5, "Up", "Unchanged"))))

DateDiff: Use NETDAYS OR NETWORKDAYS

INDEX Match - Pull in default values based on other row values

IFERROR to keep it clean: =IFERROR(*formula*, “”) *OR:* =IFERROR(*formula*, “REVIEW”)

Referencing another sheet - AKA Cross-Sheet References

Don’t forget to try the AI formula features! And, check out Table View for new formula builder view.

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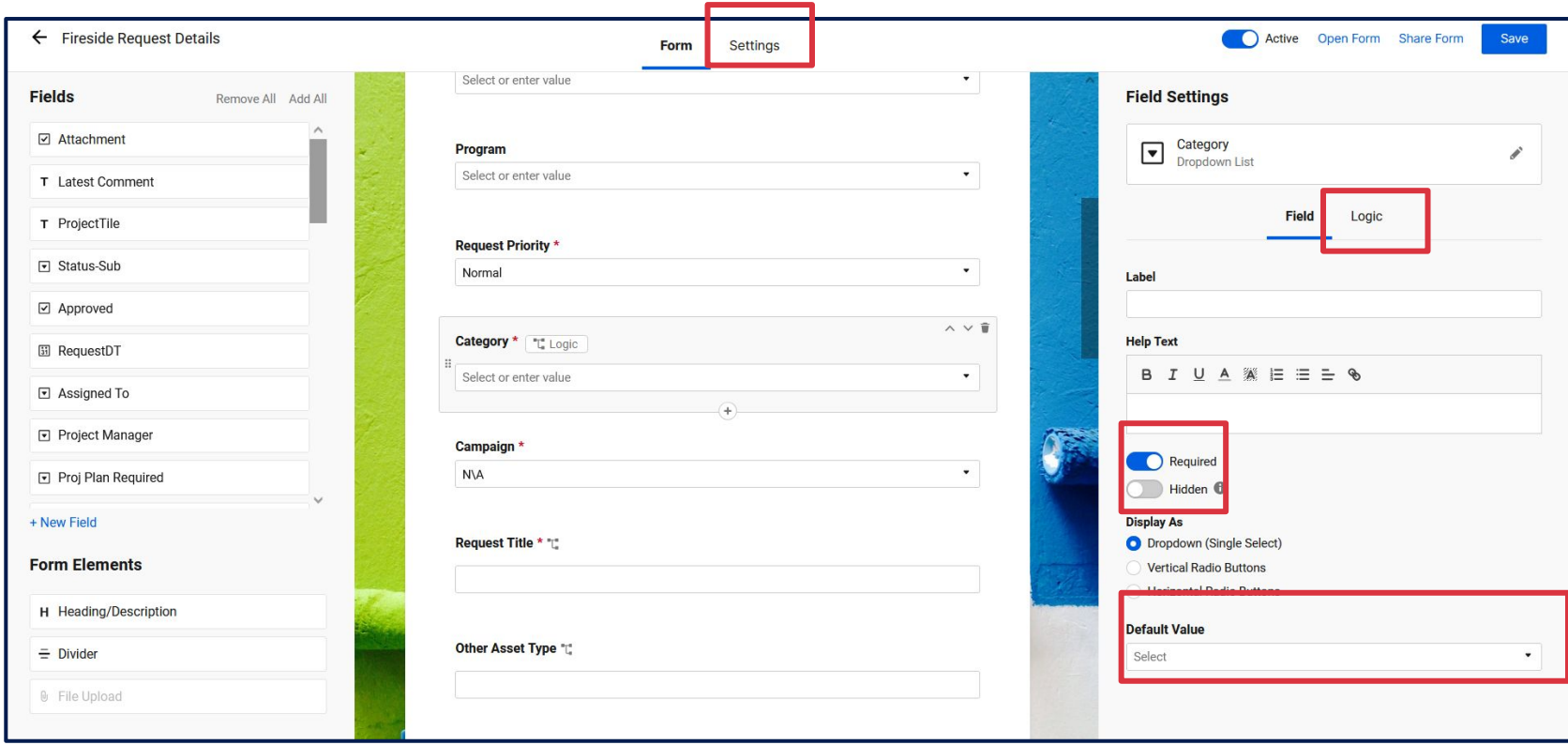
Setting Up Your Intake Process

Dynamic Form - Quick Tips



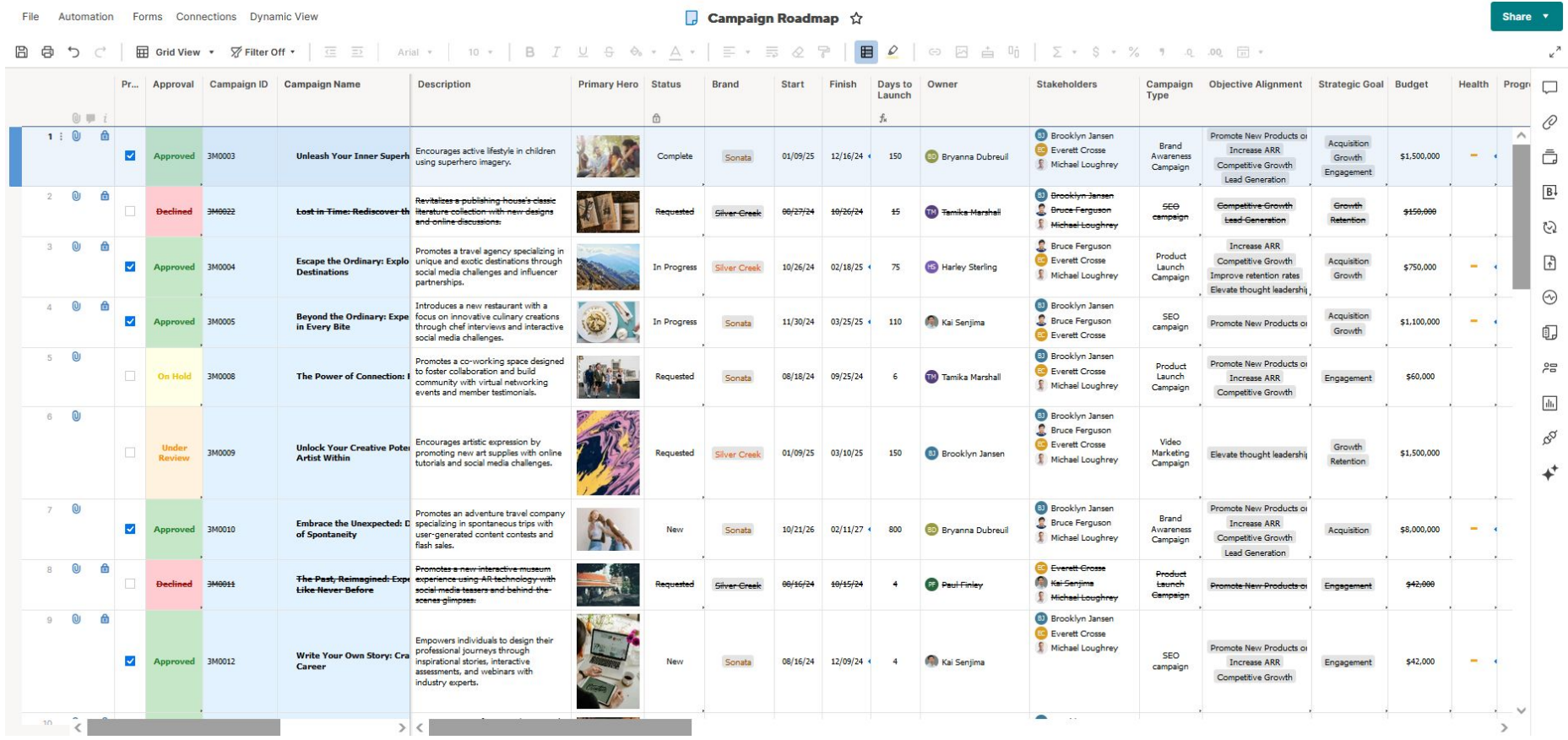
Streamline product development processes for faster time to market
Wednesday @ 10:30 AM

Connecting Project Plans

Program	Type	Plan Required	Link	Owner	Start	Finish	Health
A	Integrated	Yes	LINK	Jen	10/15/24	11/30/24	
B	Social	No		Steph	11/1/24	11/18/24	
C	Social	No		Liz	11/8/24	11/20/24	

If you're not using Control Center - make sure you know what fields in your intake sheet need to be updated/linked when you connect a new project plan. Examples may include: health, date changes, % complete/progress

Get some data in there - test it out!



