

Welcome

WELCOMESOFTWARE.COM

How to Plan Your Launches to Perfection

Trends & templates based on data from 500+ marketing leaders

- ▶ Freshly minted trend research, from budgets to channels to team burnout & more
- ▶ A useful (yet fun?) product launch process template
- ▶ Gartner's assessment of what you need in a campaign management platform
- ▶ Plus, tons more tips & tricks for how you can inspire your audiences in 2021





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**Pulling off
launches,
without a
hitch... can
you even
think of a time
when that's
been more
difficult?**



Here you are. One year out from the onset of the pandemic.

Let's be real...your main goals haven't really changed, have they?

You're still aiming to plan your product launches to perfection – to have compelling product content at the ready, to align all the internal teams your launches depend on...so you're able to communicate the value of your awesome products, *fast*.

Yet nobody's favorite virus, COVID, has thrown product marketers off in their pursuit of this aim. No, the product marketing 'north star' hasn't shifted, by and large. **But COVID has shifted product marketers' ability to reach it.**

Actually, that's an understatement. Pulling off launches, without a hitch... can you even think of a time when that's been more difficult? We can't.

So here's an entire guide to help you answer this question:

“How can I plan my launches to perfection – during this particular moment in time?”

Hopefully, by the time you've finished...

- ▶ combing through *Welcome's* proprietary trend research,
- ▶ filling out the useful yet fun launch process template,
- ▶ and reviewing the final action items

...you'll pinpoint the next steps you and your team can take to inspire your audiences to take action in 2021.

Let's dive in.

TRENDS

The Story in the Stats

Before we drill down into the actionable steps you and your team can take, today...

...let's explore why and how planning flawless product launches has never been more challenging.

In March 2021, *Welcome* teamed up with the brilliant minds at Sirkin Research to survey hundreds of marketers.

Product marketers just like you told us how they're faring right now, compared to how they were doing at the onset of the pandemic. They discussed their greatest obstacles, the way they work, their team dynamics, and so much more.

There are trends in the data and personal accounts we received, and they tell a story.

Not just one story, in fact. Several clear stories emerged around the priorities and difficulties communications marketers currently face across all levels of the GTM process: **planning, collaboration, and execution.**

Don't worry. The stories and trends here aren't entirely negative. There are some unexpectedly good bits of news, which you (and your team) can use to your advantage.

So what, exactly, is impacting product marketers' ability to plan their GTM initiatives to perfection?

Let's explore.

At the Planning Level...

(the story of **One Big Change in Plans**)

Now, on a high level, when we asked product marketing leaders (you? your boss?), “What does demonstrating results mean to you?”, they pointed to boosting **content performance** (the #1, most important factor), **proving how their efforts impact the business** (#2), **building product awareness** (#3), and **accelerating speed-to-market** (#4).

In other words, it’s all about what your external and internal audiences are able to see – and making sure the product marketing they see makes an impact, at the right time. But, as one survey participant put it, **“[COVID] has made a reactive job more reactive.”**

A product marketer we spoke to even said that their org’s increased expectations for **“fast go-to-market execution turnarounds”** is keeping them up at night.

- ⊗ And when it’s tougher to publish product content...
- ⊗ ...it’s harder for the public to see your product, what differentiates it from your competitors’...
- ⊗ ...and for your internal org to see *which* of your (increased number of) initiatives is driving results.

Plus, in terms of marketing results and channel performance, for better and for worse... boy, have things changed.

- ↗ For better, in terms of performance, despite the job becoming more difficult: **47%** say their **product marketing** has improved significantly, by at least 10-20%
- ↗ Also for better: **64%** say **social, email, and content** are performing **better** as a result of COVID.
- ↘ For worse: **74%** say **field marketing and events** have been performing worse. Not a surprise, but still – two key marketing channels were all but eliminated.

