



INDUSTRY

Relocation Services

COMPANY SIZE

1,000 Employees

MARKETING TEAM SIZE

20 Employees



Key Outcomes

Team members strengthened communication + collaboration after simplifying their marketing stack from 4+ tools to just one.

Because workloads are now transparent, 20 marketers can easily complete more than 100 projects and 50 campaigns each year.

The team is now equipped to efficiently plan next year's projects in advance and share their calendar with stakeholders.

How This Global Brand Transformed Complex, Multi-Tool Marketing Into A Simplified Workflow

With multiple tools in their marketing stack, the Graebel marketing team was completing projects--but the process was complex. A variety of emails, spreadsheets, and documents slowed them down. After implementing CoSchedule, the team **created a simplified workflow to easily complete 100+ annual projects and provide extra visibility to stakeholders.**

CHALLENGE

Multiple marketing tools made project management overly complex

Before they started using CoSchedule, the Graebel marketing team completed their projects by using several different marketing tools. But the team was proactively looking for a way to manage over 50 annual campaigns and 100 annual projects more efficiently.

OUTCOME

Proactive planning, efficient workflows, and better visibility

Now the team has simplified all their marketing efforts in one place. They use CoSchedule to communicate clearly, manage workloads easily, and complete over 100 projects + 50 campaigns each year. And they can efficiently share them with key stakeholders.

"Our team is always looking for a better way to work. With CoSchedule, communication is centralized. So for each project, we have everything we need right there in one spot."

JOEY HAM,
VICE PRESIDENT OF GLOBAL
MARKETING & COMMUNICATIONS

SOLUTION

New team processes sparked a better, more effective way to work

After implementing CoSchedule, the Graebel team was able to create specific workflows for each type of project on their calendar. They could set clear expectations ahead of time, centralize communication in one place, and plan major projects far in advance.

Graebel Marketers Established CoSchedule Day

an opportunity for the team to come together and...



Create a proactive annual plan



Plot major projects in the calendar



Share progress with stakeholders