Brandfolder
by ✓ smartsheet

Top ways Smartsheet and Brandfolder help brands scale on a budget

We've all been there: Your team's annual budget gets cut in half and your goals … double?! Scaling content production and multichannel campaigns is hard with limited time and resources, especially while maintaining brand quality and consistency. Fortunately, Smartsheet and Brandfolder work together to offer a robust solution that helps marketers and creatives achieve more with less. Here's how.

Increase creative output

Scale content production without increasing creative requests or burning out your team. Automated templates empower non-creatives to customize and create on-brand assets using pre-approved formatting, colors, imagery, text, and more — no design skills required. Increase production when you refine and templatize your most frequent project plans, and find and schedule the best teams for every job.
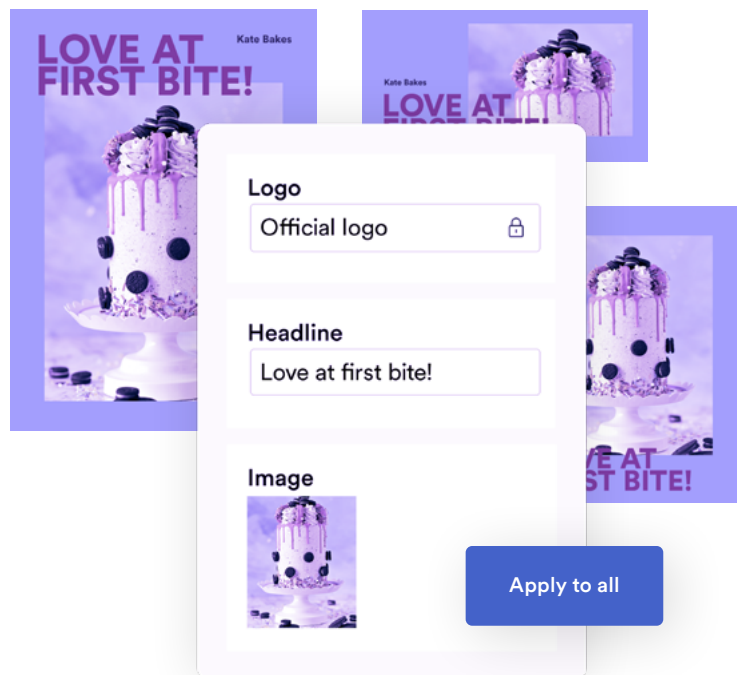
BAKERS DELIGHT INCREASED CONTENT PRODUCTION BY

33%

by empowering franchisees to create local marketing collateral using Content Automation.

MCGRAW HILL IMPROVED TEAM EFFICIENCIES BY

50%

with Automated Workflows.

Offload manual work

How much more high-value work could your team accomplish if you removed tedious tasks from their plates? Say hello to the ability to automatically trigger repetitive actions like assigning tasks, scheduling deadlines, and more. Once projects are completed, you can automatically tag and organize newly created JPGs, presentations, videos, and other asset types based on their content and context. Meanwhile, you can publish, update, and expire these assets across emails, landing pages, and other digital campaign touchpoints in record time using a single link.


"Our partnership with Smartsheet and Brandfolder has completely revolutionized how we store, track, analyze, and manage our digital assets across our campaigns, projects and programs."

—Ed Green, Head of Commercial Technology, McLaren Racing

Streamline team collaboration

More work gets done faster when marketers and creatives are moving in the same direction. Brandfolder and Smartsheet bring both internal and external stakeholders together in one place to ensure visibility and alignment from creative requests through content distribution. Custom forms make it easy to consistently capture request details, while proofing capabilities help drive consensus by centralizing asset feedback. Approved content can then be seamlessly organized, shared, updated, and analyzed across teams.

MCLAREN ACHIEVED

7x

faster asset distribution thanks to Smartsheet and Brandfolder.
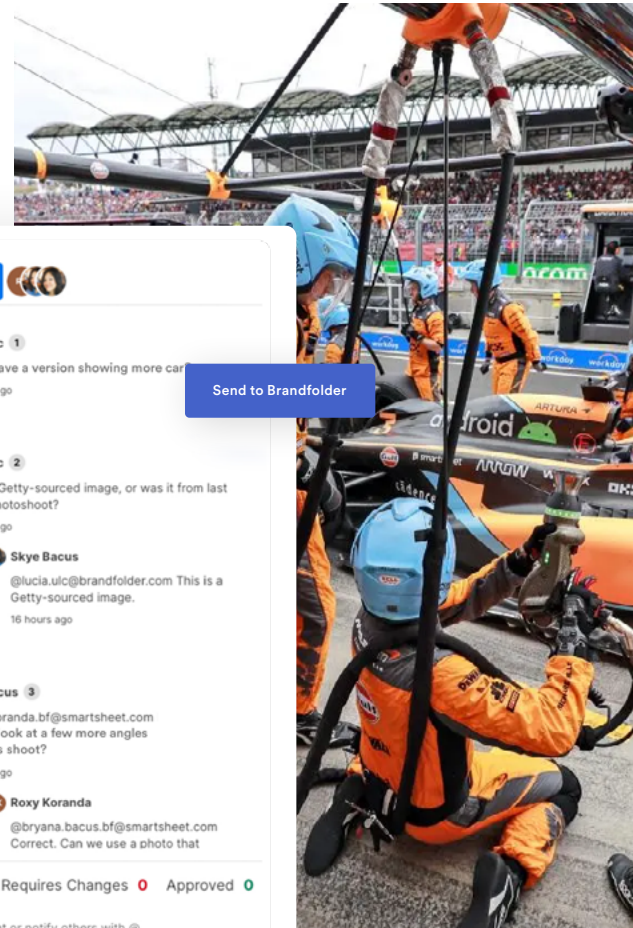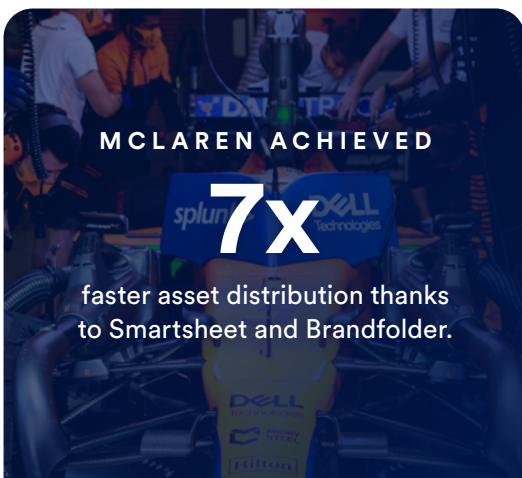
Ensure maximum impact

Today's teams don't have time to waste on projects that don't move the needle. Housing all project details and communications in one location empowers marketers and creatives to monitor progress and anticipate challenges before they arise. Easily reveal which content and campaigns are performing so teams can double down on what's working and forget what's not. Last but not least, integrations with top tools like HubSpot, Salesforce, and Slack ensure teams always have access to the project details and deliverables they need to make an impact.

Uber

UBER CUT CUSTOMER LIFE CYCLE CREATION TIME BY UP TO

45%

so teams can focus on running experiments and designing better campaigns.

Do more with less

These are just a few of the Smartsheet and Brandfolder capabilities that leading marketing and creative teams use to promote growth on a budget. But don't just take our word for it. See how our award-winning work management platform delivered serious ROI, boosts in productivity, and time savings for these brands!

Show me the ROI

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