The changes and pivots are giving marketers whiplash. **65%** of marketers say **“frequently shifting priorities”** is their **#1 challenge**. In fact, “frequently shifting priorities” was a particularly large challenge for product marketers – more so than for any other kind of marketer.

One product marketing leader explained that the **“rapidly shifting strategies are leading to poor alignment across the enterprise,”** and another said that **“responding to new requests and priorities, and shifting focus to support sales and other internal teams”** was stressing them out.

TRENDS

At the Collaboration & Execution Level...

(the story of **More, More, More**)

More tools: We tried to keep business...‘as usual’ as possible. **44%** of marketers say their companies made incremental investments in **collaboration and workflow tools**.

- ▶ Makes sense, seeing as the **#1 bottleneck** for marketers right now is the **content and asset creation process** (requesting work, ideating, creating, editing... aka working).
- ▶ One marketer highlighted how shifting priorities play a role here: “There have been lots of pivots, changes in messaging...which increases changes in content and assets.”
- ▶ Additionally, **11%** noted incremental investments in **resource management** tools.

Are all the new resource management and collaboration tools helping? Maybe, maybe not:

- ↘ **38%** of marketers say **deploying teams and resources** is more of a challenge now than pre-COVID.
- ↘ **45%** say **collaborating in real-time** is also more of a challenge today.

More meetings: Not to mention the **65%** who say the sheer **number of meetings** (planning meetings, team check-ins, etc.) is more challenging to work around.

- ▶ What’s with all the meetings? They’re likely necessary to pull off the high degree of cross-team coordination needed for a launch (aligning everyone on timing, deliverables, key dates, etc.), and the difficulty of doing that as we work remotely.
- ▶ The meeting uptick could also be resulting from issues around **channel execution**. Product marketers told us that channel execution – simply getting content *out the door* (via Sales teams, email, etc.) – is the biggest bottleneck they face.

More work: With the absence of key channels and the boosted performance of content during COVID, organizations placed more demands on product marketers...

More pressure: ...which goes hand-in-hand with more pressure. **48%** of marketers say the **pressure to perform** has worsened, which our survey takers frequently cited in their responses.

"Pressure to do more with less is greater than ever."

"We face a reduced staff, pressure to do more and shifts into markets we've had no experience in quickly. Plus, unreasonable expectations."

"Every team has more pressure to perform and deliver revenue. And given that marketing is a natural hub for this activity...it's been much more challenging to meet the demands of my organization."

"I'm stressed about the limited bandwidth we're facing amid an upcoming product launch."

"We have done more work with less money, but now that's the expectation, and less help is given to Marketing overall."

TRENDS

At the Human Level...

(the story of **No Off Switch**)

Let's zoom out for a minute: As of March 2021, burnout and stress have decreased. **Only 15%** of Americans feel burnt out today, versus the 26% who felt this way over the past year. And **20% fewer** Americans are feeling stressed in 2021.

Unfortunately, this doesn't ring true for marketers. The increased pressure to perform is one reason why **over 61%** of marketers say their **stress levels and work/life balance are worse now** than in 2020. In their own words...

- ⊗ *"The increase in general anxiety has really pushed a lot of people to the edge of burnout."*
- ⊗ *"We all work more hours and there is a total mix between our personal and professional lives, which is a danger."*
- ⊗ *"Meetings and scope creep across teams and there's a ton of personal burnout, as teams have had a tough time 'turning off.'"*
- ⊗ *"The team feels 'always on' – due to the increase in meetings, decrease in productive time during work hours, and the day starts earlier/ends later."*

And, did you know? We're not "off" even when we're unconscious. 1 in 4 Americans report experiencing strangely vivid, frightening or stressful dreams during March 2021.



"COVID caused me to think about my future at my company."

