

# Reinventing work in marketing

How marketing teams are using Slack to stay  
productive and go to market faster



# Table of contents

<b>Marketing in a digital era</b>	<b>3</b>
<b>Employee engagement needs a digital-first makeover</b>	<b>6</b>
<b>Alignment matters now more than ever</b>	<b>15</b>
<b>The ecosystem economy demands a new partner playbook</b>	<b>20</b>
<b>Customer-led disruption forces the CX convergence</b>	<b>23</b>
<b>The winners are accelerating work through automation</b>	<b>28</b>

# Marketing in a digital era



25

## Marketing in a digital era

The societal upheavals that began in 2020 will have a long-term effect on the way we work. Changing the way we previously collaborated created an opportunity for every organization to find a better way of working—one that marries efficient and hybrid-friendly ways of communicating, managing teams and overseeing operations developed during the work-from-home period with tried-and-true processes that perform best for respective teams.

For marketing leaders, this sea change means having to rapidly respond to evolving customer needs and behaviors online. It also means figuring out new ways to cultivate relationships with cross-functional partners and external vendors in an ever-pervasive hybrid environment.

In this new normal that caters to people working outside of the office and in multiple time zones, many marketers have found success by bringing everything together in a **digital HQ**. Having a single platform that brings together teams, tools and processes gives everyone the flexibility to choose where, when and how they work best. That means better collaboration and innovation so marketers can go to market, grow brands and convert activities into revenue more efficiently.

## Five themes dominate the work-from-anywhere world

We've talked to business leaders across industries and countries about what comes next. Five big themes emerged from our discussions (explored in our e-book "**Reinventing Work**")—and they apply to just about every organization:

- Employee engagement needs a digital-first makeover
- Alignment matters now more than ever
- The ecosystem economy demands a new partner playbook
- Customer-led disruption forces the CX convergence
- The winners are accelerating work through automation

## Marketing in a digital era

In this guide, we'll explore what these themes mean for marketing leaders and show how organizations at some of the world's most successful companies are adopting Slack as their digital HQ.

“

Slack has added rocket fuel to our capabilities, speeding up decision-making so that we could respond to market needs faster.

**Amit Shah**, President, 1-800-Flowers.com



1.

**Employee  
engagement  
needs a  
digital-first  
makeover**



9

## Employee engagement needs a digital-first makeover

Successful marketers regularly assess their customers' changing needs and measure the impact of their campaigns and initiatives. Fortunately, there are more tools than ever before for marketers to keep track of important data. And with so many modern solutions at marketers' fingertips, many of the old ways of working no longer cut it.

Consider how marketing teams used to work and, in some cases, still operate. A campaign might begin with a kickoff meeting scheduled well in advance to maximize everyone's availability. Someone might share notes with the group via email, looping in anyone who couldn't attend. This might trigger a long chain of replies, dragging on the conversation for days. If a new member joined the team, or a vendor needed to be engaged, the conversation could splinter, and someone would have to pull together a summary to get everyone on the same page. And if anyone wanted to access customer insights or track campaign performance data, they'd need to seek support from an engineer, who was likely focused on other work.

Sound familiar? Instead of relying on email and other inefficient solutions, today's marketers are able to streamline collaborative processes and decision-making by uniting their tools and processes in a digital HQ. With a central place for everyone to discuss strategy, access information and take action, marketing leaders can empower their teams to thrive in the new digital-first reality.

“

We have people around the world, and if we're launching at 10 o'clock U.S. time, it's 8 or 9 in Europe. Having Slack available is a way for them to go through the QA process without having to go through all the back and forth. It allows us to respond really quickly given time zones.

**Emily Dybwad**, Digital Marketing Manager, Benefit

## Cross-functional working is the way of the future

In the course of their work, marketers regularly interact with a variety of stakeholders. The list ranges from internal partners in sales and PR teams to

## Employee engagement needs a digital-first makeover

external collaborators such as freelancers, analysts and creative agencies. Keeping these relationships positive and productive is key, but the transition to remote and asynchronous work has made this more challenging.


Marketers need a streamlined and secure way to collaborate with anyone, including people outside their company. **Slack Connect** makes this possible. With Slack Connect, marketers work with third parties using their existing workflows, taking advantage of powerful Slack features such as **huddles**, **clips** and **automations** to shorten feedback loops and get work done by going through fewer steps. Slack Connect lets marketers cultivate relationships and collaborate with anyone, anywhere—no extra travel or time required. That means building partnerships and reaching markets that were previously out of reach.


The screenshot shows a Slack interface. On the left is a dark purple sidebar with 'Acme Inc.' and a dropdown arrow, followed by 'Lisa Zhang' with a green online indicator. Below is a 'Channels' section with a dropdown arrow and a blue bar for '# mktg-spring-cam...'. The main area is a white channel titled '#mktg-spring-campaign' with the description 'Planning and execution for the spring campaign'. The conversation includes: 1. A message from Lisa Zhang at 11:20 AM asking @Harry Boone to tweak targeted regions to AMER and APAC. 2. A reply from Harry Boone at 11:21 AM saying 'Yes!' and adding it to V3 of the creative brief, asking @Zoe Maxwell to review. This message has 1 thumbs up and a smiley reaction. 3. A notification from Adobe Creative Cloud at 2:15 PM stating 'Harry Boone commented on Acme Creative Brief'. Below this is a quote: 'V3 of the creative brief is ready for review. Please approve or flag for feedback!' followed by a blurred image placeholder. This notification has 3 eyes, 2 checkmarks, and a smiley reaction. 4. Two replies from other users, with the text '2 replies' shown. At the bottom, a green indicator shows 'Beta Creative is in this channel'.

Acme Inc. ▾  
● Lisa Zhang


▾ Channels  
# mktg-spring-cam...

#mktg-spring-campaign  
Planning and execution for the spring campaign

 **Lisa Zhang** 11:20 AM  
@Harry Boone Can we tweak the targeted regions to be AMER and APAC?



 **Harry Boone** 11:21 AM  
Yes! I'll add it to V3 of the creative brief.  
@Zoe Maxwell can you review?

👍 1 😊

 **Adobe Creative Cloud** APP 2:15 PM  
Harry Boone commented on **Acme Creative Brief**

V3 of the creative brief is ready for review.  
Please approve or flag for feedback!

