

Wrike

The Marketing Executive's Guide to Leading Business Transformation



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Marketers as business leaders

Consumer expectations are rising, competition keeps growing, and channels continue multiplying. The only way for companies to stay relevant and overcome these challenges is through genuine business transformation.

Business transformation offers the opportunity for companies to “rethink their business and operating models to deliver breakthrough value,” according to Deloitte’s recent report [“Thinking big with business transformation.”](#)

As the first touchpoint in the customer journey and arguably the most cross-functional department in the organization, marketing has a unique opportunity to lead this charge. In fact, [50% of CEOs now view CMOs as the primary drivers of disruptive growth.](#)

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In a world of unprecedented disruption and market turbulence, transformation today revolves around the need to generate new value—to unlock new opportunities, to drive new growth, to deliver new efficiencies.

— *Deloitte*

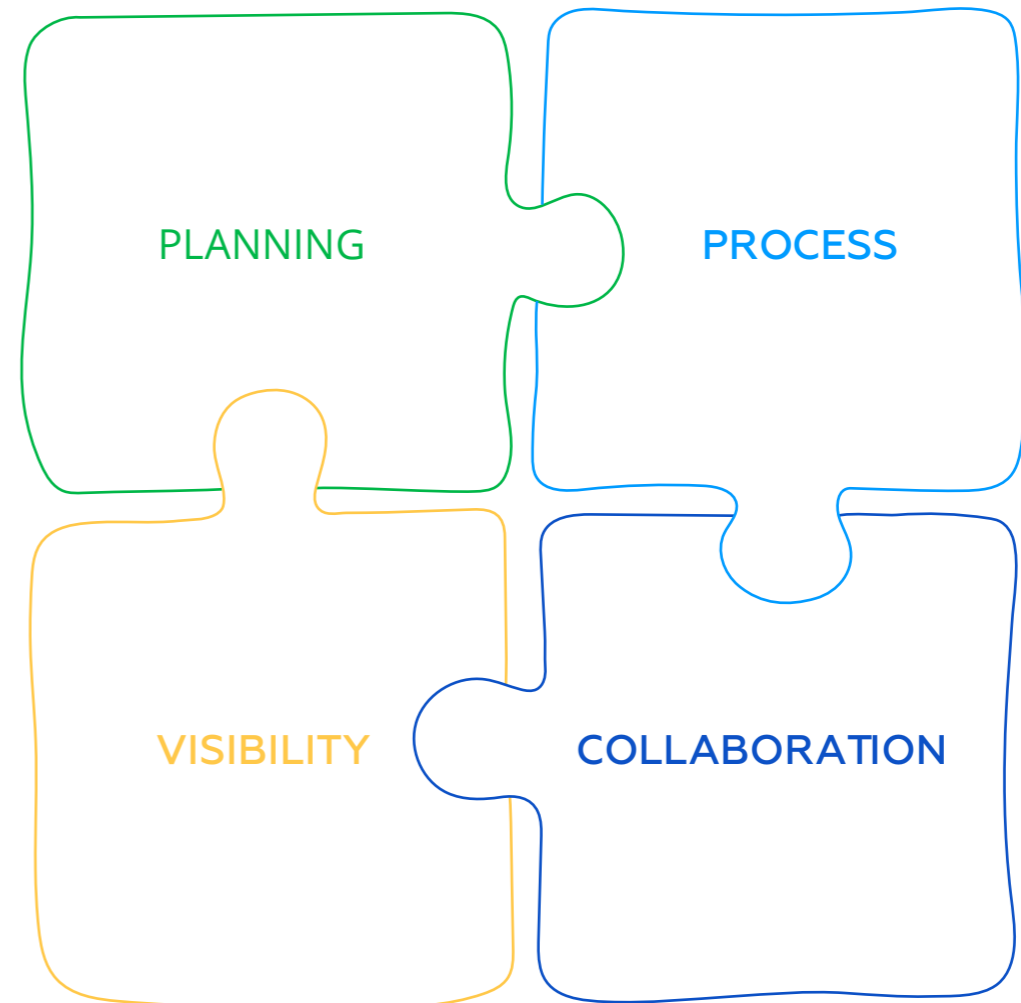
Answering the call for transformation

Jump-starting business transformation requires marketing teams to move faster and execute more flawlessly than ever before. The ability to perform at this level depends largely on the way work is taken in, assigned, managed, delivered, and measured.

Teams operating at the highest degree of excellence can achieve a 75% increase in productivity and 25% increase in profitability, according to the [Harvard Business Review](#).

Our experience with more than 17,000 leading companies has led us to define [four key disciplines](#) that teams must focus on to achieve this level of Operational Excellence: Planning, Process, Collaboration, and Visibility.

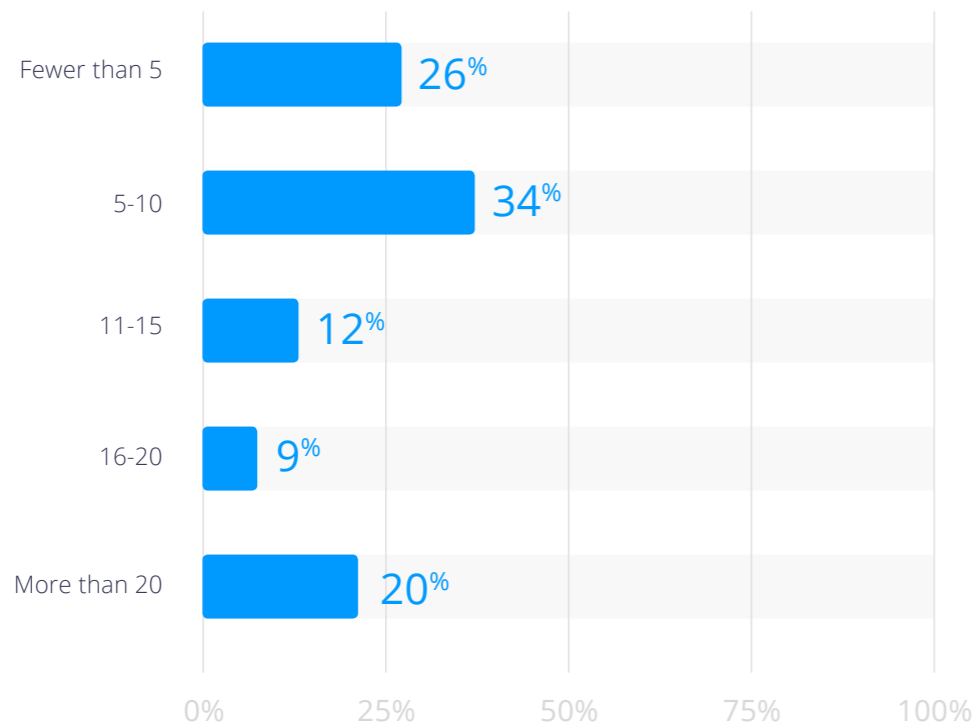
This guide digs into these key pillars and showcases survey results from modern marketers who are leveraging collaborative work management to lead their organizations through business transformation.



