From idea to performance:

Visual collaboration for marketing teams
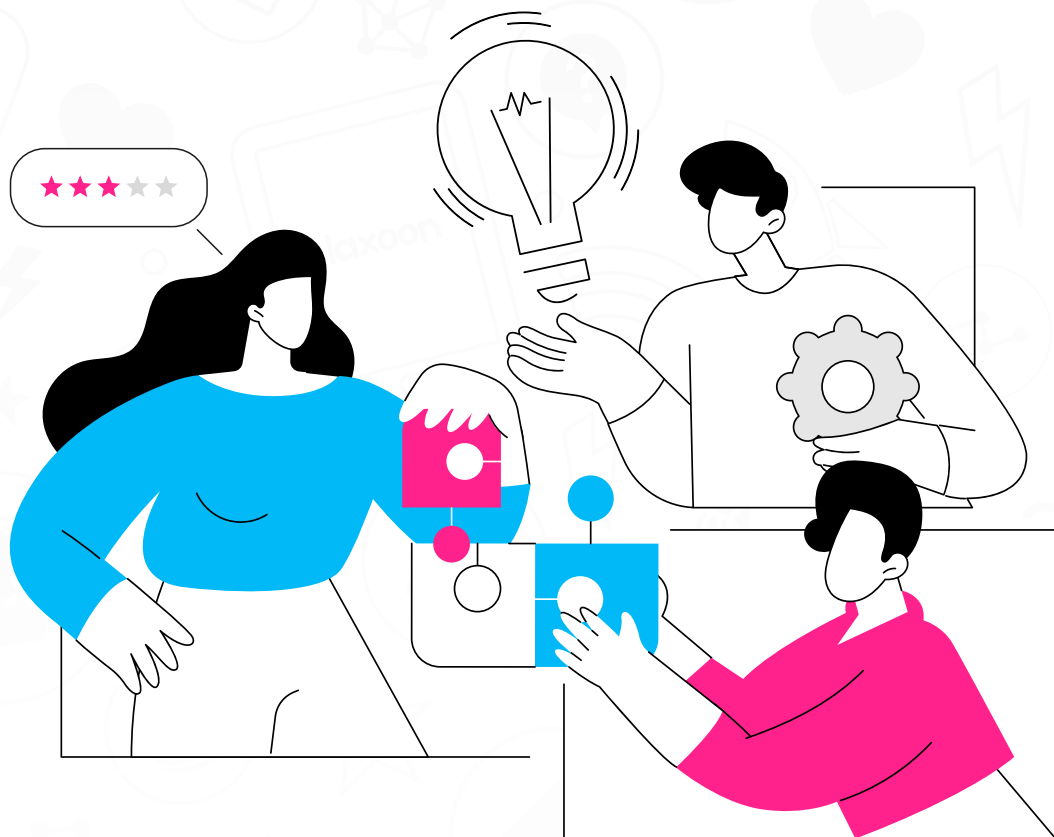
klaxoon
a Wrike company

Table of content

1.

Visual collaboration, a luxury or necessity for companies?

Visual collaboration, a luxury or necessity for companies?

To answer this question, in his <u>predictions for 2025</u>, Wrike's Product Director Alexey Korotich categorically stated:

> *«Visual collaboration tools will be essential for keeping employee engagement high, and I've seen firsthand how these tools can enhance every step of a team's workflow. We typically think of visual collaboration tools as digital whiteboards filled with sticky notes or doodles, but there is so much more you can do with a visual collaboration tool, from visualizing customer journeys to getting a clear handle on results and analytics.»*

This shows how much visual collaboration software is evolving within organizations. Once seen as nice-to-have, they have now become **a must-have component of your tech stack**.

This is especially true for marketing teams, where they can exponentially increase efficiency through their creative and engaging potential. By facilitating the sharing of ideas, visualizing campaigns, and coordinating projects in real-time, visual collaboration software helps marketing teams **gain agility, speed up decision-making, and enhance the impact of their actions**.

In this guide, we will detail the role of visual collaboration and why it is booming in companies, as well as **all the benefits it can represent for your marketing team**:

- We will discuss **the impact of inefficiency** on current company resources and the growing role of visual collaboration in addressing it.
- We will review **the five key steps for integrating these tools** into your marketing processes.
- Finally, we'll see **how Klaxoon's visual collaboration platform stands out in this context**, and how its integration with the project management solution Wrike can pave your way to success.