👁 3 ✅ 2 😊

  2 replies

🟢 Beta Creative is in this channel



## The emergence of the digital HQ for marketing

There is a direct relationship between employee satisfaction and successful teams. When you have all of the components that make up an enjoyable and productive work environment, employees do better, teams do better and the company thrives.

With this in mind, adopting a digital HQ accelerates marketing work. Marketers turn ideas into trusted customer relationships by bringing their people, data and tools together. Since establishing meaningful connections is vital to marketers' success, adopting a digital HQ amplifies revenue and grows brand awareness faster. And some of the most effective and successful organizations worldwide have chosen Slack as their digital HQ.

Teams that use Slack feel more productive: Our research found that using Slack helped teams turn work around 35% faster with 36% fewer meetings. But what's even more noteworthy is that 88% of weekly Slack users report that they feel more connected to their teams.<sup>1</sup> That's because Slack has proprietary features that accommodate the way the most-effective teams operate.

“

Eighty-six percent of businesses say good collaboration apps help them retain their best talent and communities.

*IDC, The IDC MarketScape: “Worldwide Collaboration and Community Applications 2021 Vendor Assessment,” (Doc # US46743820, September 2021)*

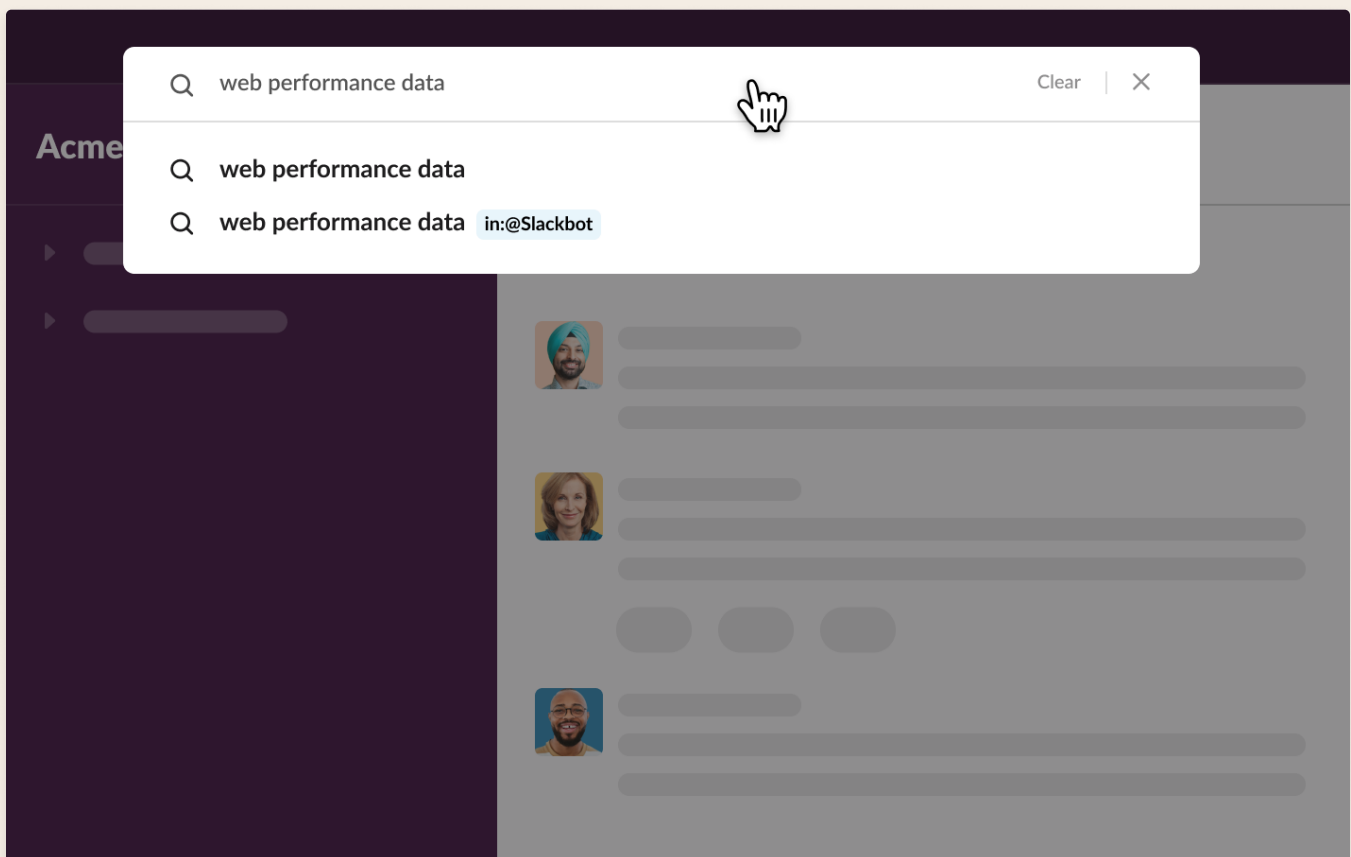
**Channel-based collaboration:** In an email-dominated world, marketing teams don't have an efficient way of pulling in the right people to make quick decisions. Getting legal sign-off on a vendor contract or feedback from other departments on a targeted campaign can take several hours or even days, impacting the time it takes to go to market. Working in Slack, marketing teams create dedicated **channels** for each project. With channels, they work with colleagues across the organization to plan and execute campaigns, collaborate seamlessly with external partners, such as creative agencies and consultants, and foster a strong, supportive team culture.

<sup>1</sup> Weighted average. Based on 2,707 survey responses from weekly Slack users in the U.S., UK, Australia and Canada with a ± 2% margin of error at 95% CI (December 2021).

## Employee engagement needs a digital-first makeover

**Instant context:** Slack preserves a record of all the conversations and activity within each channel, so people can get up to speed quickly on what's already been done and discussed, and remote teams can work asynchronously. What happens if a key marketer leaves? A complete history of their messages and interactions is preserved in-channel—not locked in their inactive email inbox. And with Slack's internal [search capabilities](#), employees can ramp up on projects in minutes.

**App integrations:** Notifications from go-to apps can be piped right into relevant Slack channels where the whole team can see them and take action immediately. The benefit of this over sending notifications manually via email is that everything is sent immediately, just once, and nothing slips through the cracks. The information can be seen and searched by everyone needing it. Setting up automations to stream information from [Datorama](#), [Asana](#), [Adobe Creative Cloud](#) and other tools to a channel saves marketers valuable time when it comes to coordinating with operations, sales and other teams, and updating them on their campaigns' return on investment.