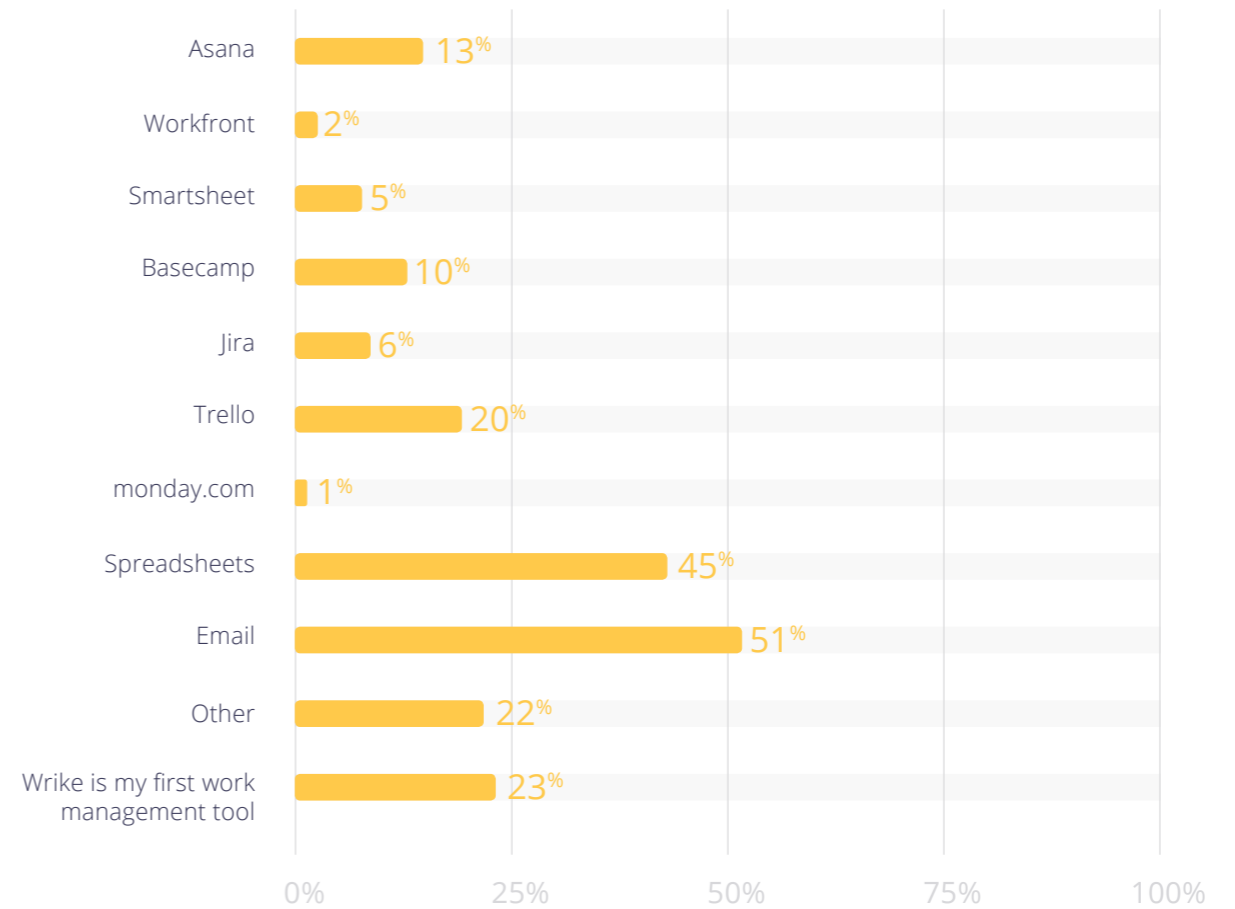
Survey methodology & demographics

Survey results were collected via SurveyMonkey from 328 participants. Respondents are marketers from around the globe who have been using Wrike for a minimum of three months. Note that totals may not add up to 100% due to rounding.

Q: How many people are on your marketing team?



Q: Did Wrike replace any of the following work management solutions? (select all that apply)



