

A group of four people (three men and one woman) are gathered around a table in a modern office setting. One man is standing and pointing at a laptop screen, while the others are seated and looking at the screen. A whiteboard with diagrams is visible in the background.

MARKETING & EVENT MANAGEMENT

WORK MANAGEMENT

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With TDX we can unite the Marketing team under a common process, streamline marketing projects and better manage resource allocation.”

- Deanne Belshe, Digital Manager, Johnson County Community College

Imagine a single platform for managing all marketing projects, assets, events, and requests.

Marketing departments take requests from multiple teams. The sheer volume of activity can become unmanageable, leading to resource constraints, unfulfilled tasks, budget issues, and missed project deadlines. Imagine instead that all incoming requests went through one centralized portal.

Your internal customers can go to the portal and request brochures, submit a creative brief, ask for event support, reserve assets such as banner stands, and even send content in for review. Internally, the Marketing team will benefit by having one place to track campaigns, tactics, and even complex events or content review cycles. There are many moving parts. **We can help you.**

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Combining traditional marketing theories with project management methods of execution, monitoring, and control enables organizations to deliver and implement products faster and make better business decisions.”

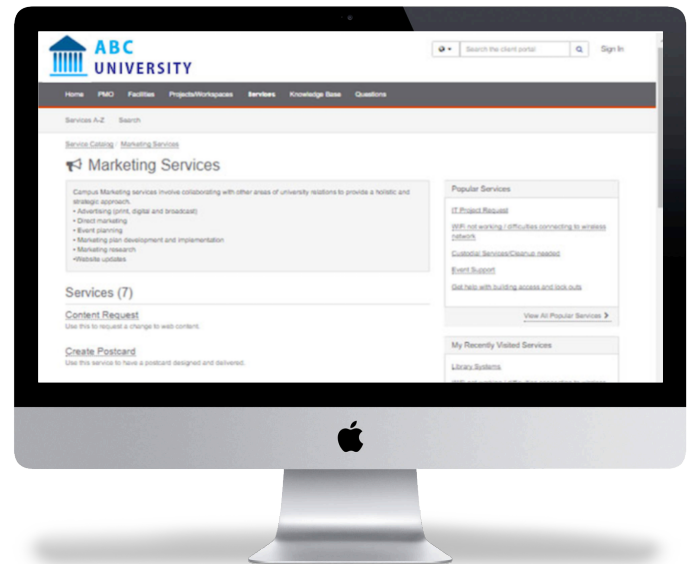
- Project Management Institute

One View of All Marketing Activities & Assets

The work that happens in marketing varies tremendously – from content creation to event management to running analytics or executing an integrated campaign. The days can be chaotic and the many hand-offs can leave teams disjointed. **Gain control with a central work management platform.**

A Single Portal for All Requests & Information Sharing

Whether it is the creation of a landing page, expanded web copy, or the need to design a new brochure, the Marketing team is managing a lot of requests. Offering an online portal with a catalog of services will help facilitate smoother interactions while also helping to set timeline expectations.



This can be used across all departments to take on new work or with the Marketing team to facilitate hand-offs. The ability to gather detailed information and then route through a workflow will help expedite the handling.

Asset Storage & Sharing

Whether it is a need to centralize all brochures and sales/fundraising/recruiting tools, or it is more internal – such as a need to store copies of consent forms or contracts, there are usually lots of documents and marketing assets flying around. By creating a centralized repository with online portal access, the team can minimize the amount of requests that come in for a specific document. Permission-based online access will allow easy sharing of the assets. The briefcase is easy to navigate and can be linked directly to the knowledge base – which means, that users can easily search for content or they can navigate to the specific asset as desired.

Campaign Management & Event Planning

- Establish forms and workflow for creative briefs.
- Create templates to manage plans for webcasts, content cycles, events, and more – embedding best practices.
- Automated approval workflows for creative assets and content reviews.
- Store and publish content for internal users such as brochures, logos, brand guidelines, and more.
- Create event plans that contemplate multiple resources, steps and status tracking, including budget and time.
- Track budget spend at the campaign or event level and view on dashboards.

Easy to use, own & operate: the solution does not require IT resources to configure.



TDX Technical Services can create integration points to pull/push data from underlying system such as SFDC or Microsoft Dynamics.



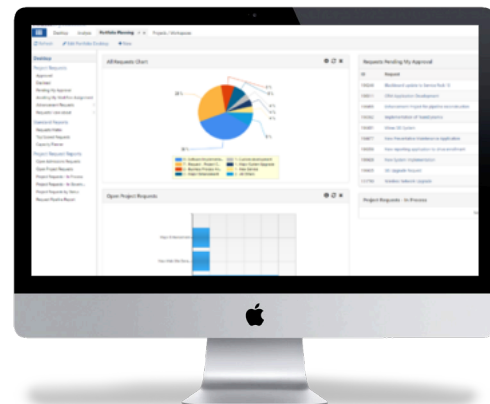


Track Your Departmental Output

Every department has the same issue – there are a lot of requests, and you need to be able to group these, align this to timelines and resources, and then track the progress and report the outcomes. This sounds simple right?

When you have the right platform it's easy!

- Track the number and type of requests that you get.
- Prioritize and assign resources, timelines & budgets.
- Communicate the value of your group and your outcomes.
- Perform what-if analysis & resource capacity planning.



Project Portfolio Management + Service Management

Sometimes service requests need to become projects – and projects often kick off a series of small requests.

That's why we put them together. TeamDynamix offers Service & Project Portfolio Management together on one platform for a true work management solution.

Experienced Services Organization

The **TDX Professional Services** team offers the experience that comes with performing hundreds of implementations and trainings. We will work with you from start to finish including process consulting and ongoing support services.