

Marketing teams use Workplace to deliver the brief

Workplace is more than just collaboration. Marketing teams use Workplace features like project Groups and Workplace Chat to share and work on the latest deck, exchange creative ideas, and connect with the agencies that support them. They use it to do the work that wins awards. They use it to deliver the brief...



Collaborate on campaigns

Use Groups to connect with key stakeholders to brainstorm and manage campaigns. Get work done more quickly using groups to review content, approve assets, and gather launch feedback. Track and communicate performance after launch, make sure everyone's in the know and broadcast campaign status and updates. Sometimes it's better to connect in real-time and that's easy with Workplace Chat for messaging, voice and crystal clear video calls.



Gather customer feedback

One of most powerful assets for a Marketing team is customer feedback. Using Groups, you can gather and manage customer feedback from staff on the ground. Want to know how the latest product launch has landed? How your current in-store displays and merchandising are doing? Or feedback on the latest product in stores? Using Workplace Groups gives people an easy way to provide real-time customer feedback from the front line so you can act faster than the competition.



Connect with agencies

Multi-Company Groups allow you to connect with those outside your organization. Think about all the communication you have with your Media, PR, Creative or Advertising agencies. Need to review assets? Submit your statements of work? Approve campaign launch plans? Multi-Company Groups help you streamline communications and give you a central hub to communicate with each agency. Exactly like you would with your internal teams.



Communicate campaign launches

Make sure everyone's on the same page. A new campaign comes with lots of information. You need to communicate key messages and socialize PR strategy and campaign timelines. Make sure everyone's kept in the loop by using Groups or Live Video to broadcast the latest updates and announcements.



Using Workplace to gather customer feedback

In early 2017, when one Starbucks store manager commented on a popular off-the-menu beverage, other managers chimed in and soon 40 other managers said this secret beverage was increasing in demand. That night, the category marketing team at Starbucks HQ saw the comment thread and, based on the drink's popularity, decided to make it an official menu item. What usually takes several months was possible in less than 24 hours, thanks to the collaboration through Workplace.

“Something that could have taken weeks, if not months, to happen before Workplace, happened in one day.”

Kevin Johnson, CEO

 Workplace by facebook