"

Visual collaboration tools will be essential for keeping employee engagement high, and I've seen firsthand how these tools can enhance every step of a team's workflow. We typically think of visual collaboration tools as digital whiteboards filled with sticky notes or doodles, but there is so much more you can do with a visual collaboration tool, from visualizing customer journeys to getting a clear handle on results and analytics.

Alexey Korotich, Wrike's Product Director

2.

Problem definition: The cost of inefficiency

Problem definition: The cost of inefficiency

Our human nature forces us to admit that we cannot be 100% effective all the time. This is also due to **the accumulation of seemingly insignificant tasks** in our daily work, which also harm our productivity:

- All those notifications that distract us but have no relevance for us.
- The weekly report that you continue to write out of convention, but which no one reads at the end of the day.
- All the time spent searching for the right file version in email loops,…

Put together, these sources of inefficiency can create a domino effect on your company's performance and **hinder its growth**. Not to mention that no one is going to return those hours of your life to you.

Overall, the way we currently collaborate faces many barriers, resulting in unclear objectives, inconsistent processes, and a general lack of visibility over ongoing work.

Also, in many companies, **visual collaboration is almost non-existent** because the teams do not have adequate tools that provide a clear overview. The most evident impact of this phenomenon can be seen when it comes to **meetings**.

The example of the hidden costs of meetings

You've probably experienced this: your to-do list keeps growing and several people are waiting for results from you. But how can you move forward in your work when **you spend half your time in meetings?**

This problem doesn't only concern managers, it also affects knowledge workers. According to Wrike's "Dark Matter of Work" report, **69% of department heads** want to reduce the meeting time of their employees, but they don't know how to proceed.

Source: Wrike

69%
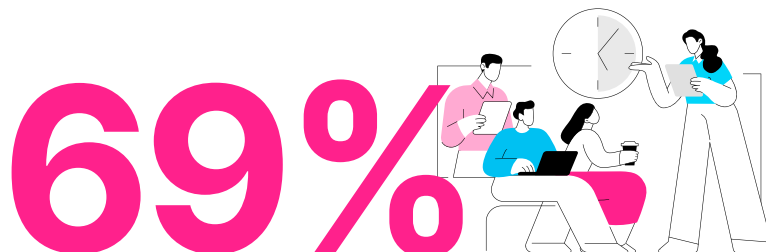
of department heads want to reduce the meeting time of their employees

Without a single source of information that the teams can trust, they lose time in redundant and superficial activities, which represent millions in losses for companies. Every year, this lost time costs them no less than **52 million dollars**, and each knowledge worker represents an average loss of **16,500 dollars**.

This report also shows that delays **raise project costs by 65% on average** while **25% of projects are canceled** due to insufficient information.

Simultaneously, Gallup's State of the Global Workplace 2023 report paints an even gloomier picture, noting that "employees who are not engaged or those who are actively disengaged cost the world **8.8 trillion dollars** in lost productivity."

As you can see, the lack of engagement in collaboration has a significant impact on productivity, costs, and collective efficiency. Luckily, it's quite possible to re-engage your collaborators **through the power of visual collaboration**.