## Deepening connections creates better retention

In the age of the digital HQ, Slack isn't just a place to get tactical work done. It also serves as a hub for colleagues to connect on a personal level. Whether employees are working inside or outside of a physical office, they can bond over outside-of-work interests and celebrate accomplishments in Slack.

“

When I look at Slack, I don't just see messages. I see people. I see teams. I see projects and conversations and communities.

**Rossa Shanks**, Former Chief Marketing Officer, Dow Jones

Having a space where colleagues feel connected helps teams boost morale and retain quality employees. That's important to note for marketing leaders, and for companies' leaders in general, because employees who don't feel like they belong to the organization are less likely to give their best and are more likely to leave, as shared in a recent study by [McKinsey](#).

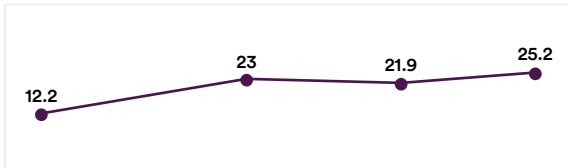
Retention of great employees is important when it comes to passing on historical knowledge, cultivating leaders and fostering a positive work culture. It also makes financial sense. According to [Gallup](#), U.S. businesses lose \$1 trillion a year due to voluntary turnover, as replacing an individual employee can cost a company up to twice that worker's annual salary.

These days, employers have to recognize that flexibility is key for employees. The latest [Future Forum pulse survey](#) finds that more than half of all knowledge workers around the globe are now working in a hybrid arrangement, and more than two-thirds of knowledge workers now cite hybrid as their preferred working model. The vast majority of global knowledge workers expect to have flexibility in both where and when they work, with fully remote knowledge workers reporting the highest scores for “overall satisfaction with the working environment.” The data shows they're 50% more satisfied than those working full-time in the office.

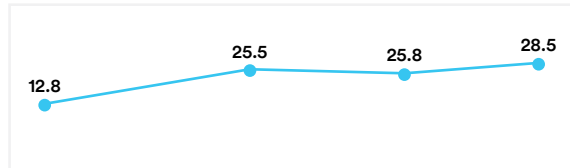
## Employee engagement needs a digital-first makeover

### How are knowledge workers feeling about their current employment experience?

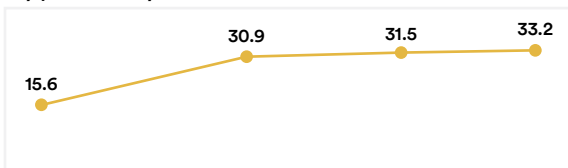
My work-life balance



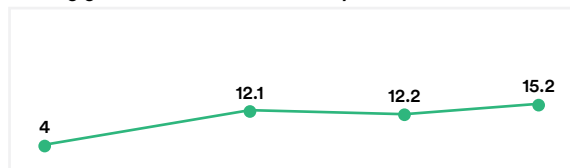
My sense of belonging at work



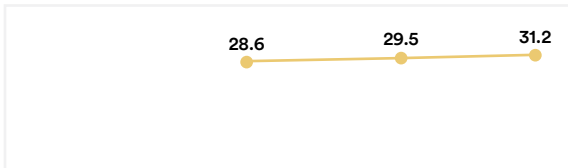
My productivity at work



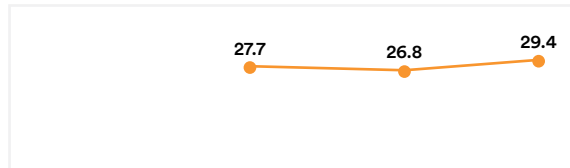
Feeling good about stress or anxiety



My level of access to relevant people, files, and resources at work



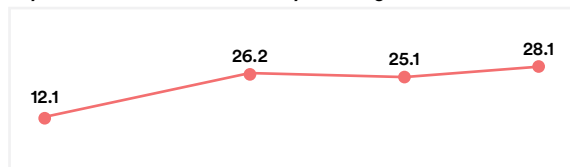
The flexibility I have at work



My ability to focus on my work



My overall satisfaction with my working environment



As employees settle into the new way of working that is flexible and digital, employee experience scores have actually improved across the board. As of November 2021, knowledge workers globally were polling 12% higher than the previous quarter for overall satisfaction with their working environment, 15% higher for work-life balance and 25% better about work stress and anxiety.


Source: *The Future Forum Pulse* (January 25, 2022)

## Employee engagement needs a digital-first makeover


### Create a greater sense of belonging

With Slack, marketing leaders are empowered to create opportunities for team bonding in a work-from-anywhere world, leading to a greater sense of belonging. Actions we see marketing leaders doing in Slack channels include:

- **Bringing human qualities into team communications:** Marketers work with a variety of different teams and departments—so when they can't get together in person, channels offer an accessible alternative. At Slack, a custom **Donut** bot reminds the marketing team to share something fun each week in a **#marketing-social** channel dedicated to birthdays, work anniversaries, jokes and more. This outlet provides opportunities to get to know teammates outside their work roles.


# marketing-social ◀ Use this channel for celebrating birthdays, slackiversaries, n... 


Monday, January 3rd ▾

 donut APP 11:04 AM  
Time for a Watercooler topic!

If you had to stay in the place you live now, but money and time were infinite, is there something you'd love to update or change in your space?

(1 MB) ▾



 3 replies Last reply 2 days ago

## Employee engagement needs a digital-first makeover

- **Celebrating wins:** Slack makes it easy to give kudos to team members during special occasions. Everyone is automatically notified and can choose to share congratulatory comments and [reacjis](#).
- **Creating virtual watercooler moments:** Slack integrations such as [RandomCoffees](#) set up “coffee dates” between random pairs of colleagues. Prompts like these help new remote hires make valuable connections across the marketing team and wider organization, and provide opportunities for employees to meet people outside of their teams.

Since the start of the pandemic, global creative agency [Sid Lee](#) has been operating in a hybrid mode with Slack as its cultural center. The company uses Slack channels to share everything from parenting tips to mental health resources to dog photos. “These channels provide solidarity and comfort, as well as a ton of fun and creativity for the team,” says **Katia Aubin**, Sid Lee’s vice president of global communication and brand.