	Pr...	Approval	Campaign ID	Campaign Name	Description	Primary Hero	Status	Brand	Start	Finish	Days to Launch	Owner	Stakeholders	Campaign Type	Objective Alignment	Strategic Goal	Budget	Health	Progr
1	☑	Approved	3M0003	Unleash Your Inner Superh	Encourages active lifestyle in children using superhero imagery.		Complete	Sonata	01/09/25	12/16/24	150	Bryanna Dubreuil	Brooklyn Jansen Everett Crosse Michael Loughrey	Brand Awareness Campaign	Promote New Products o Increase ARR Competitive Growth Lead Generation	Acquisition Growth Engagement	$1,500,000	–	
2	☐	~~Declined~~	~~3M0022~~	~~Lost in Time: Rediscover th~~	~~Revitalizes a publishing house's classic literature collection with new designs and online discussions.~~		~~Requested~~	~~Silver Creek~~	~~08/27/24~~	~~10/26/24~~	~~15~~	~~Tamika Marshall~~	~~Brooklyn Jansen~~ ~~Bruce Ferguson~~ ~~Michael Loughrey~~	~~SEO campaign~~	~~Competitive Growth~~ ~~Lead Generation~~	~~Growth~~ ~~Retention~~	~~$150,000~~		
3	☑	Approved	3M0004	Escape the Ordinary: Explo Destinations	Promotes a travel agency specializing in unique and exotic destinations through social media challenges and influencer partnerships.		In Progress	Silver Creek	10/26/24	02/18/25	75	Harley Sterling	Bruce Ferguson Everett Crosse Michael Loughrey	Product Launch Campaign	Increase ARR Competitive Growth Improve retention rates Elevate thought leadershi	Acquisition Growth	$750,000	–	
4	☑	Approved	3M0005	Beyond the Ordinary: Expe in Every Bite	Introduces a new restaurant with a focus on innovative culinary creations through chef interviews and interactive social media challenges.		In Progress	Sonata	11/30/24	03/25/25	110	Kai Senjima	Brooklyn Jansen Bruce Ferguson Everett Crosse	SEO campaign	Promote New Products o	Acquisition Growth	$1,100,000	–	
5	☐	On Hold	3M0008	The Power of Connection: I	Promotes a co-working space designed to foster collaboration and build community with virtual networking events and member testimonials.		Requested	Sonata	08/18/24	09/25/24	6	Tamika Marshall	Brooklyn Jansen Everett Crosse Michael Loughrey	Product Launch Campaign	Promote New Products o Increase ARR Competitive Growth	Engagement	$60,000		
6	☐	Under Review	3M0009	Unlock Your Creative Pote Artist Within	Encourages artistic expression by promoting new art supplies with online tutorials and social media challenges.		Requested	Silver Creek	01/09/25	03/10/25	150	Brooklyn Jansen	Brooklyn Jansen Bruce Ferguson Everett Crosse Michael Loughrey	Video Marketing Campaign	Elevate thought leadershi	Growth Retention	$1,500,000		
7	☑	Approved	3M0010	Embrace the Unexpected: D of Spontaneity	Promotes an adventure travel company specializing in spontaneous trips with user-generated content contests and flash sales.		New	Sonata	10/21/26	02/11/27	800	Bryanna Dubreuil	Brooklyn Jansen Bruce Ferguson Michael Loughrey	Brand Awareness Campaign	Promote New Products o Increase ARR Competitive Growth Lead Generation	Acquisition	$8,000,000	–	
8	☐	~~Declined~~	~~3M0011~~	~~The Past, Reimagined: Expe Like Never Before~~	~~Promotes a new interactive museum experience using AR technology with social media teasers and behind-the-scenes glimpses.~~		~~Requested~~	~~Silver Creek~~	~~08/16/24~~	~~10/15/24~~	~~4~~	~~Paul Finley~~	~~Everett Crosse~~ ~~Kai Senjima~~ ~~Michael Loughrey~~	~~Product Launch Campaign~~	~~Promote New Products o~~	~~Engagement~~	~~$42,000~~		
9	☑	Approved	3M0012	Write Your Own Story: Cra Career	Empowers individuals to design their professional journeys through inspirational stories, interactive assessments, and webinars with industry experts.		New	Sonata	08/16/24	12/09/24	4	Kai Senjima	Brooklyn Jansen Everett Crosse Michael Loughrey	SEO campaign	Promote New Products o Increase ARR Competitive Growth	Engagement	$42,000	–	

3

Representing Impact

Reporting & Data Visualization
Best practices for data organization, aggregation, reporting, visualization

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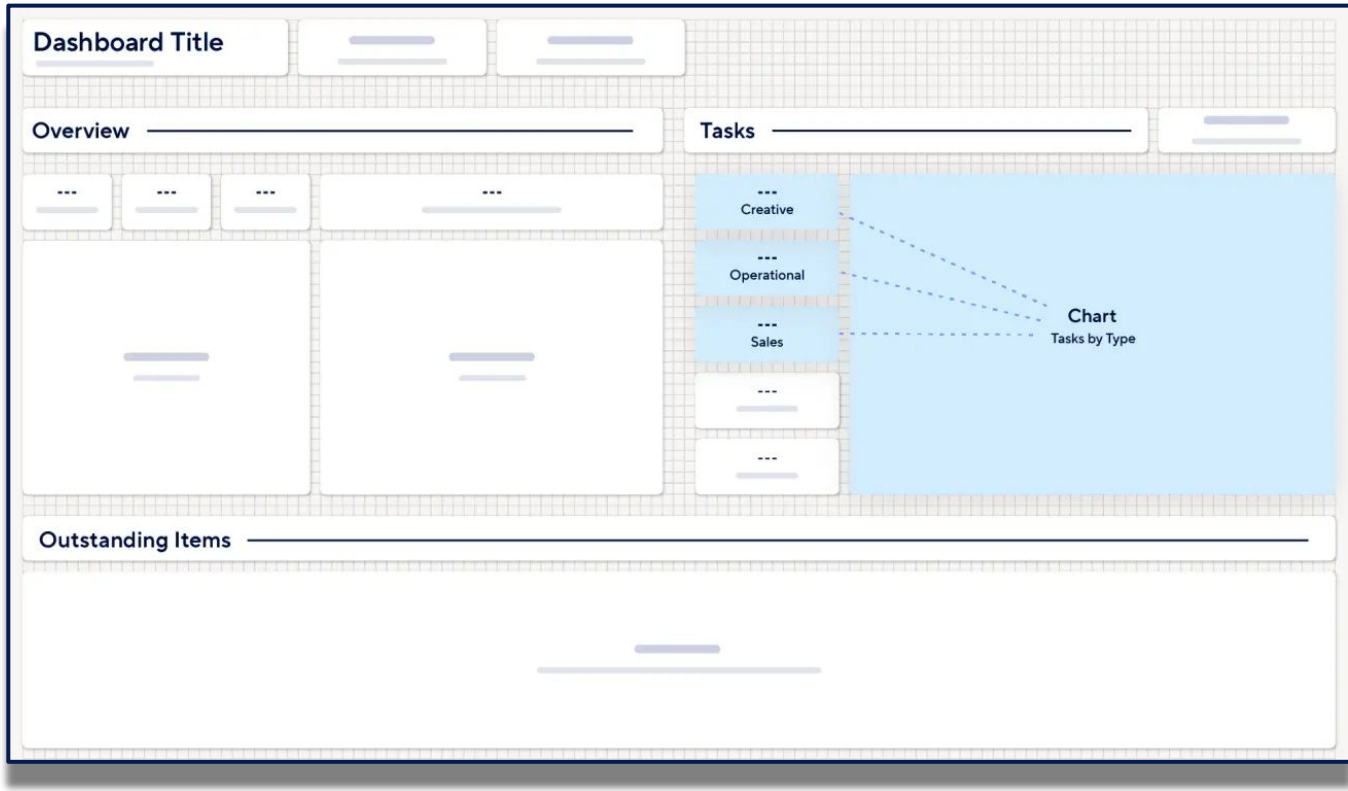
Sketch it out

https://www.smartsheet.com/content-center/product-insights/smartsheet-tips/smartsheet-dashboard-design-effective-layouts



Metrics Sheets vs. Reports

Which one should I use?