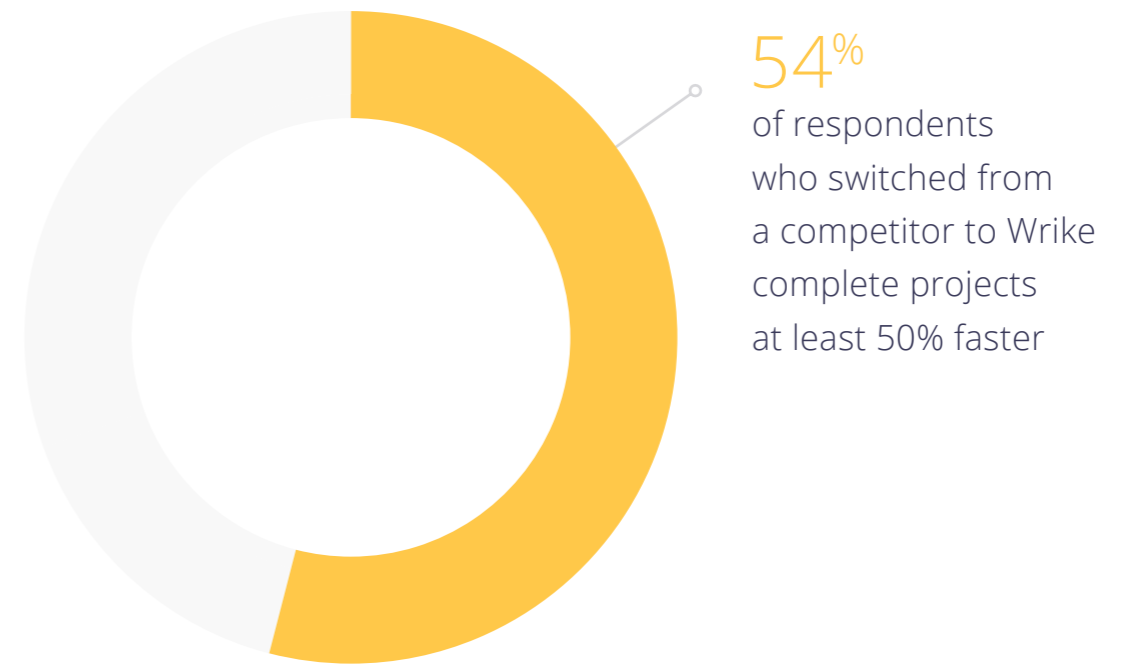
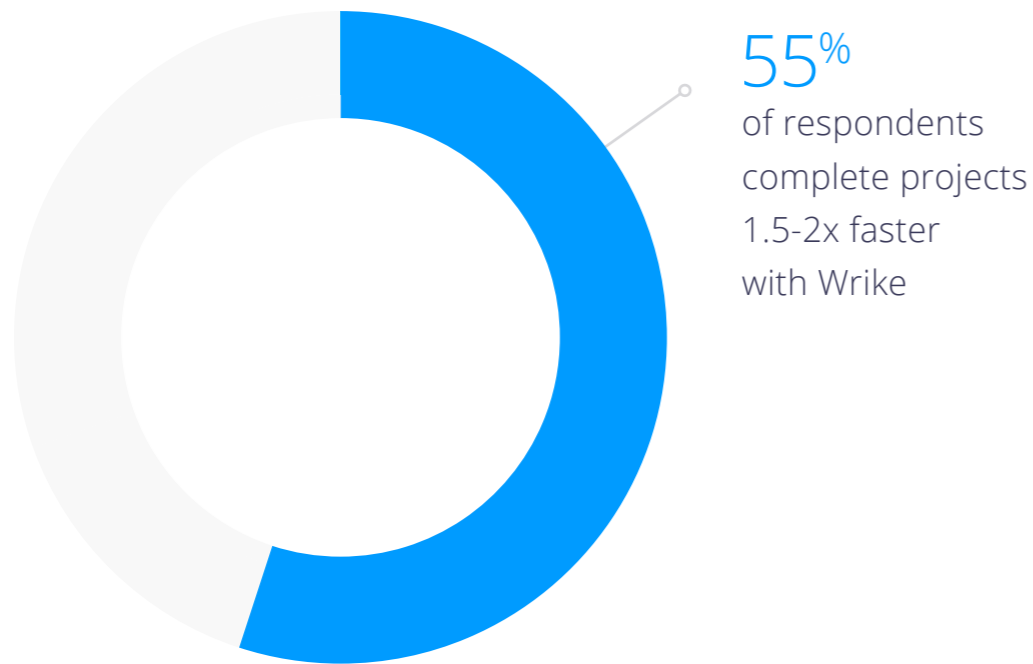
Planning

Consistently meeting deadlines and knocking projects out of the park is impossible when every assignment is a fire drill. Chaos causes burnout and prevents your team from delivering their best work.

Unfortunately, ad-hoc requests and last-minute scrambles are not uncommon: 46% of HR leaders say employee burnout

is responsible for up to 50% of their annual workforce turnover, as reported in a [study by Kronos Incorporated and Future Workplace](#).

Predictability is the bedrock of high-functioning teams. Having insight into upcoming projects and access to all the information you need upfront allows marketing teams to complete more projects faster. It also makes it easier to effectively deliver on project goals.



Planning continued

Collaborative work management platforms enable teams to achieve this level of foresight by providing:

- Dynamic request forms
- Workload management views
- In-context collaboration
- Clear scheduling and assignment
- Real-time timelines and calendars
- Dependency management

These, and other key planning features, help the majority of Wrike users complete projects 1.5-2x faster. Time saved chasing after last-minute project details—plus a better understanding of what’s coming down the pike—allows for more strategic work prioritization.

55% of survey respondents list “more strategic prioritization” as one of the biggest Wrike benefits. This also helps alleviate employee stress and anxiety, with 63% of marketers noting an improvement in marketing team stress levels since implementing Wrike.

63%

of marketers have noticed an improvement in their teams’ stress levels since deploying Wrike

45%

of respondents list “less scrambling to meet deadlines” as one of the biggest Wrike benefits

Process

Manually managing hundreds of projects from dozens of requesters gets very messy, very quickly—especially when project details live across email, spreadsheets, instant messages, and more.