2.

**Alignment  
matters now  
more than ever**

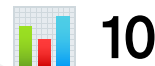


16

## Alignment matters now more than ever

Keeping teams engaged, focused and aligned can be challenging whether you're working in person or remotely. It's doubly so when people are working with multiple teams, contractors and colleagues in various time zones. But getting on the same page is essential not only to the success of the team but to the company overall.

A 2021 “[State of Marketing](#)” report by Salesforce found that 69% of marketers say it's harder to collaborate now than it was prior to the pandemic. And 78% of marketers say their organizations adopted new collaboration technologies during this period. Regardless of their industry or focus areas, marketers recognize they need to evolve the way they do business, whether they want to or not.



**Seventy-six percent of marketers agree Slack has helped improve their ability to quickly make decisions.**

**Slack Customer Tracking Survey**

## A need for speed

Aside from the pressures of working remotely, marketing leaders need to have effective ways to monitor and track more readily available data in real time from a variety of sources. They're also expected to make smart financial decisions—such as hiring agencies and developing budgets for advertising spend—that will have a positive return on investment.

When marketing teams get this right, they see better results. Marketers at [Hearst Magazines](#) realized they needed to better understand how their content was performing in the rapidly changing world of digital publishing, so they turned to HANS (short for “Hearst Answers”), a custom-built bot that pulls engagement data into Slack. Instead of wasting time manually digging for data on how content is performing, employees can use HANS to quickly pull reports from seven different sources with just a few keystrokes. The HANS automation is saving each employee an average of an hour per day.



## Alignment matters now more than ever

**Hearst Magazines**  
● Lisa Zhang

▼ Channels  
# brainstorming  
# cosmo-US-edit  
# cosmopolitan-e...  
# cover-producti...  
# ecomm

▼ Direct messages  
○ Arcadio Buendía  
○ Sara Parras  
○ Zoe Maxwell

#cosmo-US-edit ☆  
👤 25 | 🌟 1

**Lisa Zhang** 10:55 AM  
/hans best performing stories on cosmopolitan yesterday

**HANS** APP 11:00 AM  
The Best and Worst-Dressed Celebs at the Grammys  
77,454 pageviews | 04:41 avg time spent  
Welcome to Lizzo's America: After That Grammys Performance, There's No Going Back  
68,128 pageviews | 04:07 avg time spent  
Yep, Youtube Star Emma Chamberlain Is on Our Cover  
51,602 pageviews | 03:15 avg time spent

**Zoe Maxwell** 11:05 AM  
Way to go @Lisa Zhang! Can you start brainstorming spin-off articles for our Grammys coverage?  
👍 1

⚡ Message #cosmo-US-edit

“

We're sitting on top of dozens of tools—data tools, commerce creation tools and publishing tools—and HANS bot allows us to bring all of those together in Slack.

**Zack Packer, Product Director, Hearst Magazines**



## Alignment matters now more than ever

# Creating alignment in a digital environment

Regularly communicating with key stakeholders is essential for keeping everyone informed on agreed-upon values and priorities. But that's true only if everyone is included, the information gets read and acted upon, and it doesn't take time away from important day-to-day operations.

That was certainly the case for the marketing team at **Zipcar**. It wanted to develop a campaign to promote tech literacy among schools and organizations in its local community, but it had only two months to execute. By soliciting ideas internally in Slack, the team quickly crowdsourced a campaign plan and recruited help from 45 volunteers across a range of departments. Then, it created a dedicated Slack channel to discuss ideas, assign roles and launch the project.

#piday ☆

16 | 0 | Add a topic

March 13th, 2020

**Matt Brewer** 2:09 PM

I got my inspiration from <https://github.com/shaunuk/picar> - wiring it up was the most learning intensive part of the project for me but learned a lot - actually think I landed on a wiring configuration that is cleaner than the other project. They also use the browser with gyro to control, where I wrote an Android app instead. I feel the controls are much smoother and intuitive that way - and there's almost 0 lag when controlling, though I have everything running on a Pi 3 so it's got some oomph to handle the toad.

GitHub

[shaunuk/picar](#)

picar - Raspberry Pi client server rc car control system utilising a smartphone/tables gyro and html5/javascript running on node.js

(edited)

**Arcadio Buendia** 3:02 PM

@Matt Brewer if you want to do a writeup/tutorial to be included in the repo, @Lee Hao can add you: <https://github.com/Zipcar/zipcar-pi-zero-guide>

GitHub

[Zipcar/zipcar-pi-zero-guide](#)

zipcar-pi-zero-guide - Zipcar's Raspberry Pi Zero Guide for everyone

it wouldn't be included in the printed guide for the kit at this point, but we're hoping to make that repo a living document of fun Pi things

**Matt Brewer** 3:18 PM

@Arcadio Buendia @Lee Hao that would be great! Won't be able to get to it right away but I'd definitely like to put instructions together and contribute 😊

1

**Zoe Maxwell** 3:41 PM

for an exciting read go to twitter, search zipcar (no hashtag or @) and go to latest. Basically everthing is Pi entries. We're well into the hundreds with ideas coming in about every 1-2 minutes

## Alignment matters now more than ever

The result was a resounding success. “Everyone on the project could easily understand this one seamless thread of discussion and work toward the same goal, while also having the flexibility to jump in and out as they needed,” says **Lindsay Wester**, Zipcar’s senior brand and marketing manager.



8

**Ninety percent of marketers agree that Slack helps improve information sharing across the company.**

**Slack Customer Tracking Survey**

# 3.

**The ecosystem  
economy demands  
a new partner  
playbook**



24

## The ecosystem economy demands a new partner playbook

With so much information at their fingertips, customers today have more power than ever to research products and companies themselves. They're also more fragmented, consuming content and interacting with brands across disparate channels and platforms. This means marketers need to be hyper-targeted and data-driven if they want to reach new audiences and turn them into loyal customers.

To take the mystery out of the customer journey, marketers are turning to solutions like **Pardot**, **Google Analytics Insights** and **HubSpot**. These powerful tools let marketers analyze customers' actions and engage with them more strategically, so they can develop positive and long-lasting relationships. By taking this focused, analytical approach, marketers can reach and exceed their goals in less time and help their companies stay ahead of the competition.