Metrics sheets

- Manual effort to create, harder to include data from multiple sheets
- Stable / limited set of categories
- All functions available for summarization
- Include in charts or metrics widgets
- Not usually intended to be accessed by users
- No ‘current user’ function

Reports

- Easy to create; include data from multiple sheets
- Dynamic / large set of categories
- Limited functions for summarization
- Use for charts but not metrics widgets
- Embed as-is on dashboards
- Expand / collapse groups
- Easily incorporates ‘current user’ filter

Metrics Sheet

What? Why?

Primary Column	Metrics
Cycle Time	
Awaiting Review	31
In Review	19
Review Complete	33
Provisioned Status	
Yes	25
Pending	2
Requests by Status	
New	7
Under Review	5
Approved	27
Hold - Need More Info	3
Rejected	5
Requests by Objective	
DEI	8
Employee Engagement	14
Customer Support	6
Revenue Growth	10
Expand AI Capabilities	9
Requests by Department	
Finance	9

Metrics Sheet

What? Why?

Primary	Placeholder	Budget	Portfolio Budget Remaining	Committed	Total Budget Requested	Spend	Remaining	Remaining %	Audience	Conversion Rate	MQL
	Enter Current Year	2023									
− 2023											
− 2023 - Budget	Budget	$7,750,000.00	$4,676,000.00	$3,074,000.00	$6,044,000.00	$1,227,477.84	$4,816,522.16	78%	1,842,592	5.6%	103,863
Tier 1	2023 - Budget - Tier 1	$4,000,000.00	$3,200,000.00	$800,000.00	$3,300,000.00	$26,359.78	$3,273,640.22	83%	715,786	9.4%	67,200
Tier 2	2023 - Budget - Tier 2	$2,000,000.00	$948,000.00	$1,052,000.00	$1,202,000.00	$663,000.00	$539,000.00	60%	439,488	3.4%	14,916
Tier 3	2023 - Budget - Tier 3	$1,250,000.00	$28,000.00	$1,222,000.00	$1,522,000.00	$538,118.06	$983,881.94	122%	615,374	3.5%	21,747
Tier 4	2023 - Budget - Tier 4	$500,000.00	$500,000.00	$0.00	$20,000.00	$0.00	$20,000.00	4%	71,944	0.0%	0
− 2023 - Segments	Segments			$3,074,000.00	$6,044,000.00	$1,227,477.84	$4,816,522.16		1,842,592	0.0%	
All	2023 - Segments - All			$1,870,000.00	$4,370,000.00	$1,118,000.00	$3,252,000.00	26%	1,289,188	0.0%	0
Current Customer	2023 - Segments - Current Customer			$60,000.00	$530,000.00	$18,654.52	$511,345.48	4%	240,954	0.0%	0
Prospect	2023 - Segments - Prospect			$992,000.00	$992,000.00	$48,359.78	$943,640.22	5%	148,090	0.0%	0
Prior Customer	2023 - Segments - Prior Customer			$152,000.00	$152,000.00	$42,463.54	$109,536.46	28%	164,360	0.0%	0
− 2023 - Objective	Objective										
Promote New Products or Services	2023 - Objective - Promote New Products or Servic			$2,357,000.00	$5,157,000.00	$695,014.30	$4,461,985.70				
Increase ARR	2023 - Objective - Increase ARR			$1,560,000.00	$4,060,000.00	$495,014.30	$3,564,985.70				
Competitive Growth	2023 - Objective - Competitive Growth			$1,670,000.00	$4,620,000.00	$521,014.30	$4,098,985.70				
Lead Generation	2023 - Objective - Lead Generation			$800,000.00	$3,450,000.00	$26,359.78	$3,423,640.22				
Improve retention rates	2023 - Objective - Improve retention rates			$550,000.00	$550,000.00	$450,000.00	$100,000.00				
Increase brand awareness	2023 - Objective - Increase brand awareness			$42,000.00	$42,000.00	$16,463.54	$25,536.46				
Improve conversion rates	2023 - Objective - Improve conversion rates			$42,000.00	$42,000.00	$22,000.00	$20,000.00				
Elevate thought leadership	2023 - Objective - Elevate thought leadership			$620,000.00	$640,000.00	$503,000.00	$137,000.00				
− 2022											
− 2022 - Budget	Budget	$7,750,000.00	$3,050,000.00	$4,700,000.00	$4,700,000.00	$4,653,000.00	$47,000.00	61%	1,977,422	0.1	103,863
Tier 1	2022 - Budget - Tier 1	$4,000,000.00	$700,000.00	$3,300,000.00	$3,300,000.00	$3,267,000.00	$33,000.00	83%	1,465,786	0.0	67,200
Tier 2	2022 - Budget - Tier 2	$2,000,000.00	$1,800,000.00	$200,000.00	$200,000.00	$198,000.00	$2,000.00	10%	61,636	0.2	14,916
Tier 3	2022 - Budget - Tier 3	$1,250,000.00	$650,000.00	$600,000.00	$600,000.00	$594,000.00	$6,000.00	48%	225,000	0.1	21,747
Tier 4	2022 - Budget - Tier 4	$500,000.00	-$100,000.00	$600,000.00	$600,000.00	$594,000.00	$6,000.00	120%	225,000	0.0	0
− 2022 - Segments	Segments			$4,700,000.00	$4,700,000.00	$4,653,000.00	$47,000.00		1,977,422	0.0	
All	2022 - Segments - All			$4,350,000.00	$4,350,000.00	$4,306,500.00	$43,500.00	99%	1,850,000	0.0	0
Current Customer	2022 - Segments - Current Customer			$0.00	$0.00	$0.00	$0.00		0		0
Prospect	2022 - Segments - Prospect			$150,000.00	$150,000.00	$148,500.00	$1,500.00	99%	65,786	0.0	0
Prior Customer	2022 - Segments - Prior Customer			$200,000.00	$200,000.00	$198,000.00	$2,000.00	99%	61,636	0.0	0
− 2022 - Objective	Objective										
Promote New Products or Services	2022 - Objective - Promote New Products or Servic			$3,550,000.00	$3,550,000.00	$3,514,500.00	$35,500.00				

REFERENCE: Common Formulas

Mostly cross-sheet references w/some insheet simple summaries

- You can see here why we pull aggregations in to the primary intake sheets - you don't want to keep up w/these formulas across hundreds of project plans 😰

Commonly using countif(s) and sumif(s) formulas, average, min/max etc., use **IFERROR to keep in clean**

CountIF & CountIFS

- `COUNTIF(range, criterion)`
- `COUNTIFS(range1,criterion1,[range2criterion2...])`