Another factor not helping the situation: Although unemployment is coming down (in the US, it fell from 14.8% in April 2020 to 6.3% in January 2021), **38%** of marketers are feeling a **lower sense of job security**. Our survey participants said it best:

- ⊗ *"There's uncertainty about job security, despite my company's success."*
- ⊗ *"COVID caused me to think about my future at my company."*
- ⊗ *"Uncertainty dominates everything. Any sense of psychological safety we had in the workplace is gone."*

But this story isn't as negative or straightforward as it seems. For some marketers, the burnout, stress, new demands, and pressure are actually **paying off**. After all, pressure creates diamonds, as they say.

- ↗ One example? Productivity soared. **46%** of marketers say their **team's productivity has improved** in this new environment.

- ↗ "Productivity," by the way, got better than everything else. It improved **more than any other factor** (such as pressure, stress, job security) we analyzed.

Furthermore, despite being physically apart, the heightened challenges spurred some teams to **develop closer relationships**.

- ↗ **24%** say their **professional relationships became stronger** overall.
- ↗ For **28%** of marketers, the sense of **trust among team members grew**.

The product marketers we spoke to weighed in:

- ♥ *"We trimmed a lot of the fat and everyone is much more emotionally in tune with the challenges that others face."*
- ♥ *"There's more focus, greater collaboration, and increased creativity on the product marketing side."*
- ♥ *"[Remote working] actually improved communication and collaboration a ton. We are forced to meet more often and to have those meetings be more effective, since we can't meet in person. As a result, there's more trust and more accountability."*
- ♥ *"The continuous recalibration of priorities has forced us to bond together and communicate more than ever."*

TRENDS

As for the Future...

(the story of **A [Remote] New World**)

We just want a shot 📌 : In the US alone, as of June 2021, **44%** of adults were vaccinated against COVID.

- ▶ Which is one reason why, in March 2021, **40%** of Americans (up from 26% in January) said they expect to return to a normal-ish, pre-COVID-like life within the next six months.

Despite this anticipated return to normalcy, the marketing world will likely remain largely remote.

54% of respondents expect at least **70%** of the marketing workforce to work remotely through 2021.

Still, for marketers, the idea of “returning to the office v. staying remote” is as polarizing as today’s politics.

Marketers **in favor** say...

- ♥ “My team has adapted pretty well and I anticipate it will be a challenge to get us to come back to the office.”
- ♥ “It allowed us to find talent, regardless of geographic location.”
- ♥ “Working from home is fantastic and I hope it continues FOREVER!!!”

...and some **object**.

- ⊗ “Focus seems to be an issue, now that the novelty of so many Zoom meetings has worn off.”
- ⊗ “Worried about the long-term impact of working in this environment.”
- ⊗ “Working remotely has curtailed our highly engaged, collaborative environment, despite technology. Content takes longer, more rounds of revision – frustrating. We will be heading back to the office in Q4.”

Marketers’ varying views of remote work line up with those of the general workforce: **25%** of US employees said they would like to work in the office five days a week, while 20% said they never want to step foot in an office again.

"Working from home
is fantastic and
I hope it continues
FOREVER!!!"

Worried about the
long-term impact
of working in this
environment."

Do you think your product marketing team will be able to relate to these sentiments? We think they will.

So, now that you have a full picture of the state of marketing, laid out in your mind... consider what's making it more difficult for your team to map out your go-to-market initiatives, at this present moment.

What changes might you implement? More importantly, how can you spot sources of struggle and areas for improvement in your product launch process?

Luckily, we've created a comprehensive (yet fun!) exercise to help you and your team do just that. Keep reading to get started...

TACTICS

Harmonize Your Product Marketing... with **The** **Marketing** **Orchestration** **Template**

What's the key to planning your launches to perfection? It all starts with managing your process strategically – ensuring all the moving parts (and team members!) within your marketing process are working together, in harmony, to execute the larger marketing strategy. Like a conductor does with their orchestra. Which is why we call this **marketing orchestration**.