Mapping the full customer journey is important, but deriving insights from it can be challenging. In fact, 30% of organizations have developed customer journey maps but struggle to use them effectively, according to Gartner<sup>2</sup>. Successful marketers collaborate internally around the customer, addressing their entire journey and executing a more seamless marketing experience. And many marketers representing household names are doing it in Slack.

“

Slack is the heart of the ecosystem for us. If your application is not integrated with Slack, we're not interested.

**Marc Lalande**, Chief Information Officer, Sid Lee

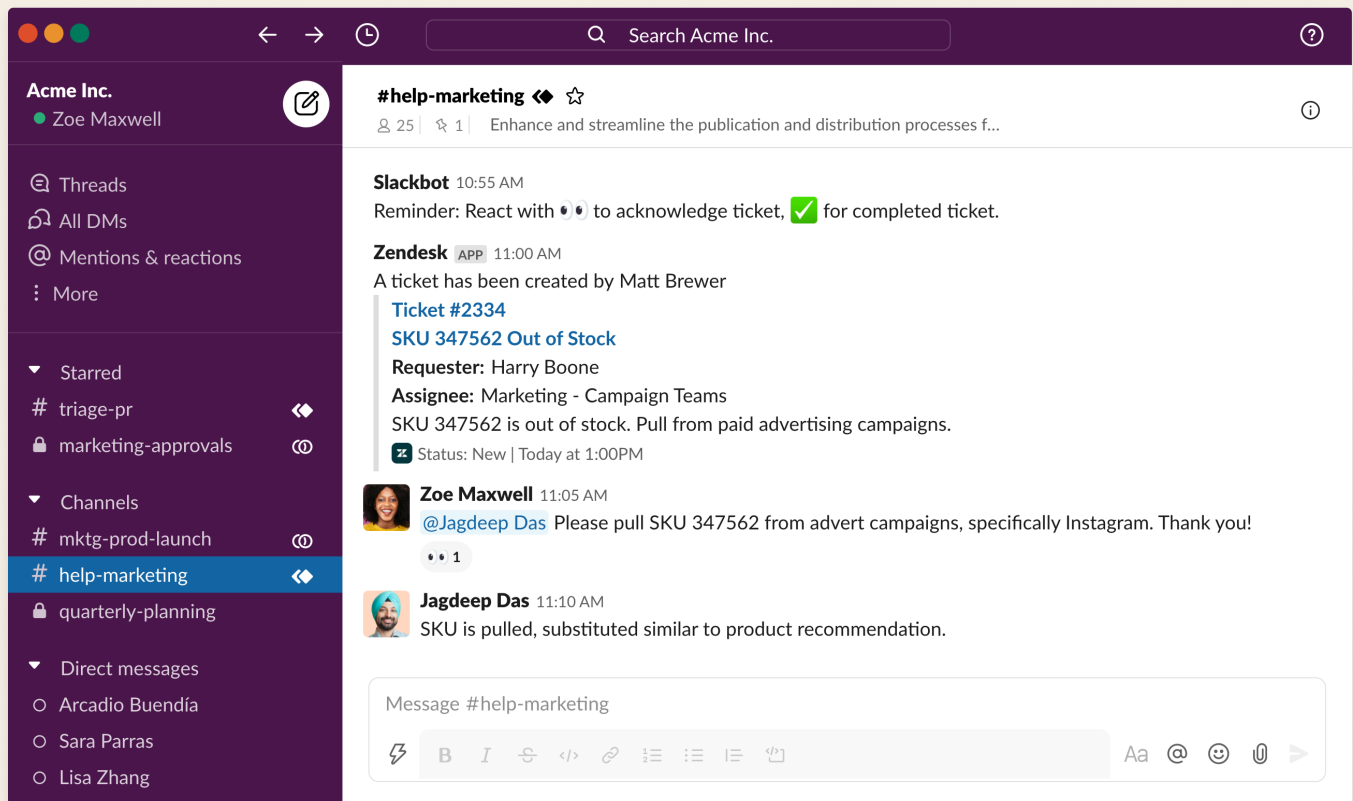
## Creating better experiences by collaborating around the customer

Today's customers expect companies to know who they are and remember key information about them. Yet, 54% of customers surveyed for Salesforce's 2021 **“State of the Connected Customer”** report say they feel like sales, service and marketing teams don't effectively share information.

<sup>2</sup> **Customer Journey: Creating meaningful real-time customer interactions.** GARTNER® is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

## The ecosystem economy demands a new partner playbook

Slack makes it easy for customer-facing teams to work together to create a consistent and informed experience. Imagine, for example, that a customer contacts Support to complain that a product lacks a specific capability. The support agent can raise a ticket in **Zendesk**, which is automatically piped into the Slack channel for that customer account.



The screenshot shows a Slack interface for a channel named "#help-marketing" within "Acme Inc.". The channel description is "Enhance and streamline the publication and distribution processes f...". A Slackbot message at 10:55 AM reads: "Reminder: React with 🗳️ to acknowledge ticket, ✅ for completed ticket." A Zendesk app notification at 11:00 AM states: "A ticket has been created by Matt Brewer". The ticket details are: "Ticket #2334", "SKU 347562 Out of Stock", "Requester: Harry Boone", "Assignee: Marketing - Campaign Teams", and "SKU 347562 is out of stock. Pull from paid advertising campaigns." The status is "New | Today at 1:00PM". A user named Zoe Maxwell (@Jagdeep Das) responds at 11:05 AM: "Please pull SKU 347562 from advert campaigns, specifically Instagram. Thank you!". Jagdeep Das replies at 11:10 AM: "SKU is pulled, substituted similar to product recommendation." The interface includes a search bar, a sidebar with channel and direct message lists, and a message input area at the bottom.

A product exec sees the ticket and replies in-channel to say that the feature is coming soon. The support agent responds to the customer, while a sales rep follows up to offer an early demo of the feature. Meanwhile, a marketing exec dips into the channel to check whether the customer is happy before using their testimonial in a new campaign.

Without this kind of immediate collaboration, the customer could have received an unhelpful reply from Support or experienced a long wait for an update. Sales might have missed an opportunity to upsell the customer to the new version, and Marketing might have published a customer testimonial at a time when the customer was frustrated, increasing their irritation.

4.