SumIF & SumIFS

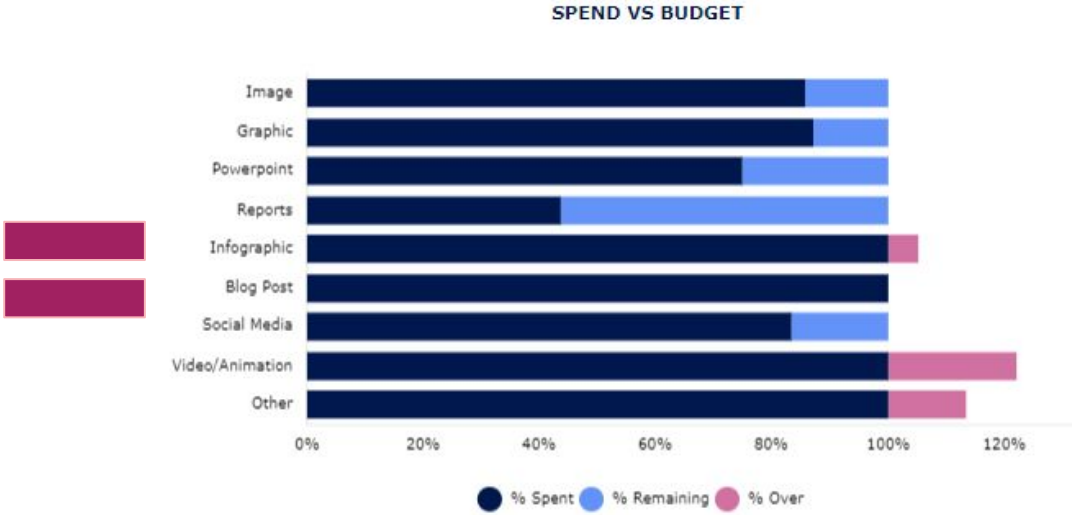
- `SUMIF(range, criterion, [sum_range])`
- `SUMIFS(range, criterion_range1, criterion1,[criterion_range2, criterion2...])`

Smartsheet charts unpacked:
Elevate your dashboard game
Thursday @ 10:30 AM

Using Reports for Data Visualization

To support chart widgets

Request Type	% Spent	% Remaining	% Over
Image	86%	14%	0%
Graphic	87%	13%	0%
Powerpoint	75%	25%	0%
Reports	44%	56%	0%
Infographic	100%	0%	5%
Blog Post	100%	0%	0%
Social Media	83%	17%	0%
Video/Animation	100%	0%	22%
Other	100%	0%	13%



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Using Reports for Detailed Presentation

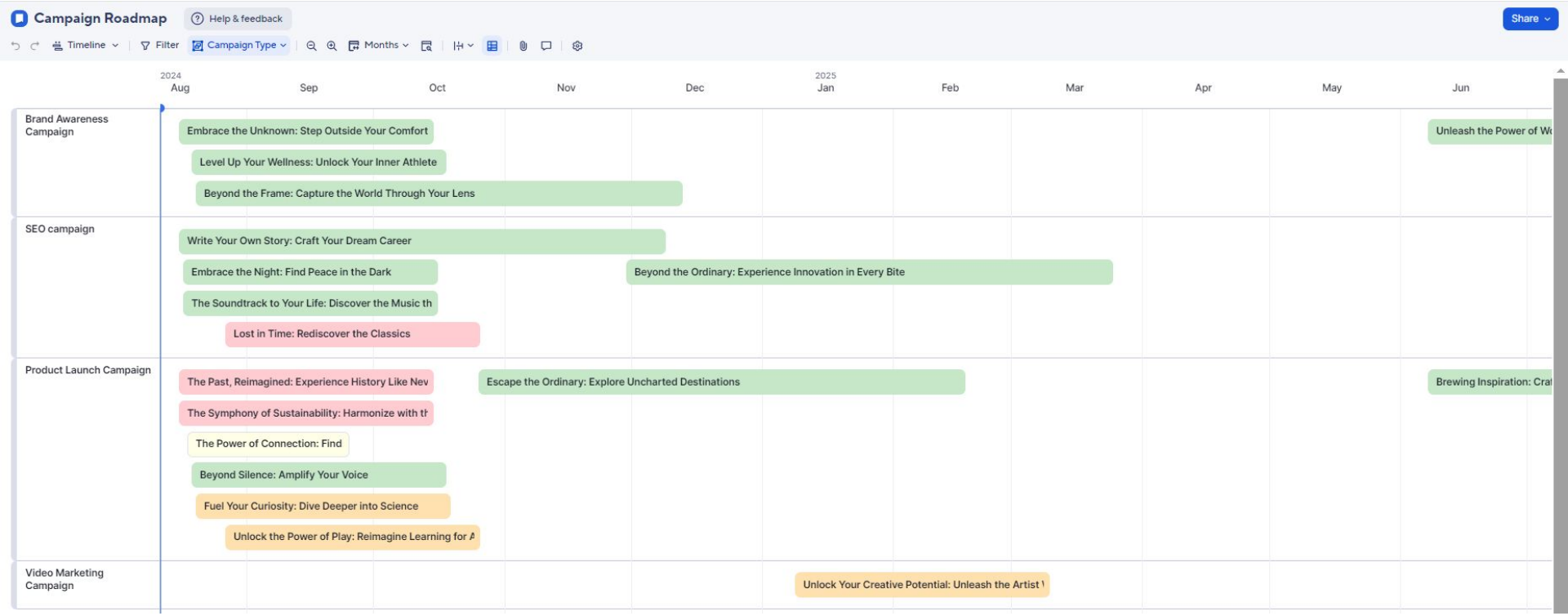
Presenting focused, detailed data

	Asset Title	Job #	Reviewers	Legal Review	Routing/Revision Status	Date Review Status Changed	SLA	Stage Due Date	Expected Completion Date	Proof Status	Requested By	Requesting Department	Requested Due Date	Hero Image/Final Image
	Task Due **Completed**													
1	~~Home: Tile Photo: Experience Hub~~	~~REQ-006~~	~~customizer will replace this cell with your contact~~	~~Vera Bowers~~	~~Completed~~	~~07/25/24~~	~~28~~	~~09/03/24~~	~~09/17/24~~	~~Approved~~	~~customizer will replace this cell with your contact~~	~~Sales~~	~~08/20/24~~	
	Task Due **Due in Next 10 days**													
2	Social Campaign	REQ-005	Harry Riggs	Kai Senjima	Assigned for Build	08/09/24	14	08/29/24	09/12/24		customizer will replace this cell with your contact	Sales	08/20/24	
3	Video Assets template	REQ-013	customizer will replace this cell with your contact	Kai Senjima	Assigned for Build	08/12/24	14	08/30/24	09/13/24		Harry Riggs	Services	09/04/24	
4	Engage Hero Home	REQ-018	Harry Riggs Jamal King Kelly Smart Vera Bowers	Kai Senjima	In Revision	08/12/24	14	08/30/24		In Review	Harry Riggs	Marketing	09/10/24	
	Task Due **Due in Next 5 days**													
5	Social Media Series Content - Employee	REQ-003	Jamal King	Kai Senjima	Assigned for Build	08/06/24	14	08/26/24	09/09/24		customizer will replace this cell with your contact	Marketing	08/23/24	
6	Video Assets	REQ-008	Harry Riggs Kelly Smart Vera Bowers	Kai Senjima	In Revision	08/16/24	5	08/23/24	09/06/24	Requires Changes	Harry Riggs	Product	08/30/24	

NEW!

