censhare

Marketing Project Planning Module

Mastermind all your marketing projects

Use the power of clarity to coordinate even the most complex marketing projects and deliver on time and to budget.

As more and more channels become available, managing your marketing has become increasingly difficult. Keeping track of different campaigns, each using a heap of content and marketing collateral on a variety of channels, is a huge task.

Only with a fully coordinated solution can marketers bring everything together to create flawless customer experiences.

Gantt charts for each project show the exact duration, dependencies, and status of each task within a project. Updating a single task will re-align and update all other tasks and calculate a new completion date for the project.
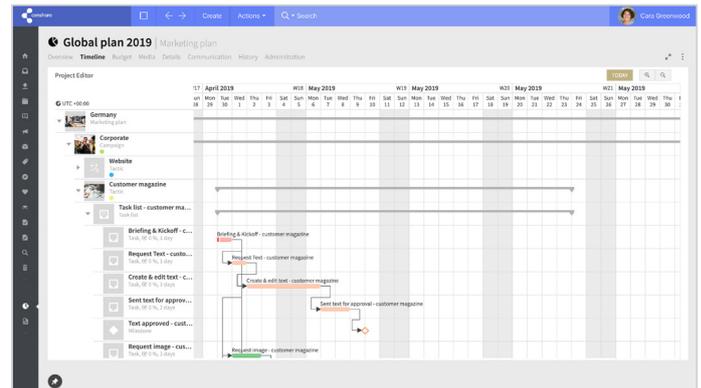
Take control with a single solution

From brief to creative to production, this module brings together all the information you need to run multiple campaigns. It keeps you charge of the complexity, slashing time, costs, and errors. All in one easy-to-manage system.

Sweep away the complexity

The Marketing Project Planning Module lets you unify and orchestrate all the information needed to manage marketing activities, from brief to creative to production.

With easier communication between internal teams and external partners, collaborative working is enhanced. This eliminates bottlenecks and speeds up projects, ensuring more 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. Campaign quality increases, marketing costs are reduced and the risk of poor results caused by human error is reduced substantially.

Joined up marketing

The censhare Omnichannel Content Platform simplifies the management of digital assets, content, and product information, for marketing campaigns across all channels.

Semantic database technology handles 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: Product Information Management (PIM), Digital Asset Management (DAM) 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.

Stay on track, simplify and improve

This module enables you to:

- Track processes, workflows, approvals, markers, annotations and progress

- 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 and tasks.

- 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

Success Story
Delivering faster marketing campaigns

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

The company's manual methods were proving inefficient so they needed a solution that could store all information in one, easily accessible place.

The chain started using the censhare platform as a centralized source for managing all their marketing projects and assets. Connected to existing systems, this meant coordinating around 200 users in their headquarters and across associated agencies.

The result is faster decision-making, better collaboration internally and with agencies. Processes and documentation are simplified as are workflows, accountability and compliance.