This quick template will help you take the first step towards becoming a lean, mean, well-orchestrated product marketing machine – **identifying uncertainties and inefficiencies in your process that aren't in tune with your strategy**. After all, you can't solve problems if you can't quite locate where they lie...

Which is why you should fill out **The Marketing Orchestration Template** to get a full view of how your team works.

You'll be able to visualize all the steps your team takes to go-to-market, pinpoint exactly where the roadblocks are in your workflow, and which parts of your process to refine first. Time to make some (marketing) music.


How to Get Started:


- Below are the 5 stages of the GTM process –
 - Planning** (figuring out what's launching/when/who owns each deliverable)
 - Executing** (delivering on dependencies and resources needed for the campaign)
 - Publishing** (posting all product-related content to channels)
 - Distributing** (getting content into the hands of those who need it via the systems they use – i.e. Sales via Showpad)
 - Measuring** (Determining how and if people are using your product content, and your content's impact).
- Every box with a musical note 🎵 represents a step in the stage. In the 'notes' within each stage, write down each step that your team needs to take to complete it, from the beginning of the stage to the end. *Note: We know that some steps may not happen sequentially – they may need to happen at the same time. Which is why we've included 3 'notes' along each point in the timeline.*
- After identifying each step, write down any roadblocks that make that step difficult for your team to complete. Roadblocks might include...
 - A lack of clarity among your team about how this step fulfills wider goals
 - Uncertainty around how this step should be completed...or who should be completing it
 - Any tools or requirements making this step extra difficult (or inefficient) to complete
- After you fill out this template, have your team do the same. Get on a quick video call to see if you and your colleagues identified the same roadblocks, for the same steps. Doing so will help you indicate which issues you should knock out, first.

THE MARKETING ORCHESTRATION TEMPLATE

Start of Phase


Stage 1:
PLANNING


STEP: 
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Stage 2:
EXECUTING


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Stage 3:
PUBLISHING

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Stage 4:
DISTRIBUTING


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Stage 5:
MEASURING

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End of Phase



End of Phase



End of Phase



End of Phase



End of Phase

The Final Checklist

Well, here you are, at the end of this issue.

You've absorbed how your product marketing colleagues are faring via the [Trends](#), you've pinpointed your go-to-market roadblocks via [The Marketing Orchestration Template...](#)

Now, it's time to take action.

Here are actionable steps you and your team can take to better collaborate, coordinate, and – of course – [plan your product launches to perfection](#).

But don't just take it from us. Take it from Gartner, which – for the 4th year in a row – named *Welcome* a *Leader* among CMPs (content marketing platforms), placing us at the top of its Magic Quadrant.

In 2021, this accolade feels extra special. For the past three years, our team was recognized by Gartner under our former brand, NewsCred. Ranking high on the Magic Quadrant – this time, as a marketing orchestration platform – is a powerful signal that **the future of marketing is in orchestration**.

Below are key ways you can supercharge your launch planning by waving your (orchestration) conductor wand, alongside Gartner's key points from the Magic Quadrant report ([get the full analyst report for free, here](#)) showing what you should value in a CMP.

Go through each of the points with your team, discuss, and [click to check them off](#) ✓ when you're done.

Happy orchestrating!

Plan and execute your launches in one place – and one place only.

Google docs, Slack threads, publishing tools, back-and-forth email chains. Everything that needs to happen to plan and pull off a product launch often happens in too many places at once.

This in turn leads to stress, messaging that misses the mark, confusion among team members...and therefore, confusion among your target audience. In 2021, these issues will persist in orgs that stay remote and have a decentralized GTM process.

Make sure everyone at your organization can amplify the launch by outlining the **entire plan** within a single workspace: a central place your team knows they can visit to clearly see...

- ✔ Status updates for every GTM campaign – and any sudden changes or new developments to the plan
- ✔ All the steps in the plan, and who's responsible for each
- ✔ How every initiative furthers overall, strategic goals
- ✔ All assets and content needed to execute each initiative

This place exists in *Welcome*.