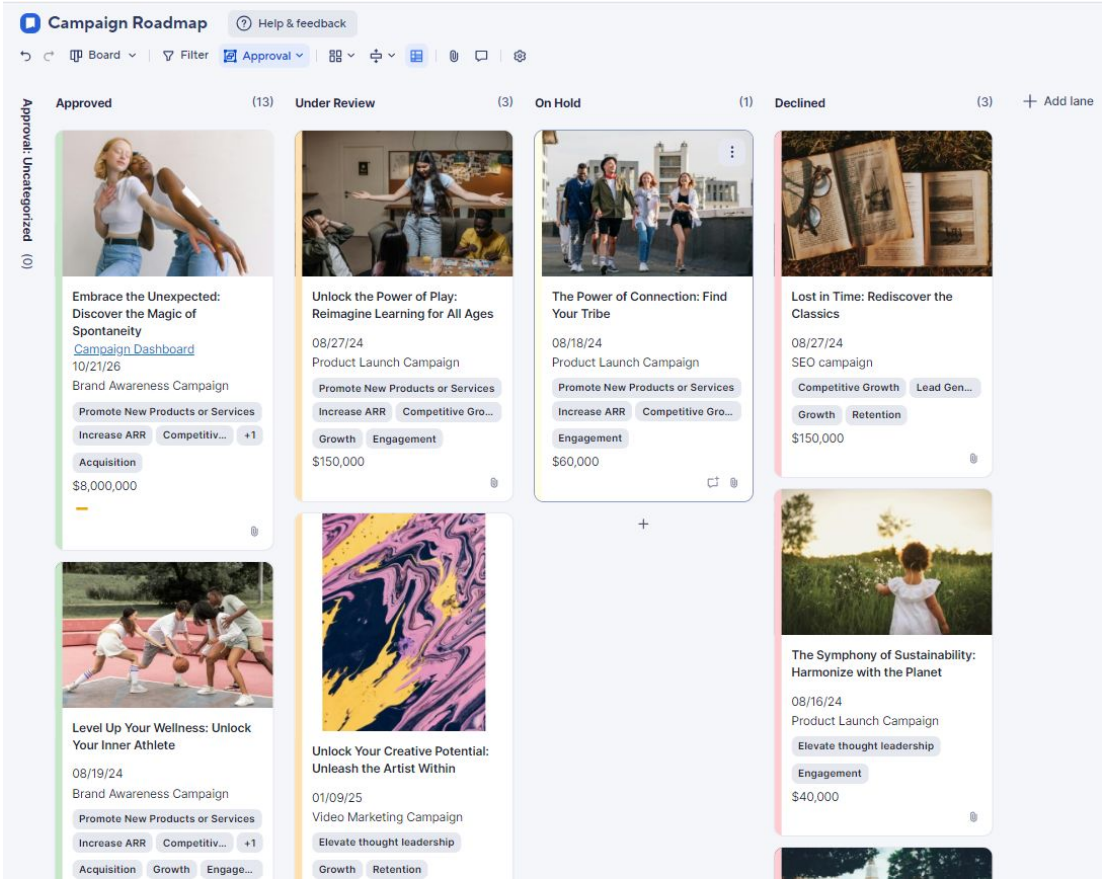
Views to Include

Include links out to important views



Views to Include

NEW!



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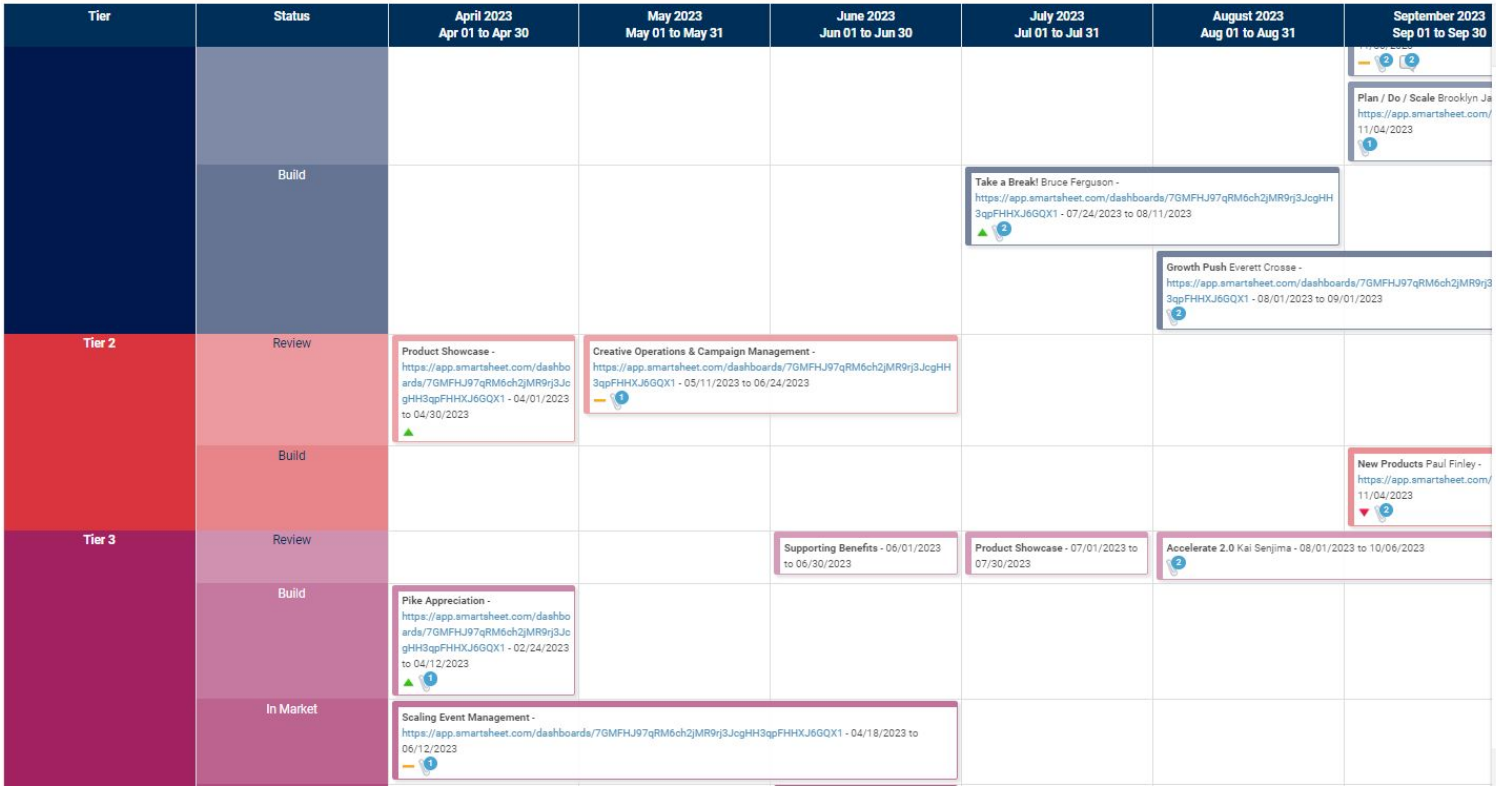
Views to Include