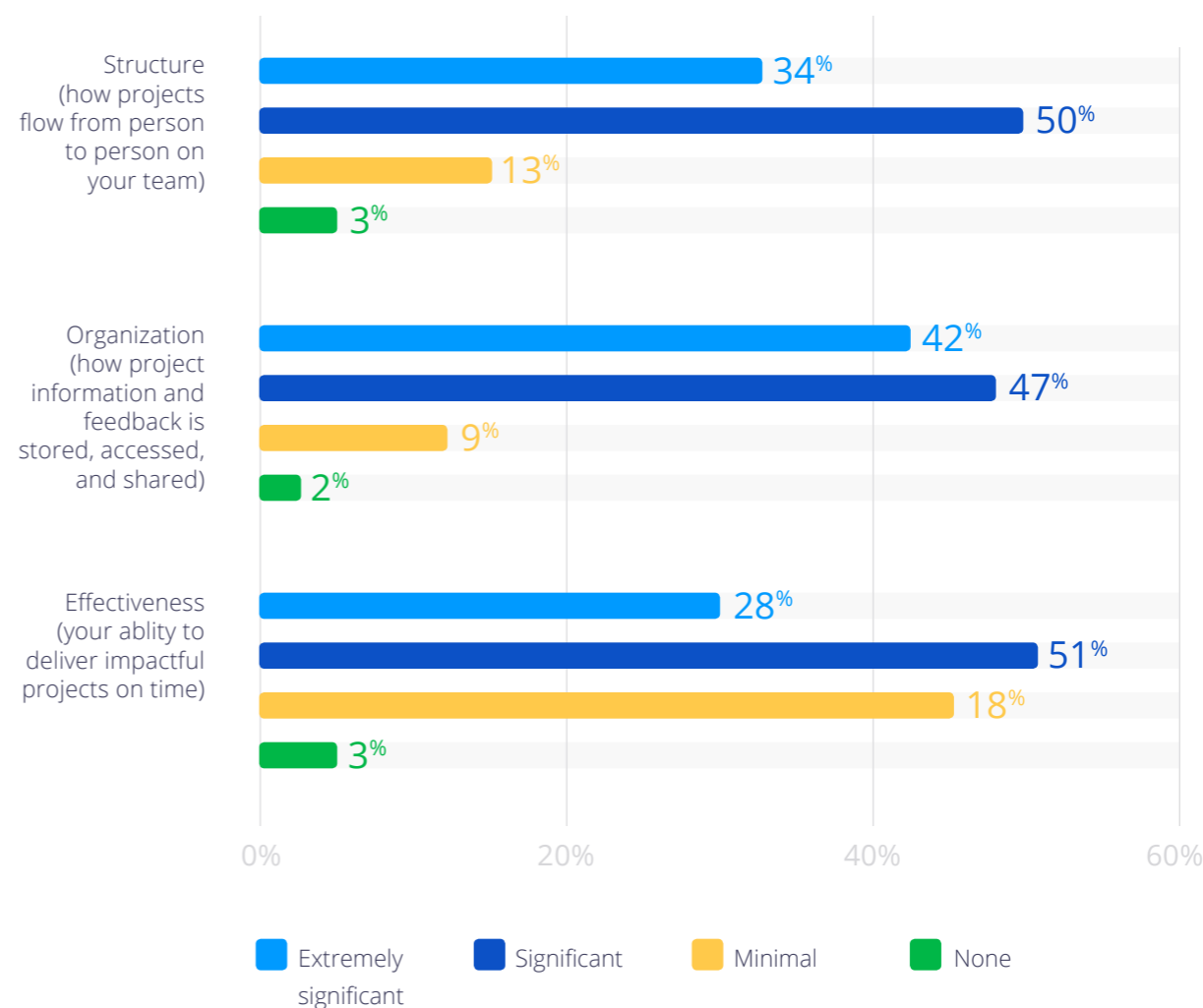
Without defined, end-to-end processes in place, important information goes missing, handoffs are a disaster, and deadlines come and go. Employees spend eight hours—one full workday each week—searching for information or re-working inefficient processes, according to [a recent Workplace Knowledge & Productivity survey](#) of 1,000 Americans.

53%

of respondents who switched from a competitive solution to Wrike saw an “extremely significant” improvement in process structure

The first step to developing clear work processes is having a single source of truth for all project-related information. Details need to be stored in context and easily accessible to the entire team.

Q: What level of positive impact has Wrike made on the following aspects of your marketing process?



Process continued

Good processes define intake guidelines, order of operations, assignees, task durations, dependencies, clear workflow statuses, and more. Templating processes using a work management system makes it easy to consistently follow and refine them over time.

Structured, repeatable processes continuously deliver proven results. About 75% of marketers have seen a “significant improvement” in the quality and consistency in their work since switching to Wrike.

Defined workflows also make it possible to utilize technology advancements like automation. Automating work assignment, status notifications, and other administrative tasks frees your marketing team to be more strategic and creative.



50%

of respondents list “less admin work and more time to be creative/strategic” as one of the biggest Wrike benefits



75%

of respondents have seen a “significant improvement” in the quality and consistency of their team’s work

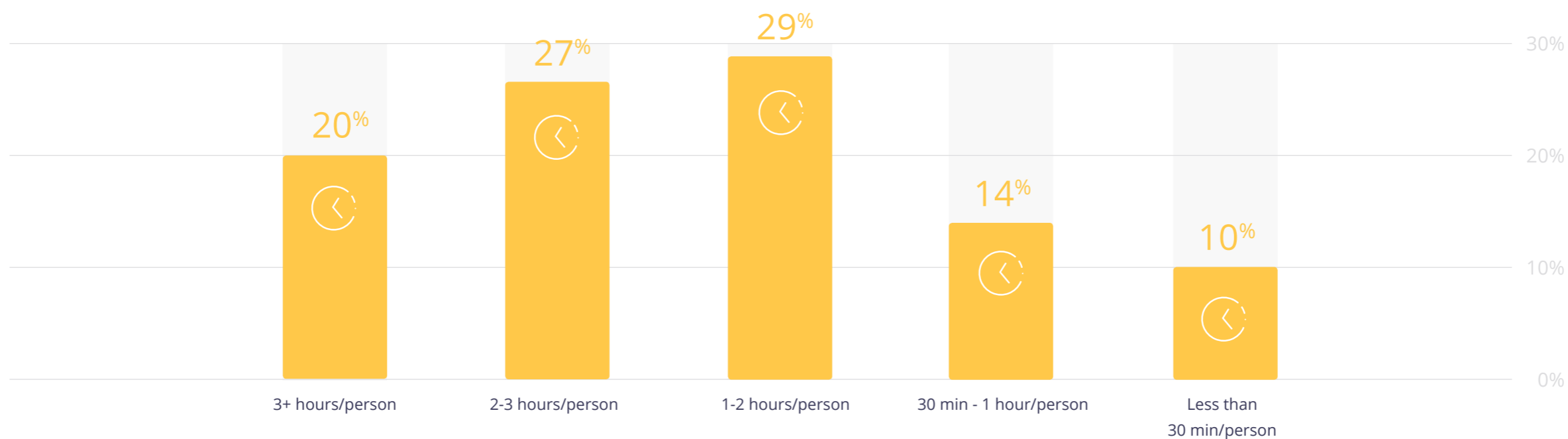
Collaboration

Collaboration breeds new ideas and inspires a fresh perspective. But collaboration becomes a burden when communication gets lost in email threads, meetings consume your day, and conflicting feedback is dispersed across spreadsheets and notebooks.

