



Keep your Marketing Projects on Track

Coordinate multiple complex marketing projects, deliver them on time, to budget and with the results you want.

Managing marketing campaigns is becoming more complex as ever more channels to customers become available. Keeping track of different campaigns, each using a wealth of content and marketing collateral, on different channels, is a huge task. Only with a fully coordinated solution can marketers bring everything together for campaign success.

Managing Marketing Campaign Complexity

Running successful and efficient marketing campaigns is an exercise in project management. Tracking schedules, collateral production and the tasks of colleagues across several simultaneous projects is a major undertaking. Add in the numerous ways of reaching customers, from print to web and social media, and in various languages, and the complexity multiplies.

Organizations often rely on spreadsheets, which are typically ineffective and lead to errors and missed deadlines. Even organizations with a Marketing Resource Management solution will find themselves using multiple systems to manage campaigns, projects, digital assets and related information.

One Solution, Many Projects

The Marketing Project Planning Module for censhare unifies and orchestrates all the information needed to manage marketing activities, from brief to creative to production.

The solution allows easy communication between internal teams and with external partners, for collaborative working. Bringing teams together eliminates bottlenecks and speeds up projects, ensuring more projects come in on time and within budget.

With simpler, closer control over the creation and running of campaigns, team skills can be used more effectively, for example simpler progress tracking than using many different tools.

Campaign quality increases, marketing costs are reduced and the risk of poor campaign results caused by human error is reduced substantially. Consequently, more campaigns can be more accurately targeted and give a much better customer experience.

This module enables you to:

- Track processes, workflows, approvals, markers and annotations
- Apply quality gates and completeness checks
- Plan authors, subjects and channels
- See which content is required in which channel and when
- Easily build a media plan with KPIs and evaluate results

Features and functions

Functions to plan, manage and visualize marketing projects and campaigns across the organization and with suppliers with a full overview of all projects.

- Create, edit and visualize projects, task lists and tasks by start and end date
- Transparent project overview
- Detailed project planning and management down to task and resources levels
- Management and organization of deadlines and dependencies
- Visual reporting including Gantt charts

Universal Content Management for Joined Up Marketing

censhare Universal Content Management is a single platform that simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels. This seamless system uses semantic database technology to handle a vast volume and diversity of content. It responds instantly, and search results can be filtered intuitively to quickly find the desired asset or information.

All content is managed and processed by the platform's core products: Digital Asset Management (DAM), Product Information Management (PIM) and Content Management.

Optional modules, such as Marketing Project Planning, offer ultimate flexibility, allowing you to take advantage of the features you need for the task in hand, whether managing complex print production or coping with multiple variants of content.

Success Story

A Recipe for Faster Marketing Campaigns

A major German restaurant chain relies on several agencies to support the brand and help to produce marketing material. Projects require close collaboration, tight project management and precise task tracking.

The organization's manual methods to plan, coordinate and schedule the production of marketing assets, using email to communicate with suppliers, was proving inefficient. The company needed a solution that could store all information in a single centralized system.

The company adopted the censhare platform to manage all its marketing projects and resources. Connected to existing systems, the solution has about 200 users in the German headquarters and associated agencies. This has led to faster decision-making, better collaboration internally and with agencies, simplified processes and documentation, standardized workflows, as well as accountability and compliance.

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