Embed directly or link out



Audience Dashboards

Dashboard Widgets / Overview

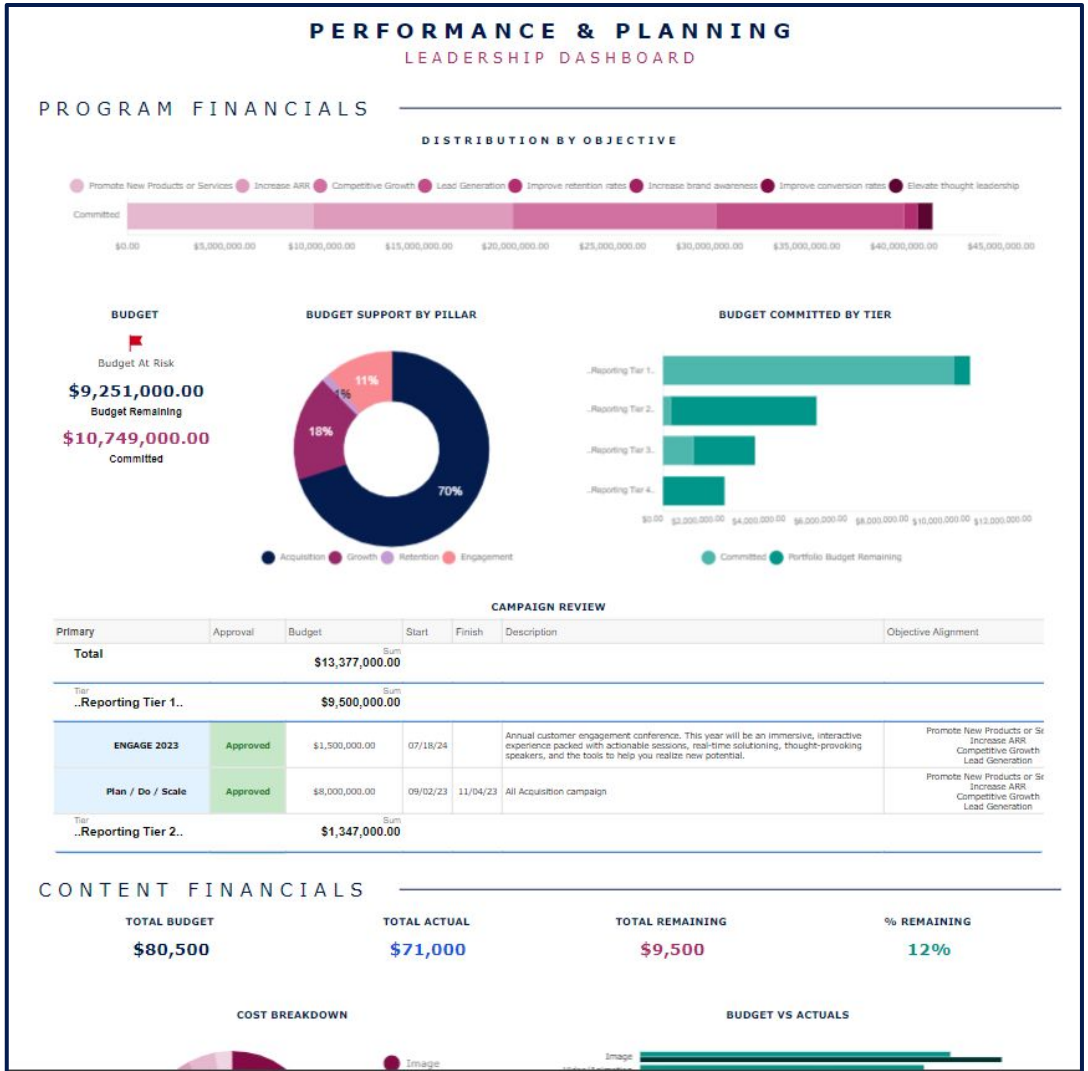
Charts for comparison

Metrics for direct outcomes

Reports for detailed outcomes

Published Views enable interactivity

Title, Text, Links, Web Content



Audience Dashboards

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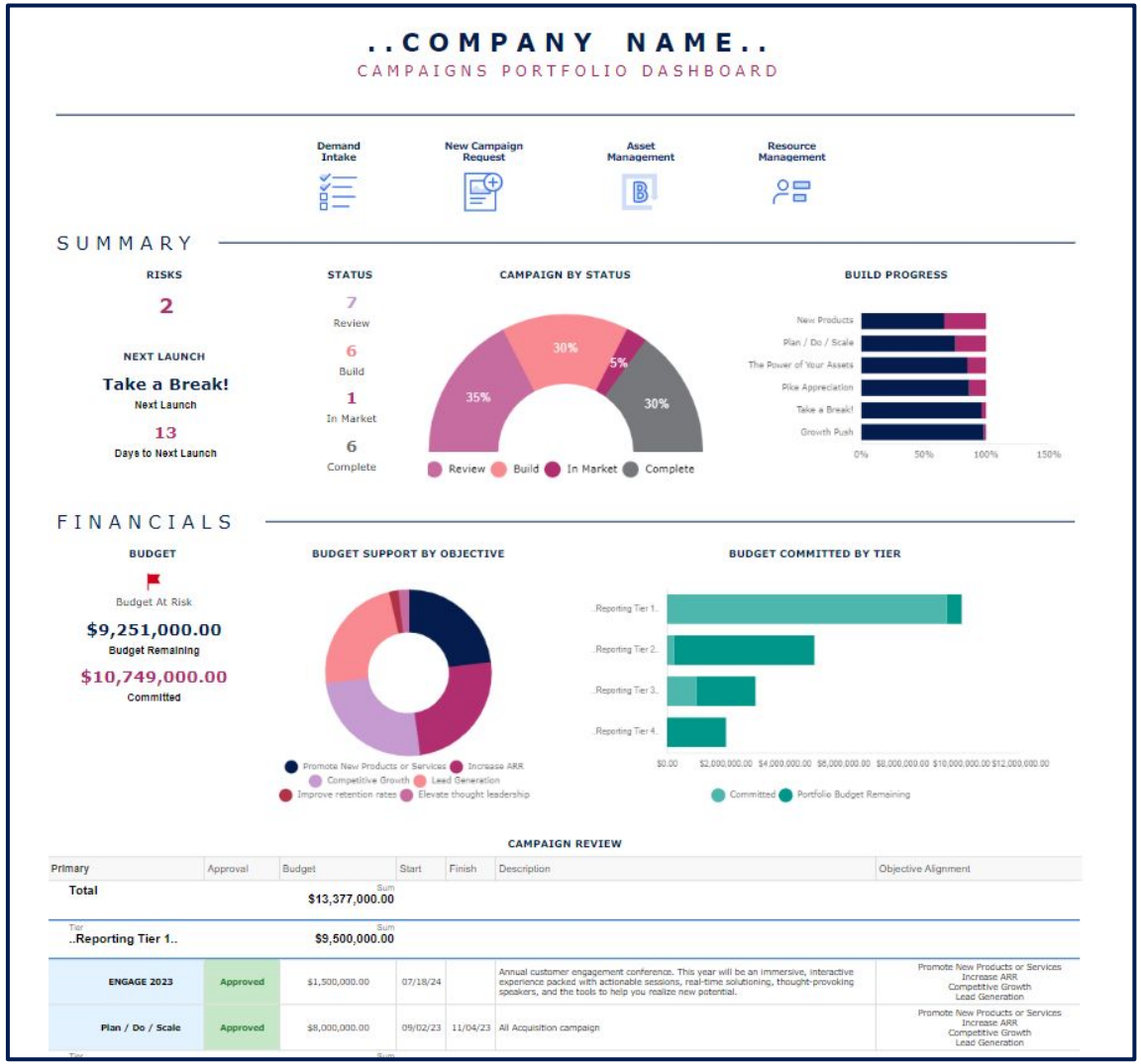

Audience Dashboards

Dashboard Widgets / Overview

Charts for comparison

Metrics for direct outcomes

Reports for detailed outcomes

Published Views enable interactivity

Title, Text, Links, Web Content

Creative solutions to your creative team's biggest challenges

Tuesday @ 2:30 PM

Audience Dashboards

Dashboard Widgets / Overview

Charts for comparison

Metrics for direct outcomes

Reports for detailed outcomes

Published Views enable interactivity

Title, Text, Links, Web Content

Consider the User Experience

Closing tips

- Every dashboard should have a primary audience and be intentional for that audience
    - Use links to provide easy access to supporting assets, sites, views
- Consider what's interactive and what's view only - make sure widgets are set up properly for this
- Simplicity - less clicks, less interpretation, clear, concise and impactful