Some 36% of managers spend up to 15 hours a week in meetings, and 62% spend up to four hours a day in email, according to [The Stress Epidemic: Employees Are Looking for a Way Out](#).

Keeping all project details in a single, shareable place improves collaboration. Enabling everyone to look back and see a chronological, contextual information feed eliminates unruly email chains, spreadsheets, and meetings. About 31% of survey respondents save 2 hours or more per person, per week by minimizing emails and meetings with Wrike's collaboration tools.

Q: Approximately how much time each week does Wrike save your team by consolidating project requests and details across emails, spreadsheets, etc.?



Collaboration continued

Collaborative work management features like real-time @mentions and visual file markup are key to minimizing feedback loops and quickly resolving differing opinions. Reviews and approvals are faster and easier when all files and feedback live in one place, and assignee roles are clearly defined.

Some 66% of survey respondents cite “more streamlined collaboration both internally and externally” as one of Wrike’s biggest benefits—the number one response.

66%

of respondents list “more streamlined collaboration both internally and externally” as the biggest Wrike benefit

43%

of respondents report Wrike cut review and approval process times in half

Visibility

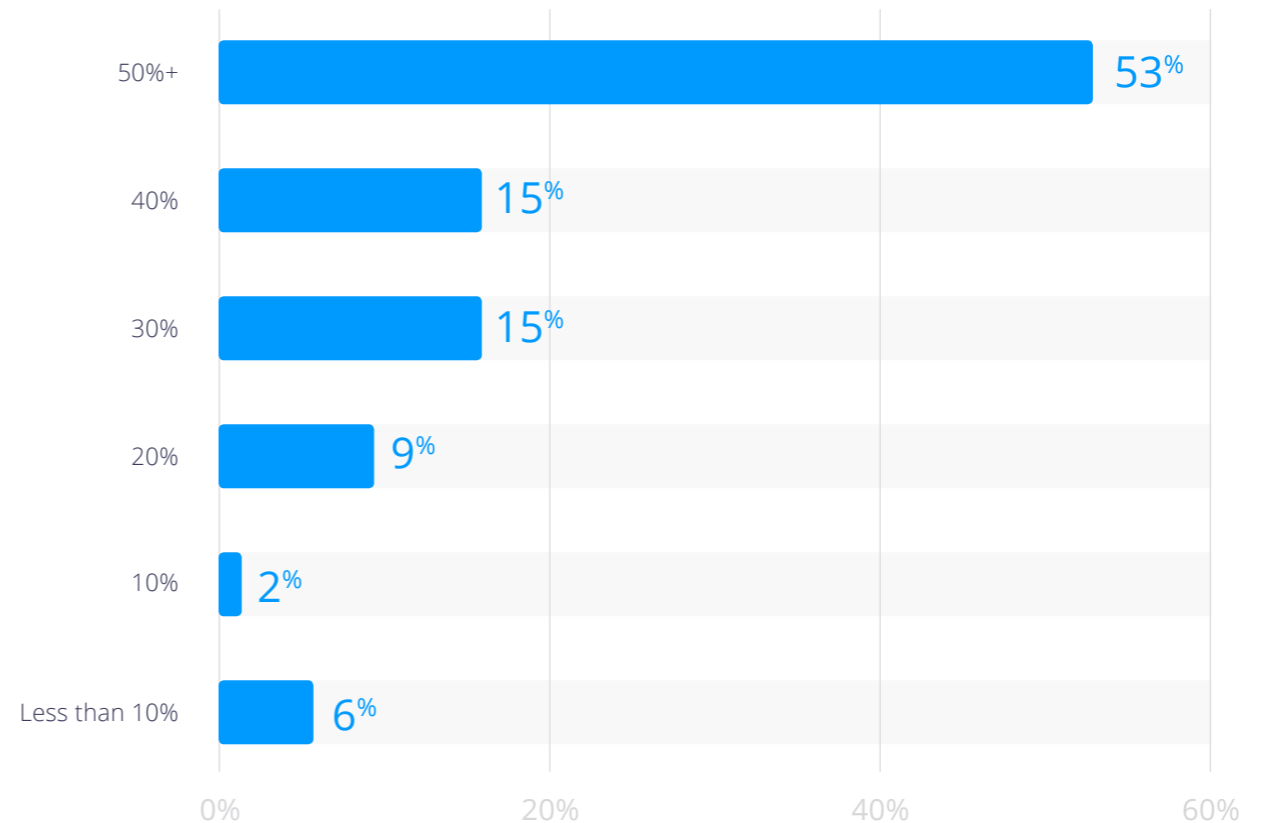
If you want to ferret out issues and resolve them quickly, you must have visibility into your work. This allows your marketing team to continually optimize processes and anticipate problems before they happen.

However, it's impossible to see where things lie when projects, deadlines, feedback, and files are scattered across platforms.

"You can't fix what you can't see, and you can't manage what you're unaware of," says [David Hassell](#), 15Five CEO and author of "The High Growth CEO Handbook."

This problem may be more pressing than you think: 25% of workers list "bottlenecks" as the number one work stressor, according to our [2018 Stress and Productivity Survey Report](#).

Q: How much has overall visibility into work progress improved with Wrike?



