


Marketing Buyer's Guide

workfrontBUYING GUIDE



Make digital transformation your business.

Workfront helps marketing teams make the switch to digital in order to deliver quality leads, promote brand awareness, and coordinate their best work across the organization.

By 2021, experts expect global spending on digital transformation to exceed \$2 trillion annually. Today's enterprises continue to heavily invest in digital transformation initiatives in an effort to compete in an increasingly digital world while the velocity of work stands to grow drastically for the marketing organization.

Marketing leadership has a great opportunity to support revenue growth and spread brand awareness, so why isn't digital transformation going better?

Workfront helps marketing teams make the switch to digital in order to deliver quality leads, promote brand awareness, and coordinate their best work across the organization. Ultimately, for enterprises to successfully transform and thrive, marketing needs a better way of doing business.

There are six factors to consider when picking a modern work management solution:

- Strategic alignment to business goals
- Enterprise scale
- All work in one place
- Works the way enterprises work
- Resource management
- Creating and launching content faster
- This guide helps you compare solutions to find the best fit for your organization.