4

Advance Plays

BI Integration, Data shuttle and Brandfolder Insights

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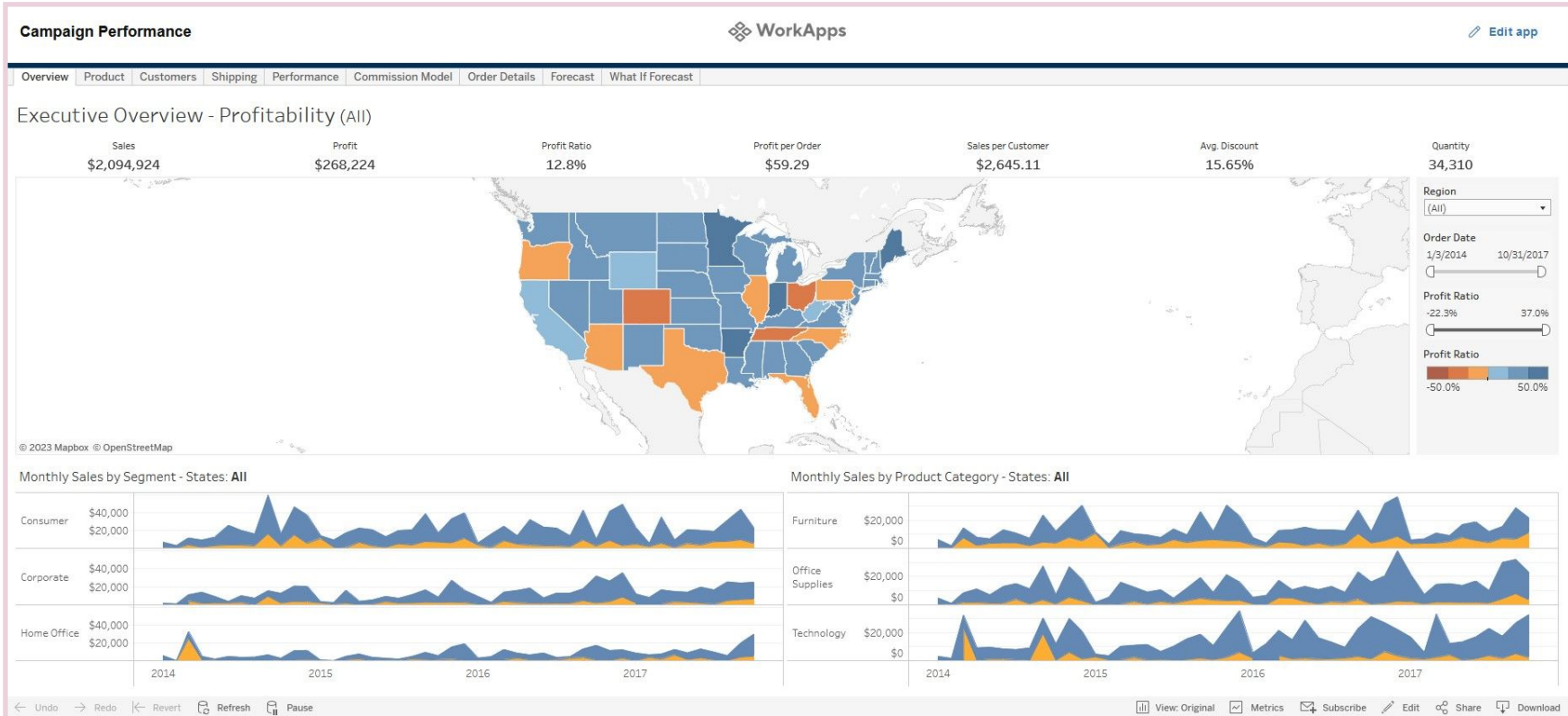
Don’t Reinvent the Wheel

Tableau & Power BI

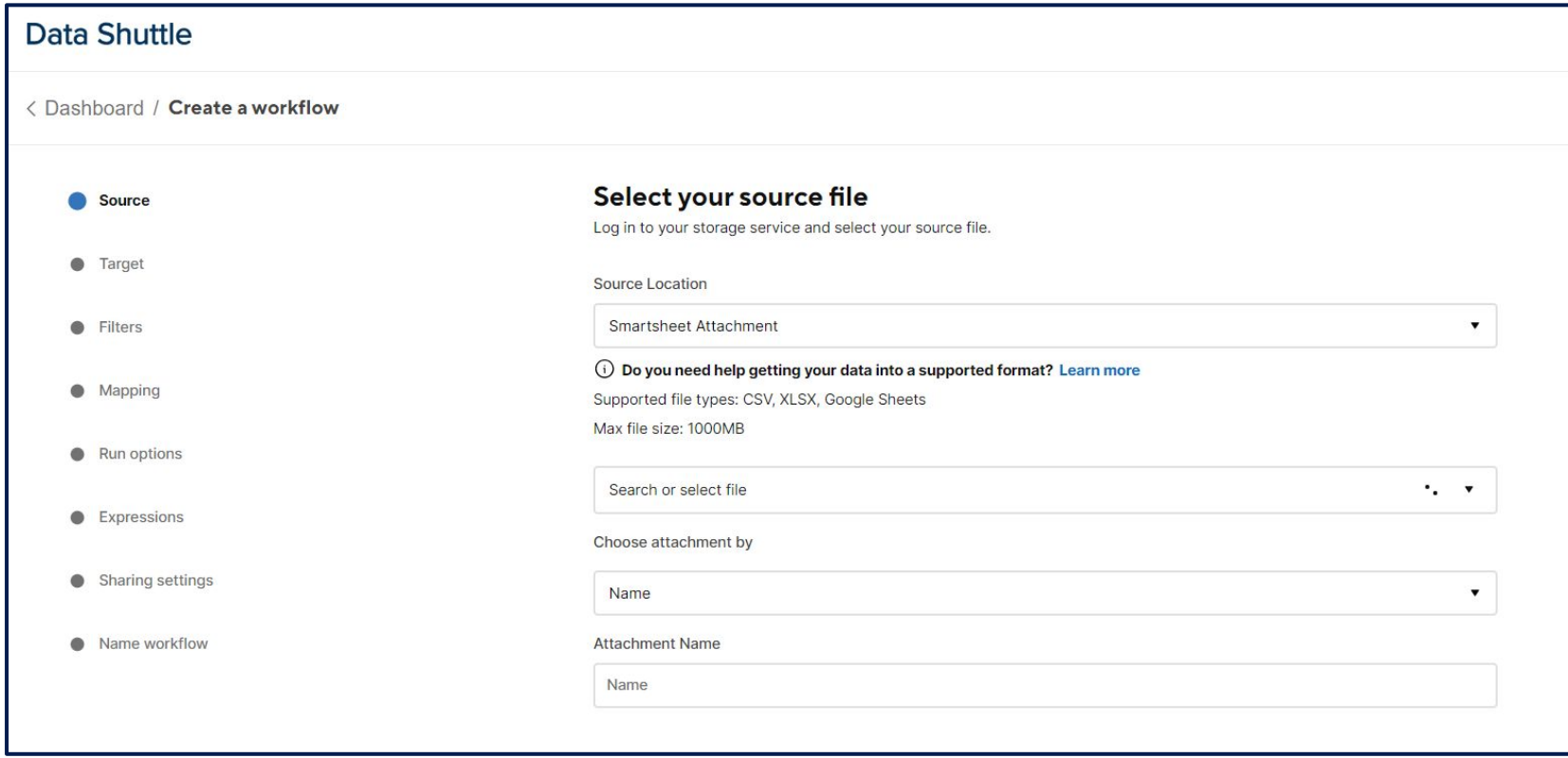
Embed on a dashboard - Use the Web Content Widget



