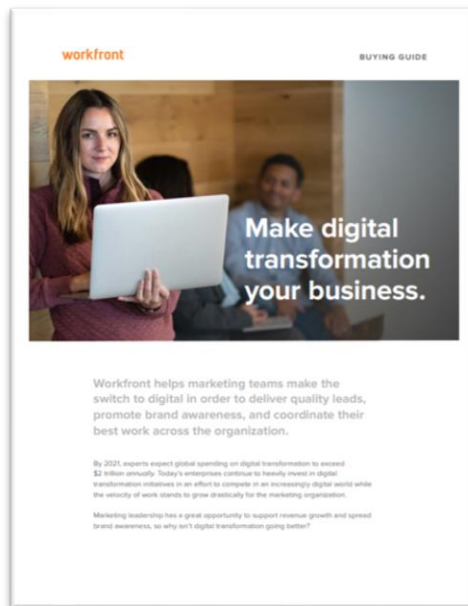


Marketing Buyer's Guide



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.