

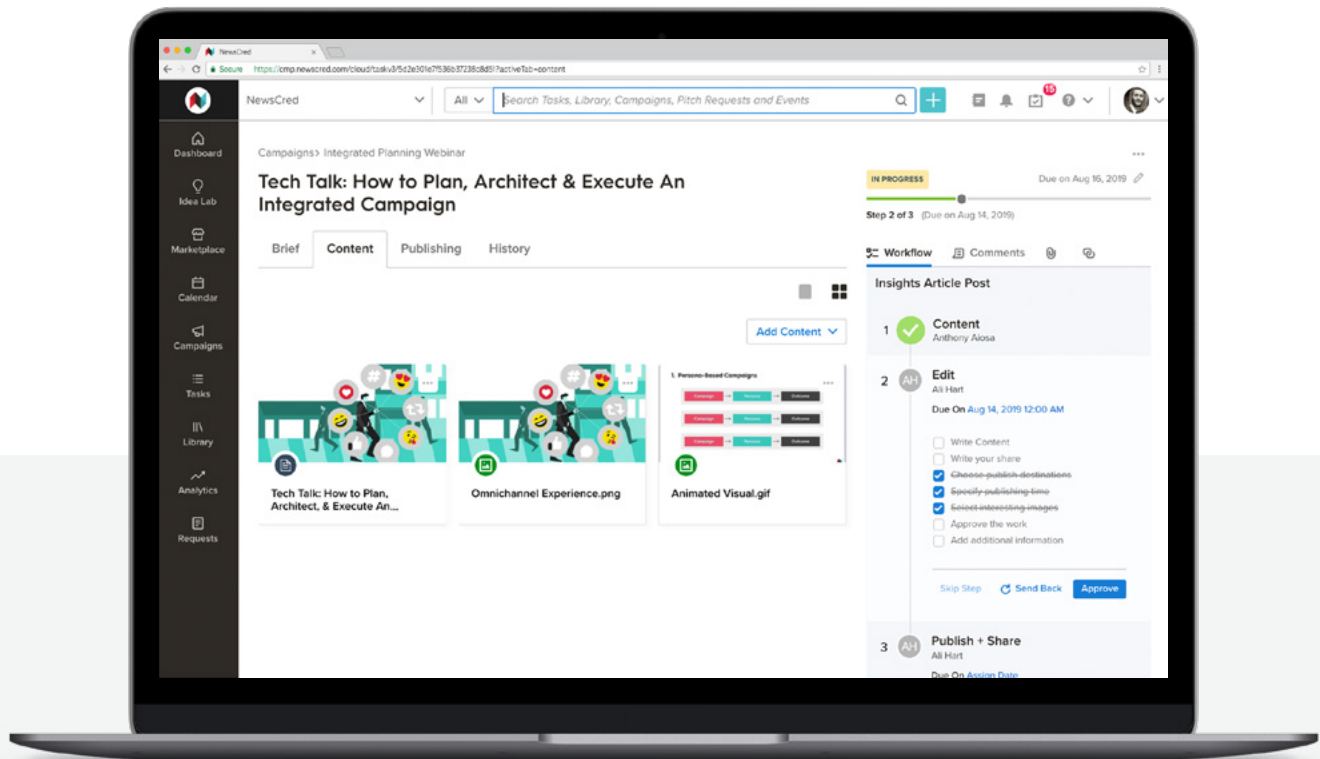
Tasks

Creating exceptional content begins with transforming how we work.

As the emphasis on “the content experience” rises to an all-time high, marketing teams need a way to ensure the wide variety of content they’re producing is on-time, high-quality, and consistent with the over-arching campaign strategy. But, without a centralized solution to collaborate on

these multi-format assets — anything from articles, ads, emails, trade show booth designs, and more — marketers risk missing deadlines and delivering misaligned messaging across channels.

To transcend digital sameness and elevate the content experience, brands need to transform their multi-channel initiatives into omnichannel campaigns. That begins with reinventing the way marketers execute on the tasks and content that support their campaigns.



✓ Our Solution

Within Welcome’s Marketing Orchestration Platform, **Tasks** are where planning meets execution. Powered by enterprise-grade workflows, Welcome has reinvented how marketers work together, enabling teams to collaboratively plan, create, and execute on the various deliverables their campaigns depend on — from multi-format content to other supporting activity — all from a single workspace.

Each Task page provides teams with a dedicated space to develop a content strategy, collaborate on original content, and facilitate publishing across various channels. With customizable workflows and progress indicators, teams maintain full visibility into — and governance over — the end-to-end process, increasing alignment and streamlining creation. Ultimately, the Task page allows teams to create better content and deliver an exceptional customer experience.

Features



Dedicated Creative Briefs

Establish a single-source-of-truth for every piece of content — complete with task dependencies and objectives — and collaboratively develop your content strategy, ensuring every team member is aligned and equipped with necessary information before beginning work.



Multi-Format Content Editors

Upload any file type (such as images, videos, PDFs, and more), and use powerful text editors to collaborate, version, and comment on original content. Ultimately, the dedicated content workspace allows you to create, organize, and compile multiple assets that support task creation.



Progress Indicators & History Feed

Maintain visibility into the end-to-end process with a detailed activity history feed to understand who made what changes, and why. Monitor progress with breakouts of task-supporting workflow steps — including step owners and due dates — to ensure contributors meet all deliverable deadlines.



Enterprise-Grade Workflows

'Strict' or 'Flexible' workflows allow your team to manage the process of all campaign-supporting tasks. Strict workflows enable teams to govern the creation process for every task and ensure brand compliance across all campaign deliverables. Flexible workflows make it easy for teams to create ad-hoc content, track non-content related tasks, such as to-do lists, and quickly repurpose completed assets.



Task Distribution & Performance Tracking

Seamless connections into social apps and CMS systems allow teams to orchestrate the distribution of content across all touchpoints directly from the Task page to ensure a consistent, cross-channel experience. Track the performance of your published task asset, and understand its influence on revenue by feeding data directly back into the platform.

Benefits



Facilitate Collaboration & Ensure Alignment

Ensure consistent content creation and higher-quality campaign deliverables by providing a shared workspace for teams to collaborate. Creative task briefs equip teams with the necessary information and resources to align everyone on the objective and create exceptional content.



Govern Creation & Maintain Compliance

Maintain brand control and facilitate consistency across all campaign-supporting content by configuring workflows that support how your organization uniquely works. Apply strict rules — or give team members the flexibility to make ad-hoc changes to the workflow — and empower every team member to do their best work while adhering to brand guidelines.



Streamline Creation & Accelerate Time-to-Market

Centralize content creation across teams with a modern, intuitive interface purpose-built for collaborating on Marketing work. A dedicated space to create, review, and publish content ensures teams have shared visibility and clear accountability to streamline work and accelerate time-to-market.



Elevate the Content Experience

Optimize the content experience across channels and ensure you're creating the formats that resonate most with your audience. Content-centric performance data allows teams to identify which pieces of content drove the most traffic across topics, formats, and channels — so your team can create content that matters, ultimately delivering an elevated and omnichannel experience.