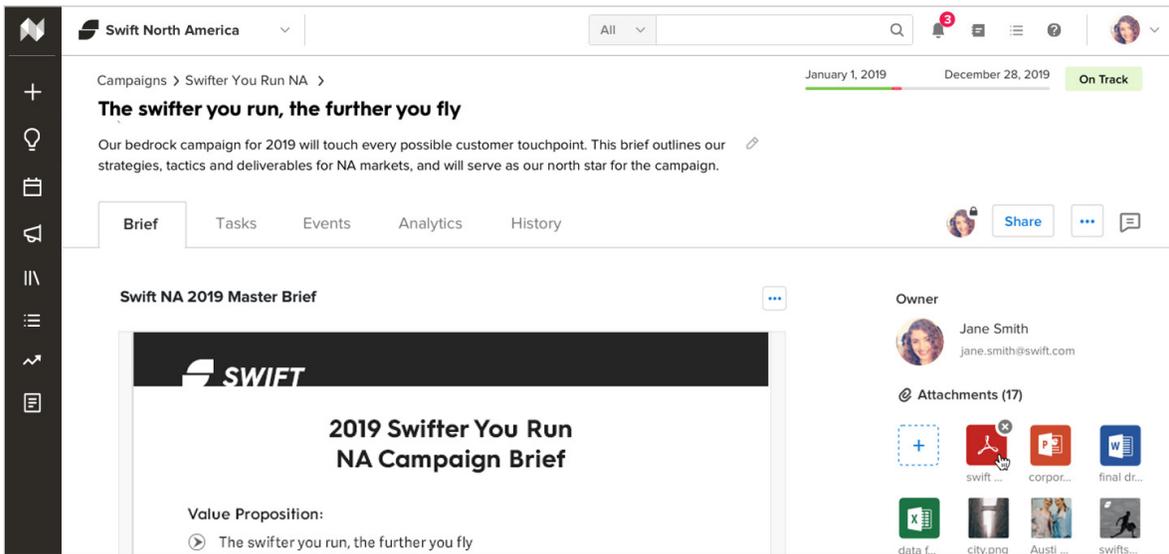


Integrated Campaigns

At the heart of every marketing effort is the drive to build brand equity and generate revenue.

But without a centralized solution, marketing campaigns can suffer from inconsistent messaging, missed deadlines, and duplicate work — all of which ultimately result in suboptimal performance.

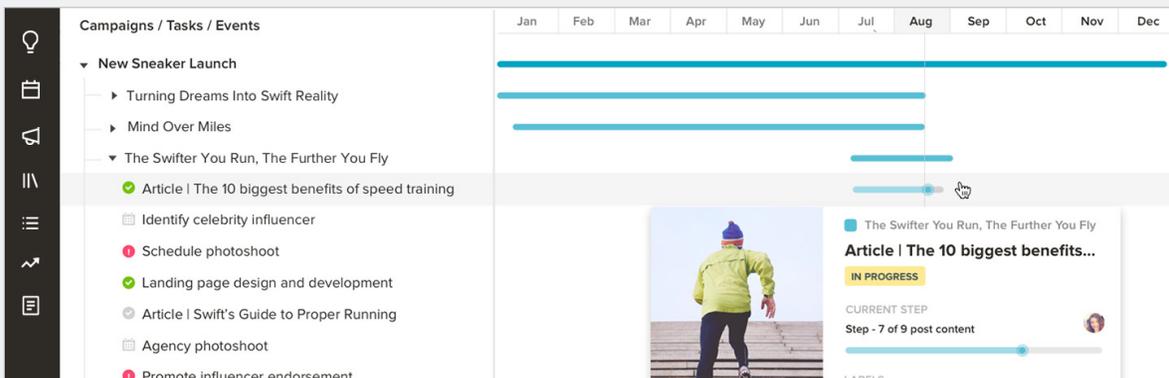
To achieve desired business outcomes, organizations must deliver a truly unified content experience and transform multi-channel initiatives into omni-channel campaigns. That means changing the way marketing works — by aligning teams, providing visibility, and facilitating collaboration across every function to plan, create, and measure the wide variety of content that is critical to campaign success.



Our Solution

Within NewsCred’s leading Content Marketing Platform, the Campaigns module is an end-to-end feature that enables global marketing teams to strategically plan, create, distribute, and report on the content that supports their integrated, omni-channel campaigns.

By empowering every function to come together within a single workspace, marketing organizations operate as one, maintaining visibility into the progress and effectiveness of every campaign — globally — improving operational efficiency, and maximizing the impact of their work to generate marketing-attributed revenue.



Features



Centralized Campaign Workspace

Establish a single-source-of-truth for every campaign — complete with background information, participants, supporting assets, to-do lists, and activity updates — and collaboratively develop your campaign strategy, ensuring every team member is aligned on the priorities and empowered to meet deadlines.



Global Timeline Calendaring

Facilitate deeper strategic planning using a single, unified calendar across all planned or in-progress campaigns. Leveraging a modern interface that updates in real-time, teams can visualize the holistic marketing strategy — across all global campaigns — with visibility into the status of all dependencies and supporting tasks.



Health, Progress & Performance Tracking

Monitor progress and measure campaign success using real-time team productivity and performance updates. With campaign-specific analytics, teams can track how much content is produced versus planned and identify opportunities to improve operational efficiencies, while attributing campaigns and content directly to revenue.



Strategic Campaign Configuration

Establish a global hierarchy by strategically architecting parent and sub-campaigns — ensuring all deliverables, progress, and analytics roll-up to the top for holistic, executive-level visibility. And, with the ability to share campaigns and assign flexible permissions to individuals or groups, teams can streamline collaboration and govern execution.

Benefits



Streamline Marketing Planning

Improve strategic planning by maintaining a comprehensive view of each marketing campaign and content initiative. With visibility into all activity on a single dashboard, marketing teams can manage campaigns, coordinate tasks, and facilitate content scheduling across various channels. Ultimately, the CMP helps unify marketing planning by bringing all campaigns, events, and supporting content together.



Accelerate Marketing Initiatives

Streamline all collaboration and feedback within a shared workspace, and enhance the efficiency and productivity of your marketing organization. Create campaign briefs to ensure everyone knows what to do and when to do it, and move seamlessly from planning into execution and workflows. Improve team productivity throughout all stages of the process to ensure deadlines are met — reducing time-to-market and driving higher-performing campaigns.



Ensure Global/Local Alignment

Align marketing efforts and integrate planning across global and local teams. By distributing approved templates, guidelines, and content, your organization can maintain brand control and facilitate consistency across every campaign. For international brands with multi-market presence, flexible permissioning enables global teams to maintain complete visibility while equipping local teams with critical resources to execute.



Enable Cross-Marketing Collaboration

Optimize how marketing teams work together by breaking down silos and inviting contributors from different teams, agencies, partners, or markets to work together in a unified space. By centralizing all campaign activity, marketing leadership can easily monitor progress and keep track of tasks and contingencies to ensure teams are not duplicating efforts, simultaneously increasing alignment and maximizing campaign impact.