Visibility continued

Many products that claim to help increase visibility don't deliver—54% of marketers who used other project or work management solutions claim a 50%+ improvement in work visibility after switching to Wrike.

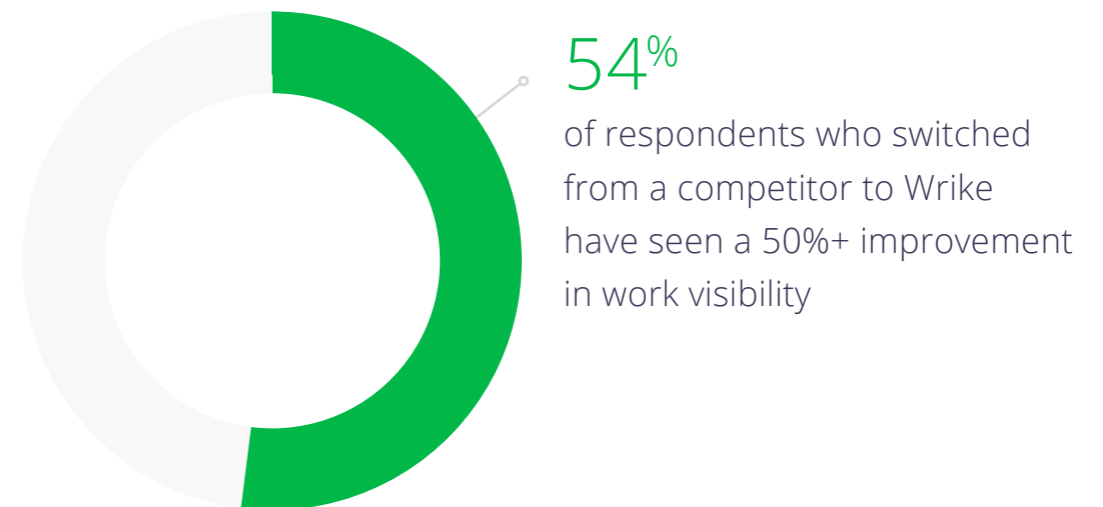
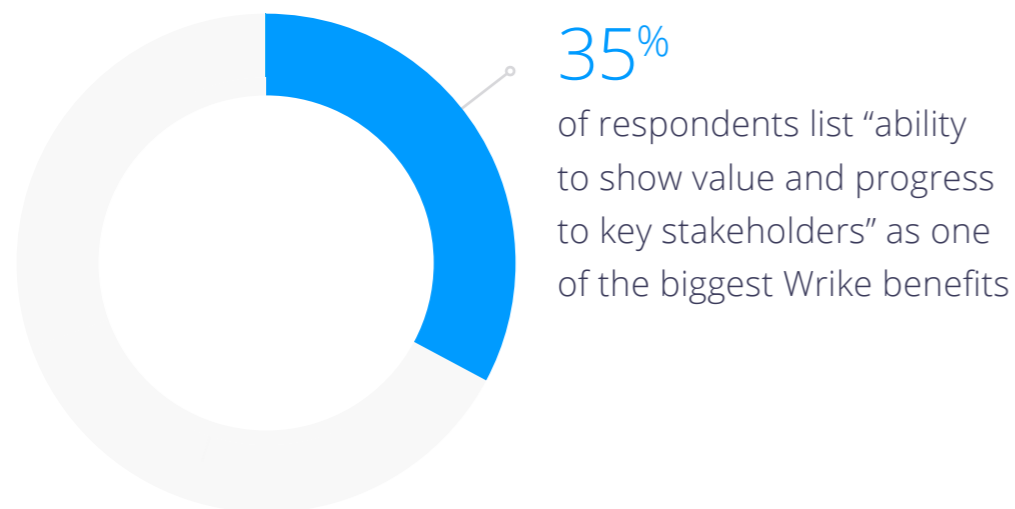
Work dashboards, reports, and metadata enable managers to answer important questions like:

- How many projects is your team working on at any given time?
- Which departments make the most requests?
- How much time is being spent on particular projects?
- Are projects being completed on time?
- Are projects getting stuck in a certain process step?
- Do some team members work faster than others?

This level of actionable insight allows you to keep close tabs on work progress, highlight successes to key stakeholders, forecast resources and timelines, and pinpoint and eliminate roadblocks.

35%

of respondents list "ability to identify and overcome work roadblocks" as one of the biggest Wrike benefits