3.
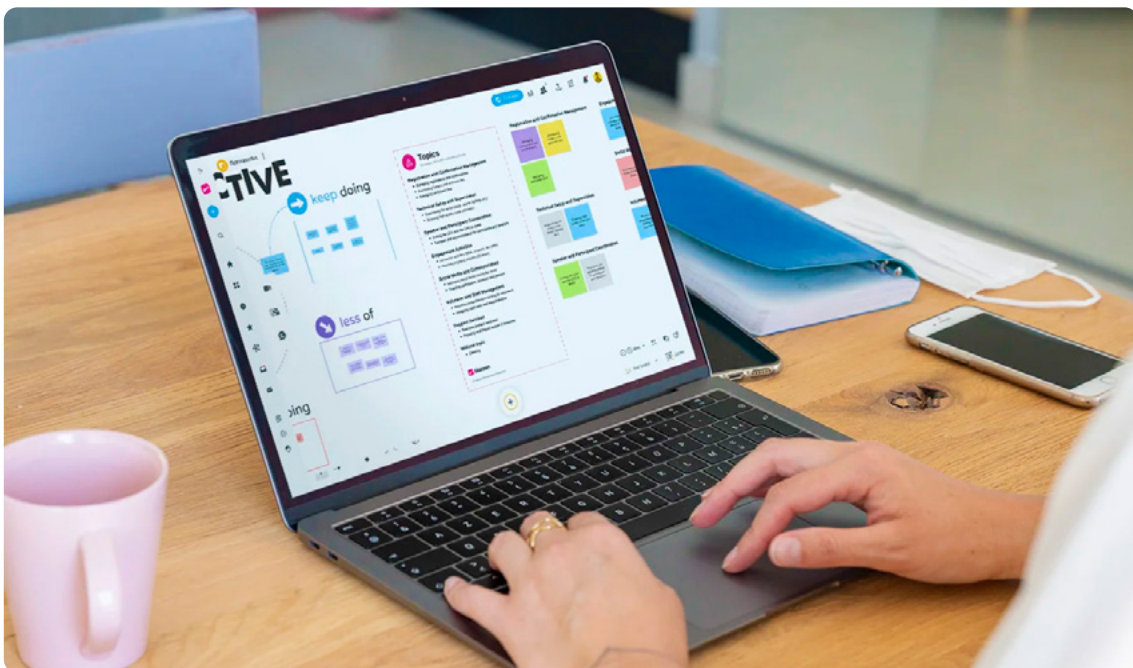
The rise of visual collaboration

The rise of visual collaboration

At the moment we are witnessing a true boom around visual tools. From the rise of virtual and augmented reality to the proliferation of video content in digital marketing, users are increasingly convinced by **the impact of visual experiences** on their work.

Visual collaboration solutions are no exception, experiencing rapid growth with no signs of slowing down. In fact, the visual collaboration platform market **is expected to exceed 3 billion dollars by 2032**. Several key elements contribute to this democratization:

- **Flexible work models:** The sudden shift to remote work and hybrid models has created an exponential demand for tools allowing teams to collaborate online as effectively as in person.

- **Distributed teams:** With flexible work now being the norm, many teams are spread across multiple time zones. This means that the need for online platforms that enable people to work asynchronously and in real-time is greater than ever.

- **Advancements in tech:** The rise of technologies like AI (artificial intelligence) and automation has led people to searching for competitive software that incorporates the latest innovations.

In short, old methods no longer serve the purpose. Users need new tools that help them **communicate, collaborate, and innovate in a better way**.

So, how do visual collaboration tools contribute to this? They do it by combining a wide range of interactive technologies, including:

- Digital whiteboards;

- Videoconferencing features;

- Collaborative creation tools;

- Real-time document editing applications,...

With these tools, collaborators are better equipped to share their ideas visually and interactively, which is particularly interesting for marketing teams and creative leaders who need to make quick decisions.

However, the growing popularity of visual collaboration solutions comes with some challenges:

- **User adoption:** Introducing a new tool across an organization is no small feat, especially for large companies. You're almost guaranteed to encounter resistance from employees reluctant to learn how to use yet another tool.

- **Integration with existing systems:** If a new solution does not integrate well with a company's existing tools, it can quickly create critical, large-scale issues. This process can cost your collaborators precious time in deploying tools for their teams, and they might end up steering away from the solution.

- **Cost management:** For small companies with limited budgets, a new subscription may be financially unfeasible. That's why it is better to opt for an all-in-one solution.

It is up to each organization to find ways to face these challenges to fully benefit from visual collaboration tools.
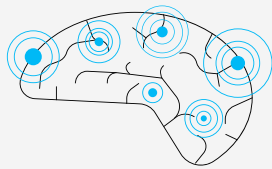
4.

What the numbers say: The impact of visual collaboration tools

What the numbers say: The impact of visual collaboration tools

60 000x
That's how much faster our brain processes an image than text

50%
of the human brain
is devoted to processing visual information
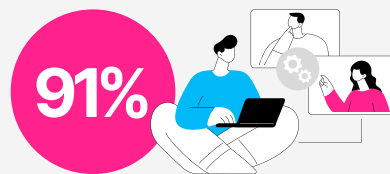
65%
of people are visual learners

What is the impact in the professional environment?