As Gartner noted, **“Welcome’s vision as a marketing orchestration software, combining the capabilities of a CMP, MWM and DAM, offers promise.”**

And, of course, these core capabilities are housed in one centralized, organized platform.

Plus, *Welcome* can take on additional functionality through CRM and sales enablement integrations, like Showpad and Seismic...and we're always adding more.

What does all of the above mean for you? It means no more back-and-forth between software tools (the average marketer, by the way, uses a minimum of 5 tools to launch a single campaign*). It means no precious content will get lost or altered as you transfer collateral to your sellers, via a sales enablement connector. It means you'll save time.

And, you won't need 10 browser-clogging tabs open with 10 different tools at all times. Your laptop will thank you. And stop making that wheezing noise.

Set up one, shared launch calendar to keep all stakeholders in the loop.

Bet this won't surprise you: Nearly every marketer we surveyed said "increasing the visibility of strategic plans across all marketing teams" is a struggle. Yet we *also* found that doing so is more of a struggle for product marketers, than for any other marketers. Bet you can relate!

We'd venture to say it's extra-tough for you because, as a product marketer, you're not only having to plan launches across marketing functions (which can be challenging enough on its own)...but because you also coordinate more heavily with other teams in your company (e.g. Sales, Product).

Not to mention that "increasing visibility" is probably tough when you're planning more than one launch – or managing multiple in-flight campaigns – at the same time.

The best way to boost visibility around product marketing plans? Put all your launch plans on a single, centralized calendar any team can peer into. Make sure your Launch Calendar displays...

- ✓ Every GTM campaign
- ✓ Key dates and milestones for each campaign (events, announcements, official release dates, etc.)

- ✓ Campaign dependencies (content deadlines, web page setups, etc.)

Color-code items on the calendar based on which campaign it pertains to, the type of launch – whatever is most intuitive to you or your org.

By creating this visible-to-all launch calendar, you won't have to spend nearly as much time blasting out launch updates to other teams. You'll also ensure all stakeholders are aware of the plan, able to see how (and when) it's being executed, able to monitor every launch's progress, able to see which product launches overlap, and campaign dependencies – what you need from those stakeholders and teams to get this show on the road!

Another critical capability for CMPs, according to Gartner? Ding ding ding, you guessed it: content calendaring and planning.

Welcome integrated marketing calendar keeps your content cohesive through...

- ✓ **Shared, global strategy views.** *Welcome* is structured from your main goals, down – so you can get at-a-glance views of how every activity, from a collateral deadline to a feature release announcement, ladders up to your grand strategy. No more, "Why are we doing this again?"

- ✓ **Separate planning & publishing views.**
Make it easy to see content planning and dependencies (drafts, approvals, etc.) and when content will be published...and distinguish between the two schedules.
- ✓ **Saved views & advanced filtering.**
See what's important to you – and nothing more. Create and save filtered views, whittled down across target audiences, geography, channels, or your own metadata.

Get to market on time – every time – by creating a launch plan template.

Time is of the essence, and for product marketers, time-to-market is everything.

Don't sacrifice heaps of what little time you have simply setting up work for a product launch. Rather than actually *doing* the work.

Instead, create a **go-to-market playbook**: Outline all the steps and procedures you take to pull off a product launch, *once*. Go back and refer to a particularly smooth, successful launch campaign – what really *worked* for your team here? Plug some of those best practices you used into your playbook.

Then, next time you plan, save time by just copying-and-pasting the playbook into your workflow! You'll only need to change a few details (deadlines, perhaps assignees). This is particularly helpful for organizations with lengthy, highly complex GTM processes.

Your team will always know exactly what they need to do, they'll never miss a single step, it'll be easy for you to (re)do what works...and you'll have one less admin-task headache.