**Customer-led  
disruption  
forces the  
CX convergence**



## Customer-led disruption forces the CX convergence

Marketing strategies don't come from just one person or team. They often involve an array of agencies, consulting partners and freelancers. Now many companies are moving toward an ecosystem model, expanding the universe of partners involved in any given marketing conversation.

The more marketing teams can constructively brainstorm, make decisions and collaborate with partners, the faster initiatives can go to market. But partner collaboration has typically been conducted by email, resulting in slow response times and a divergence in understanding of what's happening behind the scenes, which can stifle marketing tactics before they've even gotten off the ground.

“

Getting approvals is a lot faster with Slack. And in our industry, being faster means you're going to bring a product that's on-trend to market a lot quicker than normal.

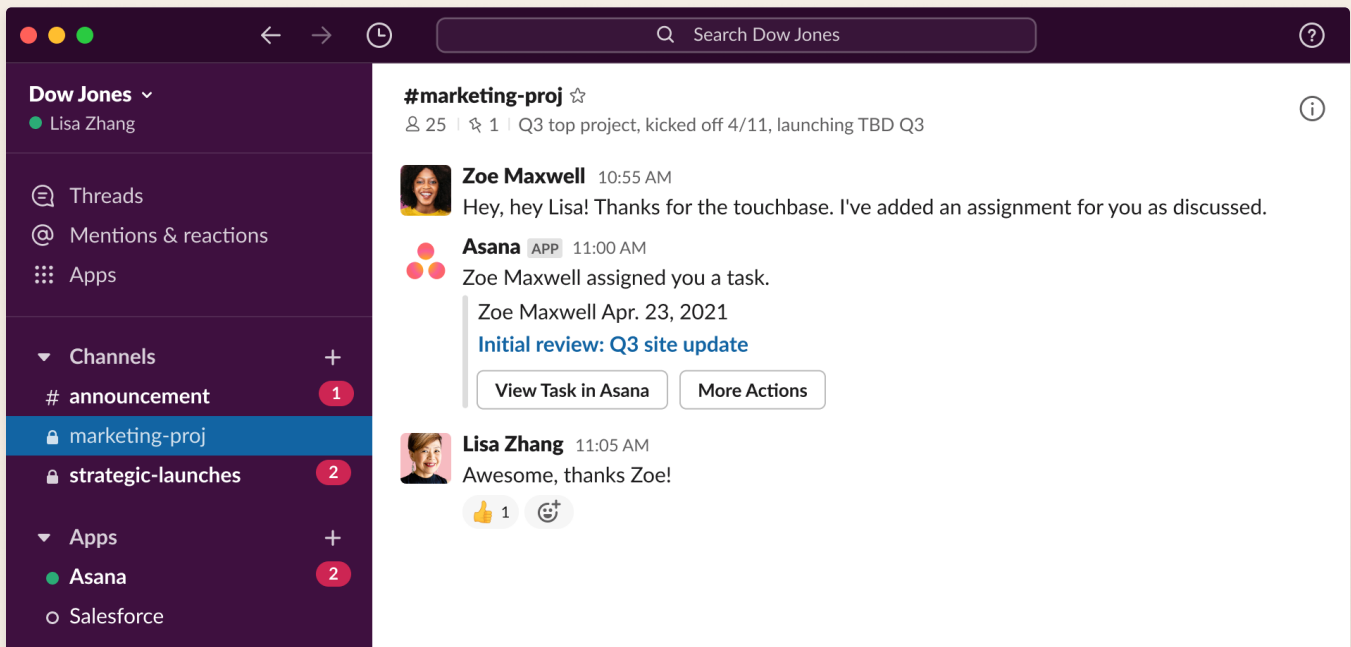
**Christopher Newsome**, Senior Product Developer for Advanced Concepts,  
Cole Haan

For instance, imagine an influencer tags a brand on social media and proposes a collaboration. In the past, the brand's social media manager might have emailed their boss to get buy-in. However, the boss might not see the email for a while—and might take even longer to loop in the head of marketing partnerships and any other colleagues who need to be part of the conversation. In that time, the opportunity may have passed. Communicating in Slack offers more transparency through its channels, leading to better accountability and follow-through.



## Customer-led disruption forces the CX convergence

Boosting cross-functional productivity has been a top priority for the sales and marketing teams at **Dow Jones** using Slack as its digital HQ. Thanks to Slack integrations with tools such as **Drift**, **Asana** and **HighSpot**, the marketing team can create the right mix of content to attract prospects for the sales teams in very little time. The two teams can track deadlines, discuss content performance and monitor engagement all from within Slack. The result: more-efficient collaboration and more-seamless customer journeys.



## Accelerate partner collaboration with Slack Connect

Marketing teams are using Slack not just to collaborate with other teams but to bring customers and prospects directly into those discussions. With tighter feedback loops, marketers can take a great idea and make it successful in a fraction of the time compared with how they worked before adopting Slack.

**Slack Connect** allows teams to invite partners from different organizations directly into Slack channels. By reducing email communications, Slack Connect makes business flow faster and helps teams forge close and lasting relationships.

## Customer-led disruption forces the CX convergence

Using Slack Connect, marketing teams can work directly with partners in a collaboration environment that's organized, transparent and accessible. Slack Connect gives them a central place to discuss important information and changing priorities, exchange feedback, and share ideas and brainstorm concepts for new campaigns. And if people are already using Slack at their respective businesses to collaborate, Slack Connect reduces time wasted context switching.

### Organizations are building stronger relationships with external partners in Slack Connect

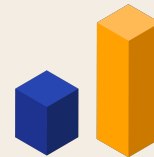
**100K+**

Organizations use Slack Connect



**200%**

Year-over-year growth



**77%**

of the Fortune 100 use Slack Connect



Slack named **a leader** in IDC MarketScape evaluation of collaboration and community applications



Source: *The IDC MarketScape: "Worldwide Collaboration and Community Applications 2021 Vendor Assessment,"* (Doc #US46743820, September 2021)

## Customer-led disruption forces the CX convergence

“

With Slack Connect, we can reach decisions with partners and stakeholders within a day. In the past, these conversations would normally take at least a week.