67%
of managers agree that visualizing ideas and processes is vital in their daily work

91%
of creative profiles have embraced digital collaboration since the shift to remote work

82%
of organizations believe that investing in a collaboration tool would help them stay competitive and even become industry leaders

5.

Visual collaboration and marketing: 5 steps for successful deployment

# Visual collaboration and marketing: 5 steps for successful deployment

In marketing more than in any other function, agility and creativity in collaboration play a decisive role. And what channel is more flexible and creative than the visual channel?

Here, we will see how visual collaboration tools can be **true performance catalysts** for marketing teams. Whether in brainstorming, campaign planning, or content production, they facilitate idea sharing, speed up task coordination, and generate maximized engagement.

At what levels do they intervene, exactly? Here are 5 steps that will allow you to successfully integrate your visual collaboration tools into your marketing team's daily work.

1. Ideate and align the team

What's the best way to quickly gather as many ideas as possible at the start of a project or campaign? You've guessed it - nothing beats **a brainstorming session** for that.
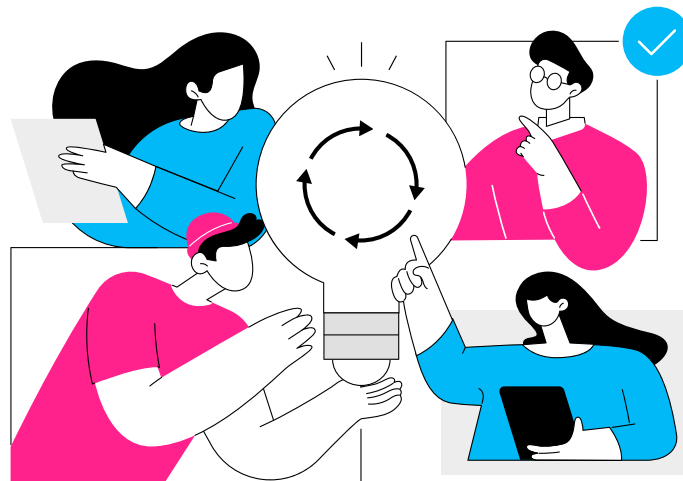
This is where you propose ideas for engaging content titles, improving your acquisition funnel, or even testing new cross-functional communication formats.

Instead of passively showcasing a PowerPoint, you can **organize an interactive and dynamic meeting** on a visual whiteboard to ensure all participants remain engaged and every voice is heard. This method values each individual's contribution, not just the ideas shared orally.

Moreover, brainstorming goes hand in hand with **mind mapping**. Beyond idea generation, you need to be able to associate the most relevant ones to develop them into your action plan. That's where visual mind mapping comes into picture. Mind mapping on a whiteboard allows you to keep track of your thought process and even **vote for the best ideas** to implement.

2. Plan and allocate resources

The next step is to **decide which ideas your team will act on** and plan how these ideas will come to life.

At this stage, you need to prioritize tasks that best meet the following two criteria:

1. Being feasible (context, budget, resources, etc.) and

2. Promising a good return on investment (ROI).

Next, you need to map out all these tasks (and the processes they will follow) in **a structured project roadmap**.

Resources are a big component here. When you plan your capacity, ensure you have the staff and material necessary to <u>achieve your objectives</u>. If you plan beyond your capacities, you run the risk of disengagement from your team.

Just like the ideation step, an online visual collaboration tool democratizes the decision-making process and encourages everyone to be involved in developing your roadmap. **A strategy planning workshop or <u>a structured project kick-off</u>** can help you visualize and validate all plans for your individual project or for your campaigns, content, etc.

3. Successfully execute work

Now, all team members are on the same page... but is that enough?

Not quite - at this point, it's time to activate the machine with **an effective collaboration dynamic** that will bring your marketing actions to life and naturally move toward your goals.

Sometimes, even the best-planned strategies go awry because teams end up working in silos. This is particularly challenging for asynchronous teams with rare coinciding availability for direct interactions.

Having **an all-in-one visual collaboration platform** makes work accessible to everyone, at any time, anywhere, and from any device. You can also use it to regularly synchronize together, and ensure that everyone stays on the same page.