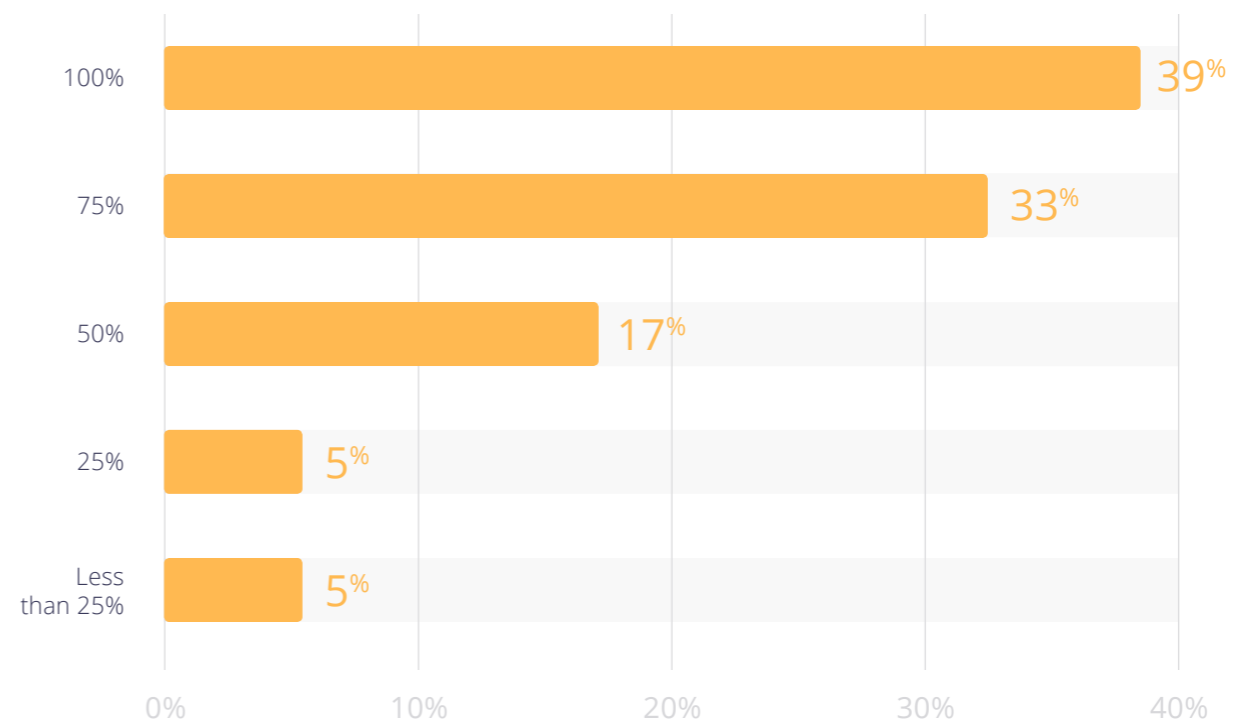


Choosing the right work management platform to fuel transformation

Business transformation requires companies to explore different tools and technologies that support new growth and efficiencies. Nailing these four key disciplines and achieving Operational Excellence depends largely on choosing the right collaborative work management platform for your marketing team.

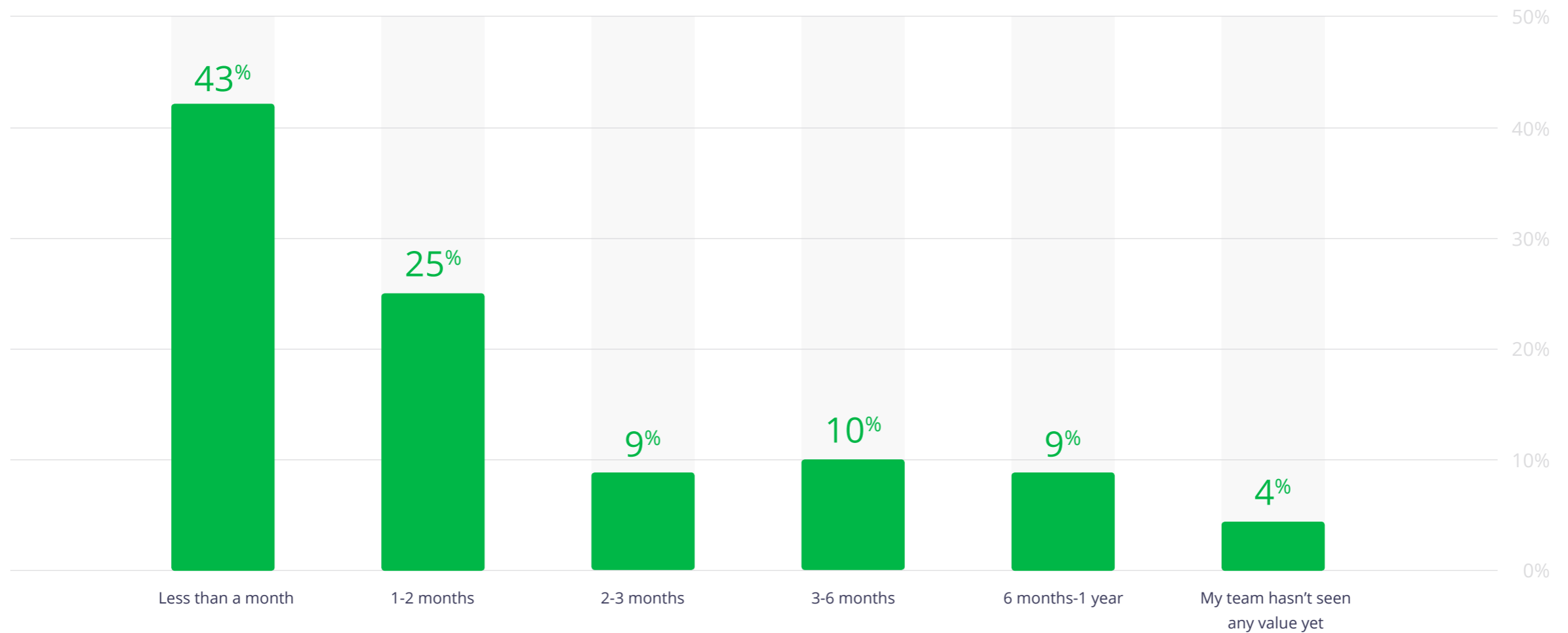
The best work management solutions are highly flexible and easy-to-use. From folder structures to workflow statuses to work views, your platform should adapt to your team's unique processes, work styles, and goals. This leads to consistent, large-scale usage.

Q: What percentage of your team actively and consistently uses Wrike?



The sooner your team adopts the tool, the sooner you'll experience the benefits. Most respondents have achieved 100% user adoption and seen value in less than one month with Wrike.

Q: How soon after deployment did your team start gaining value from Wrike? (I.e. enhanced productivity, better collaboration, etc.)



