

Top 5 Must-Haves to Run Marketing Communications Better

The key capabilities your team needs to execute – flawlessly.

The results are in: Communications leaders just like you have spoken.

While 2021 will bring about (even more) change, one thing is for certain: marketing comms leaders are laser-focused on:

- + Growing brand awareness and maintaining brand perception
- + Quickly reacting to market changes
- + Delivering on-brand messaging and experiences, every time

But you and your team can't ace these objectives without **the right systems**. This cheat sheet is designed to help you identify the tools you and your team need to execute flawlessly in 2021, as well as evaluate how your current solution stacks up.



Must-have #1:

Visual Planning Calendars

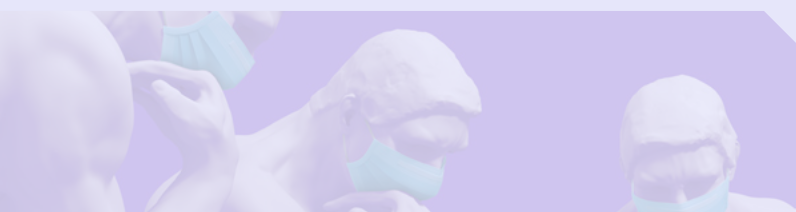
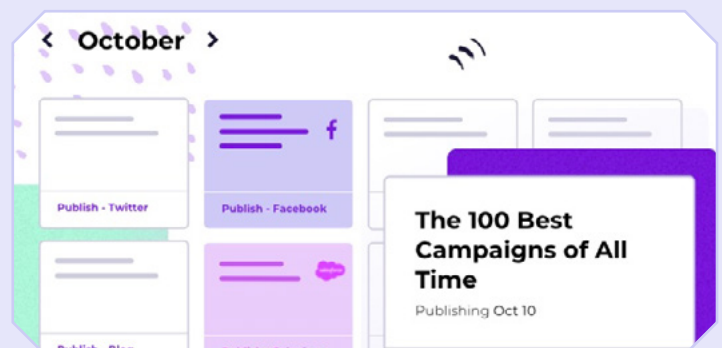
- ?** Do you feel you have full visibility into all your content campaigns?

Do you know when content is scheduled to be published, to which channels it's all being published to, and which segments of your audience each piece is intended for?

- +** If you answered "no" to any of the above, embrace a system that gives you an at-a-glance view of all your plans and campaigns.

Keep a pulse on what's going out across every internal and external channel with *Welcome's* timeline and editorial calendars – making it easy to always see what's going out, when, and to whom.

Welcome allows you to stay on top of all your communication planning and publishing – from one location.



Must-have #2:

Shared Campaign & Project Workspaces

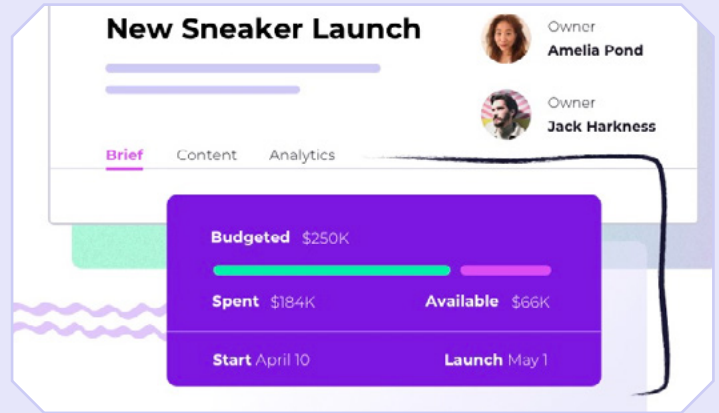
? Are you able to quickly outline and update communications plans and activities on both an ad hoc and ongoing basis?

For each initiative, do the writers on your team always know what the key message is, how to communicate it...and to whom?

+ Ensure your team is always aware of the full campaign brief – and the goals each of your campaigns is aiming for – by posting the brief in one location everyone can see and access.

Welcome centralizes the way your team plans every campaign and communications initiative.

With shared campaign briefs and dedicated project workspaces, your team can come together to plan, craft the strategy, and ensure everyone can help amplify the (same!) story.



Must-have #3:

Powerful Sharing to Streamline Collaboration

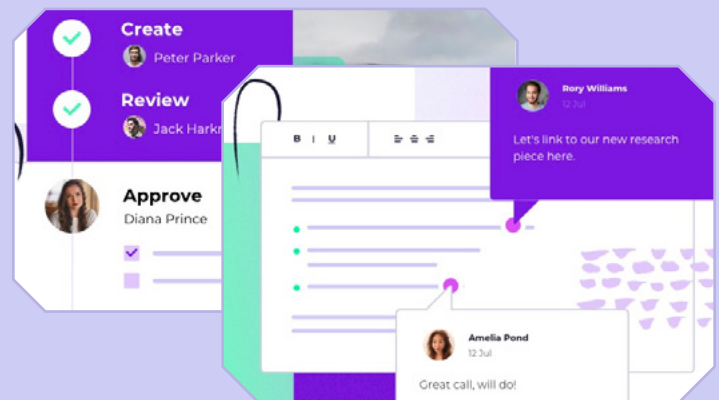
? How large is your team of content writers and stakeholders? Do you have the right processes set up to help everyone, in a team of this size, collaborate effectively?