**Sasha Blumenfeld**, Group Partner Marketing Manager, Segment

For [1-800-Flowers.com](https://www.1-800-flowers.com), Slack was critical to the success of one of its biggest marketing moments of the year: Valentine’s Day. When a creative agency approached the brand about a time-sensitive holiday campaign, it quickly produced a collaborative partnership via Slack Connect. Within days, the two companies were able to execute a well-thought-out campaign—something that would have taken weeks without Slack. They were also able to quickly communicate last-minute changes and make adjustments accordingly.

That’s just one example of how Slack Connect can power better collaboration with external partners. In fact, certain [teams using Slack Connect](#) have seen an 80% reduction in emails with partner agencies and a 50% decrease in turnaround time for reviews and approvals.



5

- **Take a tour of Slack Connect’s key capabilities.**
- **See how more organizations are collaborating with clients using Slack Connect.**

# 5.

**The winners  
are accelerating  
work through  
automation**

## The winners are accelerating work through automation

Many daily tasks marketers perform can be automated, freeing up time for more creative and meaningful work. Slack offers several ways for organizations to automate routine tasks and increase teams' productivity.

### App integrations

Slack integrates with more than 2,400 other apps and tools, including [Salesforce Marketing Cloud](#), [Asana](#) and [Adobe Creative Cloud](#). These integrations allow marketers to easily check on customers' engagement with sign-ups for a conference, for example, and then coordinate with social media, PR and campaign teams to adjust strategies to increase awareness, interest and ultimately ticket sales.



**Employees lose on average 2.1 hours per day doing simple, repetitive tasks that are well-suited to automation.**

**CCS Insight: Employee Workplace Technology Survey**

With Slack's [Salesforce Marketing Cloud](#) integrations, marketers can automatically surface critical Marketing Cloud data into Slack channels, including prospect activity, journey modifications, engagement scores and campaign metrics. Together, Slack and Marketing Cloud give marketers a single command center where they can bring together internal collaborators and external partners, launch campaigns and events faster, and convert real-time insights into measurable success.

The winners are accelerating work through automation

## Browse the apps available for marketers in the App Directory.

✓ 17

### Automated workflows


Marketers frequently juggle multiple initiatives and need to be excellent project managers. If tedious yet essential documentation slips through the cracks, precious time gets squandered. Slack makes it easy to automate routine tasks with reusable no-code workflows without having to involve IT.

**Acme Corp** ▾  
● Lisa Dawson

▾ Channels  
# campaign-perfor...



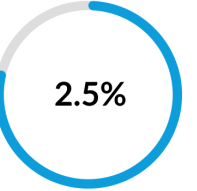
#### #campaign-performance

Place to monitor and optimize campaign performance


 **Salesforce Datorama Insights** APP 10:55 AM

Hello! Here's your Marketing Performance for today:

#### Top KPIs & Goals

		
SPEND Off Target ▼ 2.5%	SALES On Target ▲ 3.1%	CONV. RATE Off Target ▼ 0.8%

👍 51 👁 17 ✅ 32

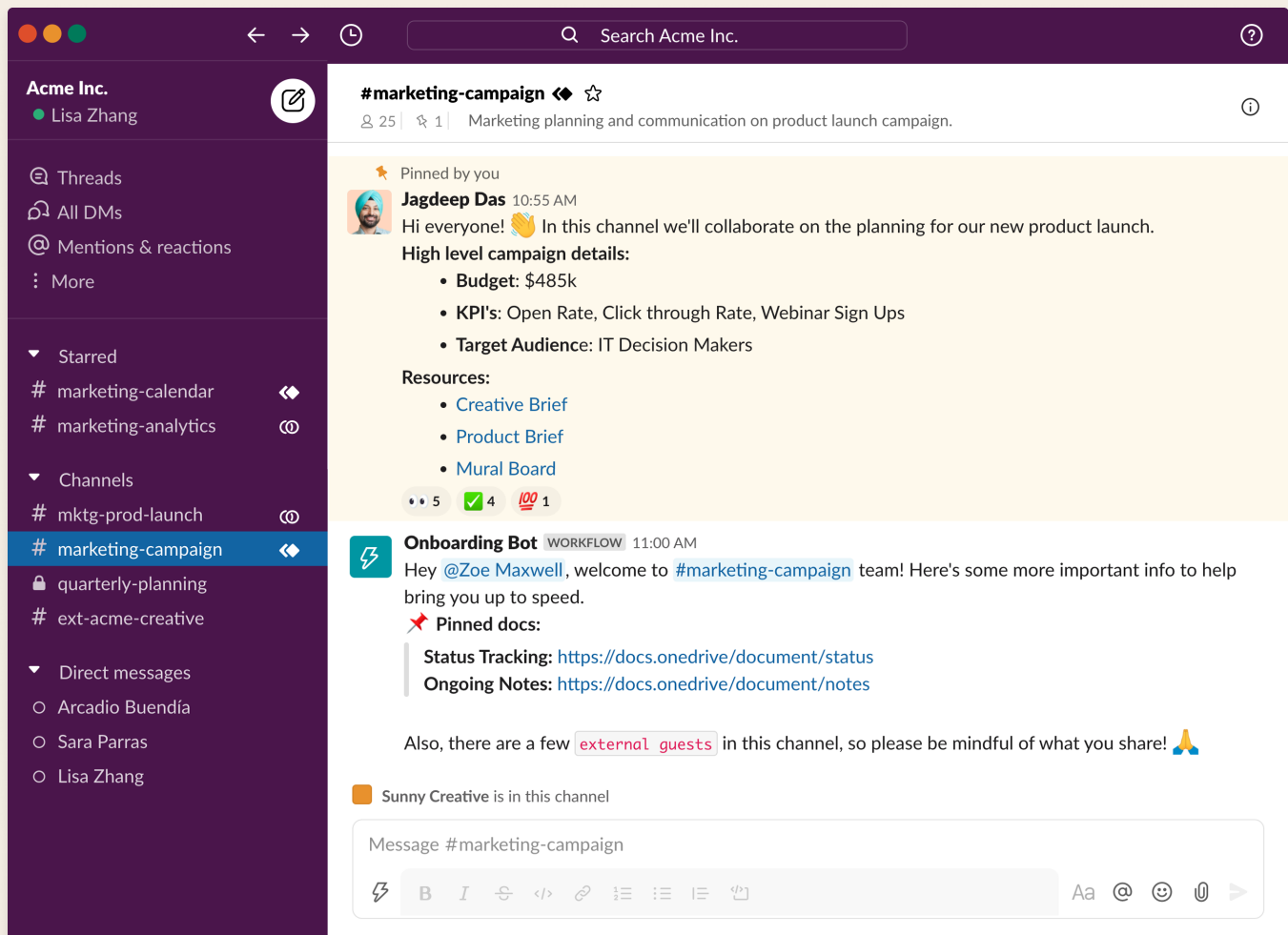
 **Jagdeep Das** 11:10 AM  
Hey @Lisa Dawson! Looks like our spend and conv. rate are off target.