- **If you are in the same time zone**, even better. You can hold live sessions with your team and share your updates in real-time.

- **If you work asynchronously**, that's no problem either. You can still exchange all the information you need, ensuring your platform incorporates the latest decisions.
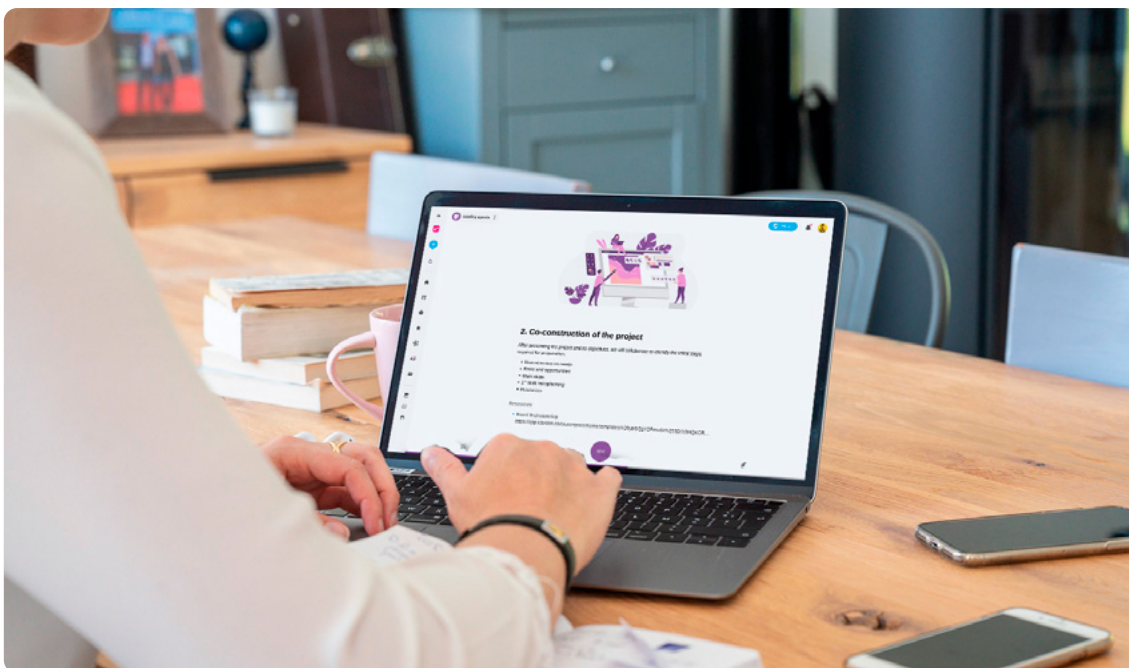
Additional tools like Agile methods or interactive activities (quizzes, surveys,...) can also help you stay on track and ensure team members remain engaged at all times.

4. Evaluate and interpret data

After your project is delivered or your campaign is launched, it's time to meet with your team and assess your results.

We have already mentioned how valuable a single source of information can be, especially when dealing with analytical data. To avoid any errors or confusion, you'll want to **keep everything in one place**, including your marketing reports on generated leads, conversions, your most effective channels, etc.

This way, you create **a unique knowledge management space**, accessible to all internal or external contributors to your team (executive team, service providers, etc.).

The fact is that visual collaboration is not limited to a one-time action at the start of your project or campaign. It must continuously intervene in your process. You have probably established OKRs (Objectives & Key Results) and indicators to follow, and this step will help you understand if you are on the right track or if you need to readjust.

5. Learn and progress collectively

The success of a project or a campaign is an obvious win, but a failure can also be very informative thanks to the lessons learned.