As Gartner put it, **“B2B and B2C marketers... looking for technology to support the requirements of a complex, increasingly mature content marketing program should consider Welcome.”**

- ✓ **Automated workflows.** Initiating and coordinating a product launch is as easy as pressing a button. Set up workflows quickly by simply hitting 'copy' on a winning product marketing playbook or workflow. *Welcome* will automatically progress your project and notify team members responsible for next steps.
- ✓ **Distribute content, right from your workflow.** Once you're ready to publish, no need to switch to a different tool. *Welcome* can push your collateral to your CRM, sales enablement platforms, website, and more.
- ✓ **Brand compliance & approvals:** Build your governance standards right into *Welcome's* automated workflows, so you can easily pinpoint any errors – before you publish.

Don't let work requests derail your launch plans.

You know that feeling: When a phone rings during the movie. When a siren goes off in the middle of your yoga flow. Or, when you're immersed in planning your product launch, down to the last detail – and a work request suddenly pops up.

As one product marketer we surveyed put it, the sheer number of “last-minute requests from stakeholders that are required to be prioritized” keeps them up at night.

Don't let ad-hoc requests from Sales or other teams completely disrupt your workflow or throw your launch plan off-course.

One way to do this? Set up a **designated space** for other teams to submit their work requests – a centralized space that's separate from the place where you plan all your product marketing initiatives.

To save yourself (and your team) as much stress and time as possible, ensure your dedicated Work Request space...

- ✓ is the only place where other teams can submit their requests – no more one-off emails, Slack messages, etc.
- ✓ requires submitters to give your team all of the info and context you need to create the deliverable
- ✓ makes it easy for you to assign work to different team members

- ✓ lets submitters check up on the progress and status of their work request, once it's accepted
- ✓ lets you set the priority level – so you (not the submitter) can determine whether a request truly is “urgent,” and worth dropping your planning for

Having a centralized, intelligent intake system will help your entire org keep ad-hoc requests organized – not muddled in with (generally) more important product launch plans. It will ensure your team has everything they need to actually deliver – no more hunting around for the pertinent details.

And, a separate work request space lets you establish boundaries with the rest of your company – while granting other teams the transparency and visibility they crave. Win-win!

Welcome's intake solution leverages the modern *wonder* of automation to simplify your work request process...and let you get back to the product launch pad.

- ✓ **Request and intake forms.** Ensure teams submit all the information you need via customized forms.
- ✓ **Route it to the right person.** Quickly assign requests to specific team members to fulfill.
- ✓ **You set the priority level.** *Welcome* gives you a high-level overview of all the requests that come in, making it easy for you to prioritize between them.



Gartner, Magic Quadrant for Content Marketing Platforms, Nicole Greene, Rick LaFond, 22 March 2021

“B2B and B2C marketers...looking for technology to support the requirements of a **complex, increasingly mature content marketing program** should consider *Welcome*.”

