

Marketing Workflow Management

How a university press wrestled
order out of chaos



Goals of a New System

- Replace over 20 independent systems
- Eliminate duplicate entry
- Meet increasing need for project management
- Create one system of record for essential data
- Prepare for growth

The Dream Comes True

- Enterprise-wide system — essential information in one shared system
- Enhanced communication between marketing, production, design, and editorial (tasks and alerting)
- Marketing plan and campaign management
- Detailed scheduling capabilities and project templates



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