Scaling Smartsheet Data Shuttle
Wednesday @ 1:00 PM

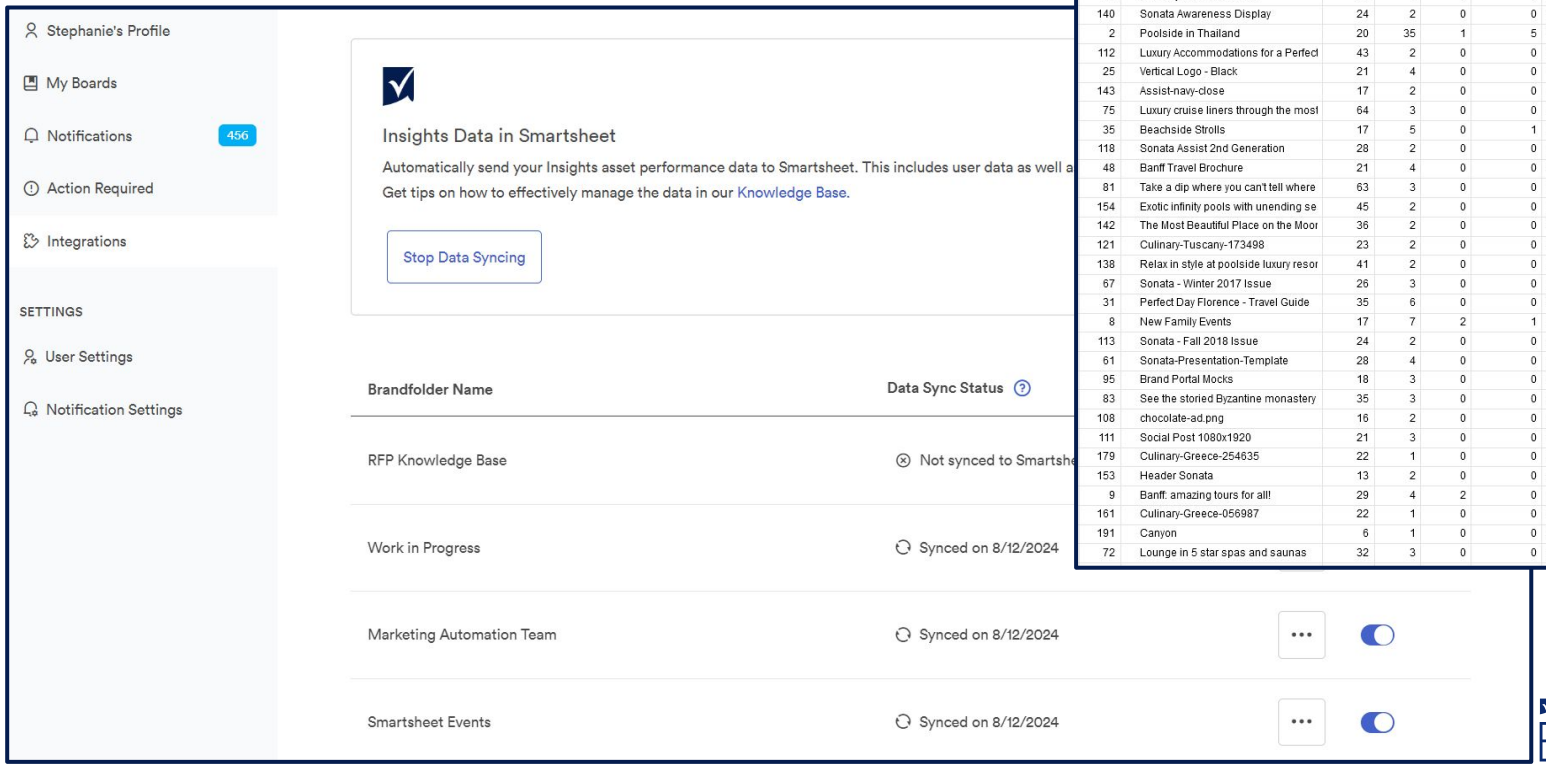
Data Onboarding

Data Shuttle



Content Insights

Smartsheet + Brandfolder



Asset Type	Name	Length	View...	Share...	Download...	Vie...	Sh...	Do...	D-Rank	S-Rank	V-Rank	R-Rank
44	Sun Hat Social Ads	18	4	0	0	1,257	2,84	1,10	172	36	200	81
197	Circular	8	1	0	0	1,612	2,20	1,13	169	73	199	88
15	Beachside Relaxation	20	8	0	2	1,822	1,03	564	184	143	198	160
32	Sonata Ad 13	12	1	0	1	1,979	2,31	6,03	65	68	197	149
169	Culinary-Greece-425345	22	1	0	0	2,051	2,26	1,63	158	70	196	157
140	Sonata Awareness Display	24	2	0	0	2,423	1,77	8,57	15	96	195	148
2	Poolside in Thailand	20	35	1	5	2,967	2,63	4,64	105	49	194	20
112	Luxury Accommodations for a Perfect	43	2	0	0	3,094	1,49	6,09	64	120	193	29
25	Vertical Logo - Black	21	4	0	0	4,185	1,03	5,39	80	142	192	188
143	Assist-navy-close	17	2	0	0	4,509	2,39	8,75	10	61	191	128
75	Luxury cruise liners through the most	64	3	0	0	4,706	486	1,65	157	180	190	63
35	Beachside Strolls	17	5	0	1	4,911	2,91	8,15	25	28	189	117
118	Sonata Assist 2nd Generation	28	2	0	0	5,206	2,79	2,95	130	43	188	92
48	Banff Travel Brochure	21	4	0	0	5,533	1,43	8,17	24	122	187	53
81	Take a dip where you can't tell where	63	3	0	0	5,644	818	6,69	54	161	186	75
154	Exotic infinity pools with unending se	45	2	0	0	5,917	2,84	200	190	37	185	126
142	The Most Beautiful Place on the Moor	36	2	0	0	6,933	2,88	9,07	2	32	184	125
121	Culinary-Tuscany-173498	23	2	0	0	7,945	2,66	194	191	47	183	9
138	Relax in style at poolside luxury resor	41	2	0	0	9,239	2,98	5,37	81	22	182	189
67	Sonata - Winter 2017 Issue	26	3	0	0	9,287	1,16	8,25	23	134	181	23
31	Perfect Day Florence - Travel Guide	35	6	0	0	9,515	435	6,46	57	184	180	144
8	New Family Events	17	7	2	1	9,709	278	4,49	108	191	179	50
113	Sonata - Fall 2018 Issue	24	2	0	0	10,39	655	1,62	159	168	178	135
61	Sonata-Presentation-Template	28	4	0	0	10,89	1,42	374	187	123	177	115
95	Brand Portal Mocks	18	3	0	0	10,93	2,35	2,04	151	65	176	140
83	See the storied Byzantine monastery	35	3	0	0	10,97	3,07	1,11	171	19	175	183
108	chocolate-ad.png	16	2	0	0	11,17	1,56	8,86	6	113	174	61
111	Social Post 1080x1920	21	3	0	0	11,69	2,21	9,08	1	72	173	95
179	Culinary-Greece-254635	22	1	0	0	11,98	2,45	755	181	58	172	41
153	Header Sonata	13	2	0	0	12,16	1,55	905	178	114	171	163
9	Banff: amazing tours for all!	29	4	2	0	12,29	3,20	82	198	8	170	22
161	Culinary-Greece-056987	22	1	0	0	12,35	454	10	200	182	169	35
191	Canyon	6	1	0	0	12,69	496	4,13	113	179	168	10
72	Lounge in 5 star spas and saunas	32	3	0	0	12,77	2,84	4,34	110	35	167	119

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Wrap Up!

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Drive organizational change without friction
Tuesday @ 4:00 PM

Unpacking

That was a LOT!

Strong Foundation

Evaluation and building blocks

Audience Based Outcomes

Enhancing visibility and decision-making

Optimization & Continuous Improvement

Optimizing your solution to maximize impact

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Resources

Sessions, Booths, Reference Sites & More

Additional Resources:

Solution Center Templates

Marketing Maturity Assessment

Come see us after session or @ booth:
Smartsheet for Marketers & Creatives

Other sessions to check out!

- Tackling marketing inefficiencies: Less talk, more action
- Unlock precision data retrieval with INDEX, MATCH, and COLLECT
- Streamline product development processes for faster time to market
- Getting Started with Dashboards
- Formulas: Building blocks for data analysis
- Smartsheet charts unpacked: Elevate your dashboard game
- Creative solutions to your creative team's biggest challenges
- How to get your marketing department to embrace Smartsheet
- Scaling Smartsheet Data Shuttle
- Drive organizational change without friction

Follow up with your account team to arrange a call with one of our marketing SMEs (myself or one of my team)

Next steps...

- Q&A
- Let's Chat
- Visit the booths

Take the survey

We'd love to hear your thoughts on the session.

Open this session in the mobile app, click "Survey," and answer two questions — it's that easy!

Thank you.

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Register for upcoming User Groups

Continue to expand your Smartsheet skills and connections by attending a User Group.

Smartsheet User Groups

- **Discover** how others are using Smartsheet
- **Network** with the Smartsheet team and your peers
- **Virtual** and **in-person** events around the globe

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