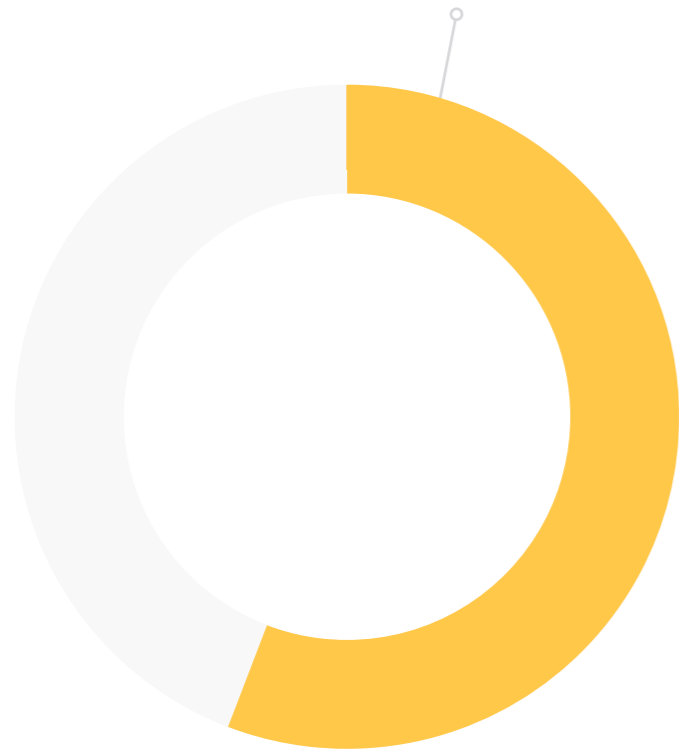
Growth through business transformation

How do you know if you've chosen the right work management platform for your team? The right work management solution powers Operational Excellence. Operational Excellence is a key driver of business transformation.

Growth—across company size, work output, customer base, revenue—is the mark of true business transformation. Only growth enables companies to meet rising customer expectations, defeat the competition, and conquer every marketing channel.

57%

of marketers using Wrike for 3 months or more have already grown in size since implementing Wrike



27%

of respondents have bandwidth to take on 6+ more projects per month with Wrike

53%

of respondents who replaced a competitive solution with Wrike now have bandwidth to take on a minimum of 3 more projects per month

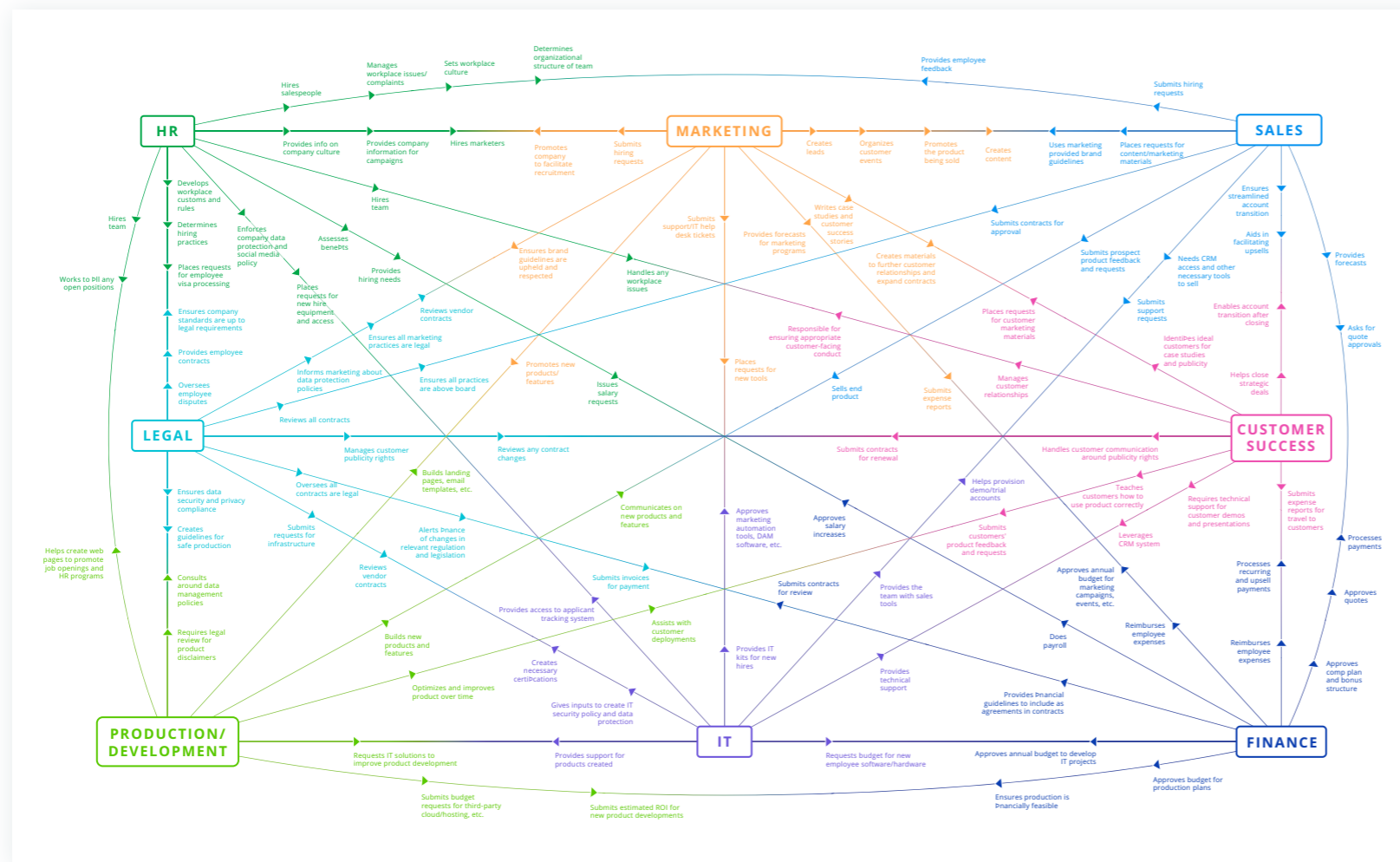
Leading the Charge

Different departments don't operate in isolation (or at least they shouldn't!). Great companies know they're only as strong as their weakest link. One team's call for more flawless execution is sure to influence others.

If marketers take the first steps to improve planning, process, collaboration, and visibility, others will follow suit. Putting the right

team members, tools, and tactics into place will make Operational Excellence a company-wide priority.

Marketing executives, are you ready to lead the charge toward business transformation?



Every team is connected—get a closer look at cross-collaboration [here!](#)

See why transformative marketing teams
from companies like Airbnb, Esurance,
and Hootsuite choose Wrike.

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