Use your visual collaboration platform to **organize retrospectives** and analyze what did not work in your project. You can also meet to exchange best practices from previous projects and concrete examples (publications, campaigns, etc.).
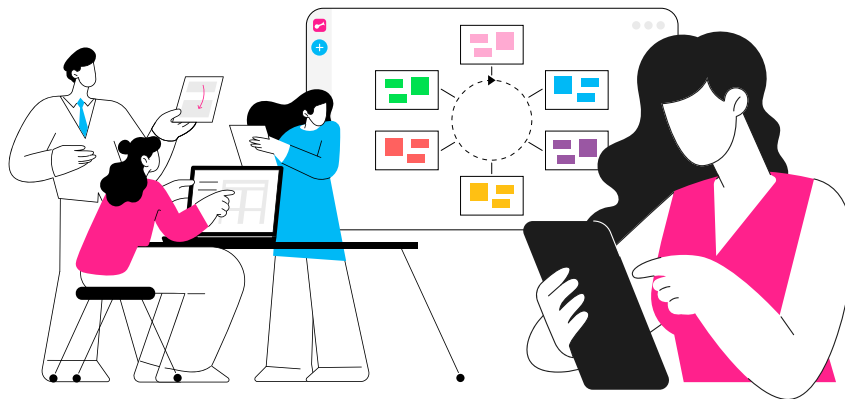
An interactive online survey is another way to quickly gather feedback from the whole team. These efforts to identify your areas for improvement will help you maximize the success of your next marketing campaign or project.

6.

How Klaxoon helps your marketing team achieve performance

How Klaxoon helps your marketing team achieve performance

By now, the benefits of visual collaboration should be clear to you. However, **choosing the right solution** can be tricky.

To find the solution that best fits your needs among the dozens of tools and platforms available on the market:

1. Start by assessing your current uses with your marketing team;

2. Identify the blocking points and irritants;

3. Set clear objectives to achieve once your visual collaboration tools are in place.

Klaxoon is one of the visual collaboration solutions that helps you **structure your marketing collaboration smoothly and efficiently**, anytime, anywhere.

Powering over 7,500 organizations and more than a million users, Klaxoon is a unique platform that combines a visual whiteboard and interactive collaboration tools, including quizzes, polls, and even a library of ready-to-use work methods to save time in creating your activities: brainstorming, focus groups, persona creation, marketing campaigns, etc.

These features help marketing teams of all sizes **maximize their level of engagement**, unleashing the creativity of all participants. Klaxoon can help you **transform your ideas into concrete results**.

Unlike other tools on the market, Klaxoon is more than just a whiteboard. It combines video conferencing tools with features for diagram creation, presentations, gamification, feedback exchanges, and other visual features designed for effective brainstorming, campaign creation, and content production.

Don't want to lose your existing tech ecosystem? No problem, Klaxoon integrates easily with **Microsoft and Google Workspace**, with over 1,000 additional apps available via Zapier.

Wrike + Klaxoon

Klaxoon is now part of the Wrike product portfolio. **The integrated Wrike + Klaxoon solution** caters to teams from various sectors, and particularly marketing teams.

This unique merging of visual ideation with structured work management guarantees unmatched collective efficiency. Moreover, Klaxoon's AI-powered innovations, combined with Wrike's Work Intelligence® solution and offline features, ensure flexibility for hybrid and remote teams.
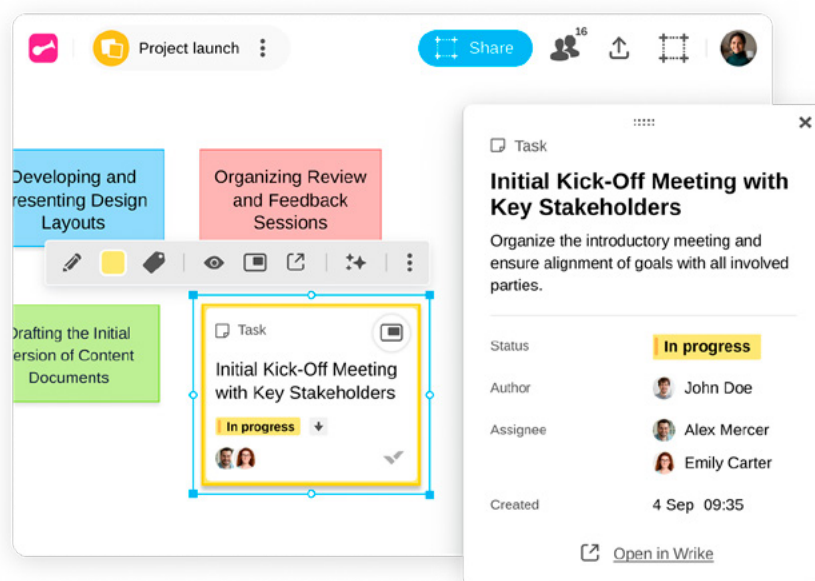
Together, Wrike and Klaxoon are reinventing the way marketing teams collaborate, ideate, and execute projects.