Are you able to share the work that needs to be shared...while keeping sensitive information private? Or does work have to live in separate places to maintain its integrity?

+ Either way, adopt a system that makes it easy to categorize, collaborate on and (correctly) store all this information.

Welcome grants you the power to centralize all your activity in one place and share specific work streams to specific individuals.

So whether you work with an internal staff of writers or an external agency (or both), you can make sure everyone has the proper level of access to create, review, and approve exceptional stories.



Must-have #4:

Governance & Compliance Checkpoints

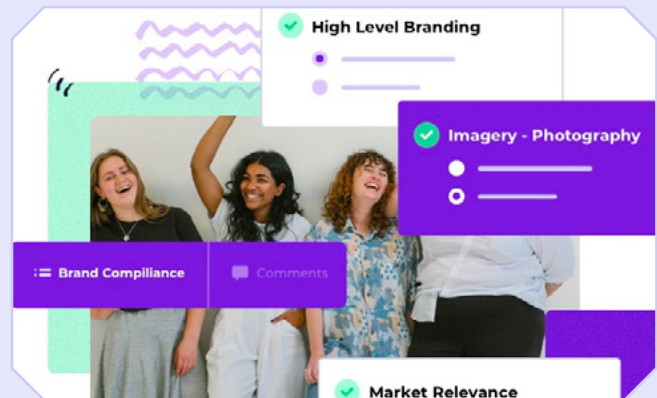
? What’s the point in spending hours of effort producing releases, presentations, and other communications materials...only to realize that the tone is off-brand or that the message is inconsistent?

How does your team govern work, as it’s being produced, to ensure compliance across internal and external communications?

- +** Create a repeatable workflow to guarantee that no crucial step in your approval process is skipped over.

Welcome helps comms teams make sure everyone knows what to say, and how to say it.

Import style guides, build custom brand compliance workflows, and ensure internal employees (or agency/freelance contributors) are adhering to the standards you’ve determined. Build native and customizable workflows to keep everything running through the proper reviews before going live — so your team gets the correct message out, every time.



Must-have #5:

Content-Centric Analytics

? Do you have an effective way of measuring the communications that are being published?

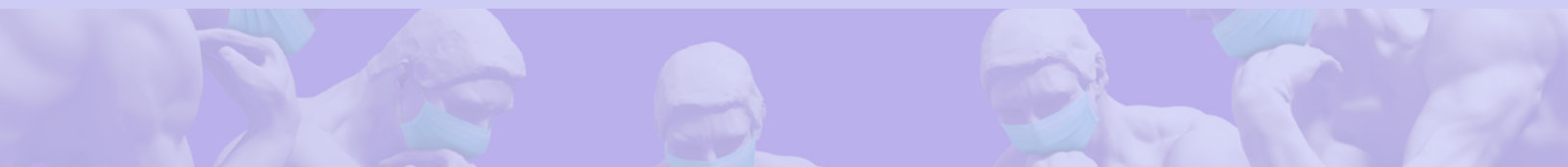
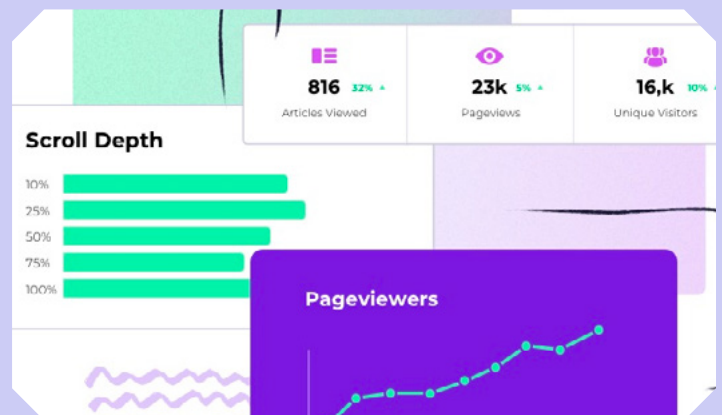
Are you able to determine to which degree the message is resonating – and how engaged your readers are in a particular article, release, or other piece of content?

Do you have a sense of what’s working...or does planning feel arbitrary?

- +** Identify the key metrics that truly show how your work is influencing your audience, and track these figures over time.

See how well your message is resonating and how engaged your audience is with your content.

With Welcome Analytics, you can clearly measure the performance of your work, with insights such as “attention time” and “engagement rate” and “scroll depth” — giving you a crystal-clear picture of how compelling your stories are.





Welcome was named a 4x Leader by Gartner, positioned highest for 'Ability to Execute' for 4 years in a row

Gartner, Magic Quadrant for Content Marketing Platforms, Nicole Greene, Rick LaFond, 22 March 2021

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