

How L5's Marketing Team Uses ClickUp

How the L5 marketing team runs campaigns, content, and requests in ClickUp, from first brief to published work, all in one tracked workflow.



L5 Team

December 1, 2023

As a strategic ClickUp partner, L5 uses ClickUp extensively within our organization. This approach gives us a deep understanding of how our customers will use ClickUp. We rely on this experience to help recommend best practices. One of the departments that has significantly benefited from ClickUp is our Marketing team. This article will explore how our Marketing team uses ClickUp to manage all marketing projects effectively.

Managing All Marketing Projects with ClickUp

Our Marketing team uses ClickUp to manage all marketing projects, from content creation and review to email and social media campaigns, paid search and SEO activities, ordering branded merchandise, invoice management, event management, and partner collaborations. Using ClickUp, our Marketing team can manage these projects effectively, ensuring that everything is completed on time and to a high standard.

Effective Project Management with ClickUp

ClickUp's features enable our Marketing team to manage their projects effectively. They use custom task lists and templates to create standardized processes for each project. In addition, ClickUp's time tracking and workload management features help the team ensure that everyone contributes and the team can meet deadlines.

Intake Management with ClickUp Forms

Our Marketing team manages intake through forms, allowing the GTM (go-to-market) departments to request marketing materials such as flyers, brochures, etc. ClickUp forms are easy to set up and enable the Marketing team to gather all the information they need in one place, making it easy to manage incoming requests and prioritize work.

Invoice Management with ClickUp

ClickUp's features allow our Marketing team to manage invoices and track project expenses. In addition, they can attach invoices to specific tasks or projects, making it easy to manage payments to external vendors.

Using ClickUp for Effective Marketing Project Management

At L5, we rely on ClickUp's features to manage all our Marketing projects effectively. Using custom task lists, templates, time tracking, workload management, intake management through forms, and invoice management, our Marketing team can ensure that they can track all their activities in one consolidated location. Our first-hand experience with ClickUp has allowed us to serve our clients better, and we are proud to be a strategic ClickUp partner.