"

The Wrike platform is strengthened by our Work Intelligence® solution, which is transforming the way work is managed through AI-driven insights. Paired with Klaxoon's own advancements in AI for visual collaboration, we will accelerate the shift toward fully integrated, AI-powered workflows. This isn't just about adding another tool to our platform — it's about revolutionizing how work gets done, bringing creativity, engagement, and execution into one seamless experience..

Tom Scott, CEO of Wrike

7.

Conclusion :
## The Future of Work
will be visual

Conclusion:
The Future of Work will be visual

As we have seen throughout this guide, visual collaboration is becoming **a necessity for today's and tomorrow's marketing teams**.

Its ability to move you from idea to action makes it a powerful lever to gain efficiency while remaining competitive and delivering quality work.

If you are looking for your first visual collaboration tool or seeking an alternative to the solution you are currently using, **the Wrike + Klaxoon combination** is the most comprehensive you can find.
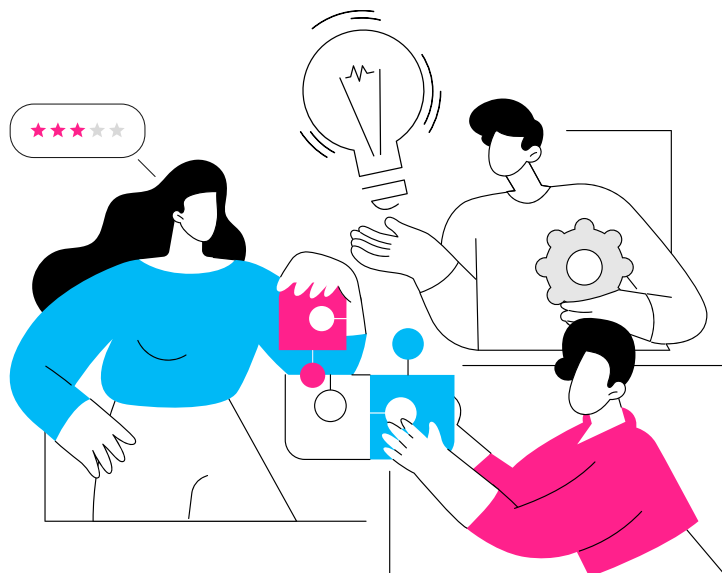
Ready to join the new era
of collaborative work?

Want to learn more about how Klaxoon can help you exceed your marketing goals?

Contact us

klaxoon

The all-in-one visual collaborative platform for engagement & productivity

With a unique range of 9 visual collaboration tools, Klaxoon empowers people to drive engagement in and beyond meetings, boost productivity and shape an innovative workspace.

Learn more

Bolster engagement in the full meeting lifecycle

Empower individuals to accomplish more with others and drive sustained engagement levels by facilitating a culture of active participation in and beyond meetings.

> **We achieve 100% of engagement**
> Vincent Gonzalez, *Performance leader - Safran Landing Systems*

Make business easy, increase productivity and drive outcomes

Foster collaboration internally and externally with your business partners while accelerating decisions, processes, projects, delivery and time-to-market.

> **We save up to 40% meeting time**
> Marc Gigon, *Global Digital Advisor - Microsoft*

Fuel innovation and enable decision making within an innovative workspace

Equip your workforce with the tools to innovate and meet their business challenges on a daily basis, regardless of location, while rationalizing the application portfolio.

> **Klaxoon enables collective intelligence and collaborative decision making**
> Peter Quiguer, *Digital Experience Director - Lesaffre International*

7,500 corporate clients

120 countries

15% Fortune 500

4,7/5 ★★★★★

100% secure environment
highest **standards of security and data protection**

← → C 🔒 app.klaxoon.com

✔ Robust data residency
✔ CCPA
✔ SSO SAML
✔ SOC2 / type2

Interoperability with your tools

Microsoft Teams
Google Workspace
Jira Software
Confluence
moodle

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Hundreds of thousands users, awarded worldwide

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