## The winners are accelerating work through automation

Marketing teams use automations to:

- Monitor mentions of their brand on social media
- Capture and share customer feedback
- Track the performance of campaigns
- Streamline the review and approval of marketing assets
- Receive alerts about website activity

Slack's **Workflow Builder** lets teams build automated workflows in Slack using a simple drag-and-drop interface, eliminating the need for coding and help from IT. You can, for example, create a workflow that automatically **welcomes people to a new channel**, **fields requests to your team** and **much more**.



The screenshot shows a Slack interface for a channel named "#marketing-campaign". The channel description is "Marketing planning and communication on product launch campaign." A pinned message from Jagdeep Das at 10:55 AM says: "Hi everyone! 🙌 In this channel we'll collaborate on the planning for our new product launch. High level campaign details: • Budget: \$485k • KPI's: Open Rate, Click through Rate, Webinar Sign Ups • Target Audience: IT Decision Makers Resources: • Creative Brief • Product Brief • Mural Board". Below this, an "Onboarding Bot" workflow message at 11:00 AM says: "Hey @Zoe Maxwell, welcome to #marketing-campaign team! Here's some more important info to help bring you up to speed. Pinned docs: Status Tracking: https://docs.onedrive/document/status Ongoing Notes: https://docs.onedrive/document/notes". It also mentions "external guests" and lists "Sunny Creative" as a member. The interface includes a search bar, a sidebar with channel lists, and a message input area at the bottom.

## The winners are accelerating work through automation

Workflow Builder even has a library of pre-built workflows ready to implement in Slack. They range from providing new hires with links to onboarding materials to sending a request to senior leadership to meet with a customer.

**Read more about automating workflows with Workflow Builder.**

**+ 13**

## Custom apps and bots

With the help of a developer, teams can integrate their own custom-built apps into Slack. If there's a process for gathering information to start a graphic design project, for example, building an app to automate it can massively increase team productivity by shaving minutes off routine tasks.

“

We do four times as much work as we did a couple of years ago. And that would not be possible without Slack.

**Caroline Yi**, Director, Creative Operations, Brand Design, Cole Haan



## The winners are accelerating work through automation

At iconic footwear brand **Cole Haan**, new products involve a 15-month go-to-market process, and multiple product cycles run concurrently. With such a complex operation and with hundreds of people contributing around the world, efficient communication is paramount. Now when employees need to look up a product status, for instance, they use the Merch bot. By simply typing “/merchinfo” or “/sid” (shorthand for stock ID) and inputting the product ID, the bot pulls up a product dossier, including the name, available colors and when it’s expected to go to market. Processes that used to require a lot of manual input and emailing back and forth now happen almost instantaneously.



**Harry Boone** 10:55 AM

/merchinfo C33496



**Merch** APP 11:00 AM

**GRAND PRO TENNIS: WHITE**

Color: White

Current Price: \$130

MSRP: \$130

Season Intro: Summer 2016

Description: Topping out at just 8.8 ounces, GrandPro Tennis eliminates the unnecessary weight of traditional court shoes without sacrificing comfort and performance.

## The digital HQ for marketing is the future

As a marketing leader, you’re working to meet customer expectations, engage employees, make sure partners are looped in, build culture and automate processes. Fundamentally, you’re navigating the demands of the business and rapidly changing customer interests, needs and behaviors. The old standards of collaborating—which included siloed information, long email threads, tedious in-person meetings, and sluggish feedback loops—no longer apply.

## The winners are accelerating work through automation

Today's marketers need a digital HQ—a place where work flows between teams, customers and partners, regardless of where they're located or when they're working. With Slack as your digital HQ for marketing, you can bring teams together around common goals and give marketers the flexibility to do their best work where, when and how they prefer. And Slack's features automate everyday tasks, allowing marketers to focus on driving revenue, reaching customers and generating demand for their company in less time. In the digital-first era, Slack makes the marketing cycle simpler, more pleasant and more productive.

“

This isn't some far-off future; this is now, and next year, and the year after that, if we only embrace the opportunity to reimagine and the responsibility to reinvent.

**Stewart Butterfield**, Co-Founder and CEO, Slack



27

## Talk to us about supporting your digital HQ for marketing

Marketing teams are essential when it comes to driving awareness of your organization's value and acquiring customers. Slack is here to help.

Talk to us about how we've enabled other organizations to operate with greater speed, focus and cohesion—and how we can support your team.

**Get in touch.**

## The winners are accelerating work through automation

### Methodology

The Remote Employee Experience Index is based on data from a survey of 9,032 knowledge workers who identify as “skilled office workers” in the U.S., the U.K., France, Germany, Japan and Australia. It analyzes the key perceptual elements of the working experience for 3,480 of the workers surveyed who are primarily working remotely. The survey was fielded between November 25 and December 30, 2020, via GlobalWebIndex, a third-party online panel provider, and commissioned by Slack. Results were weighted based on sector and population.

To assess the impact of working remotely, each element is scored on a 5-point scale, from “much better” to “much worse” than working in the office, with the midpoint being “about the same as working in the office.” The highest possible index score of +100 would indicate that, in aggregate, all remote knowledge workers feel much better about all elements of the Index. A neutral score of 0 would indicate no net change, and a score of -100 would indicate that employees feel much worse about working from home across each element.

## About Slack

Slack has transformed business communication. It's the leading channel-based messaging platform, used by millions to align their teams, unify their systems, and drive their businesses forward. Only Slack offers a secure, enterprise-grade environment that can scale with the largest companies in the world. It is a new layer of the business technology stack where people can work together more effectively, connect all their other software tools and services, and find the information they need to do their best work. Slack is your digital HQ.



The preceding information is intended for informational purposes only, and not as a binding commitment. Please do not rely on this information in making your purchasing decisions. The development, release and timing of any products, features or functionality remain at the sole discretion of Slack, and are subject to change.