— Gartner

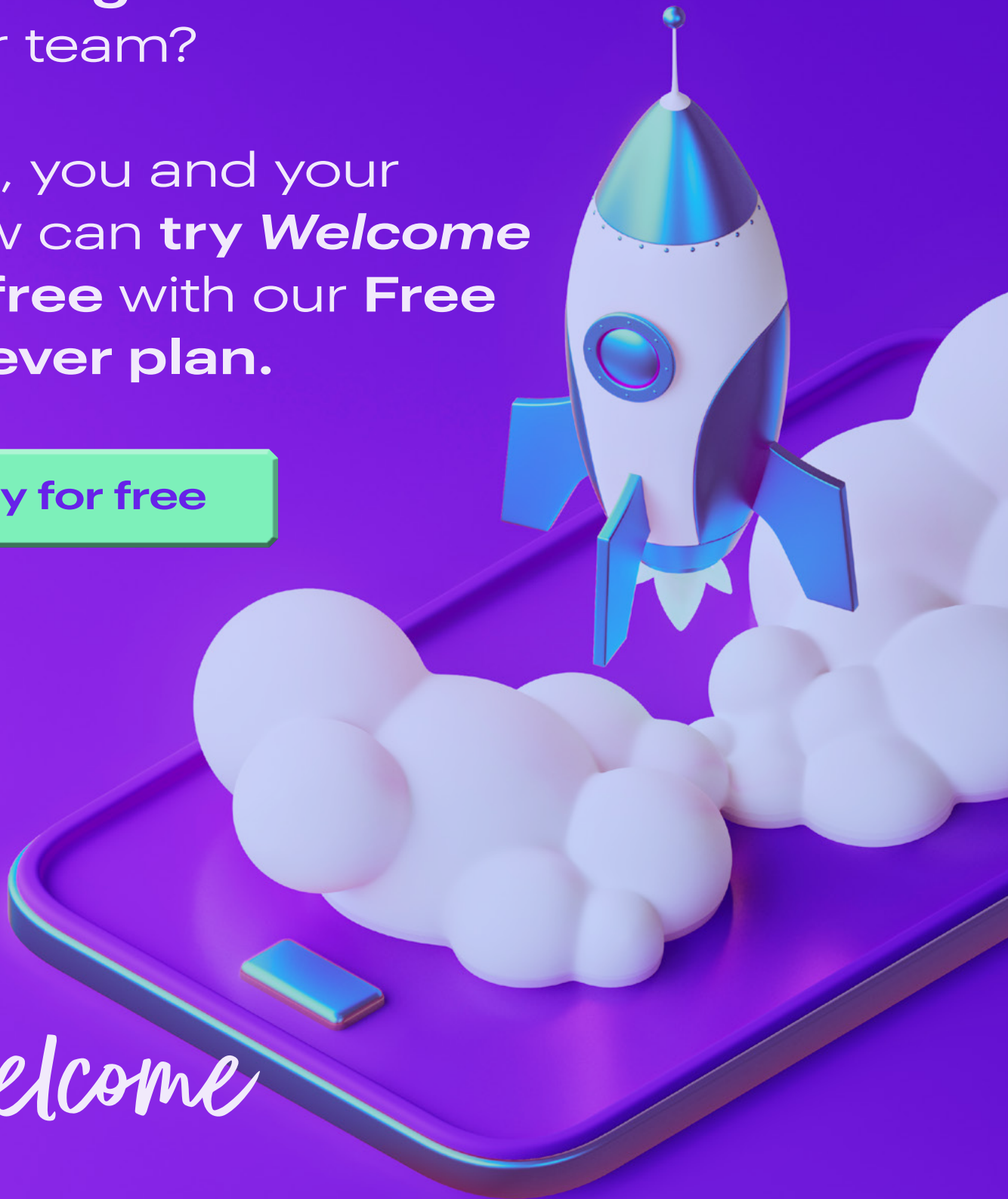


Do you think *Welcome's* features would spark **'gates-of-heaven-opening'** moments for your team?

If so, you and your crew can **try *Welcome* for free** with our **Free Forever plan**.

[Try for free](#)

Welcome



About the Author



Lisa Feierstein

Senior Manager, Content Marketing, *Welcome*

Lisa Feierstein is a generally enthusiastic and endlessly curious writer, speaker and content expert. She helps marketers understand and (more importantly) harness trends. In her current role, Lisa drives *Welcome's* own marketing efforts to evangelize and champion software built for marketers.

Welcome

Welcome transforms how marketers run marketing. It is the leading marketing orchestration platform used by the world's most ambitious brands to strategically align teams, take the friction out of execution, and demonstrate meaningful results.

Only *Welcome* offers a platform purpose-built for the complexities of modern marketing that can scale to support the largest teams in the world. It is a new layer of the marketing technology stack where marketers can work better together, connect other martech tools, and measure performance.

For more information, visit welcomesoftware.com or contact sales@welcomesoftware.com

Welcome

One place to run all
your marketing, better.