aprimo™

Marketing Calendar

See the Bigger Picture With a Central Marketing Calendar

Aprimo's marketing calendar enables a single, integrated view into all planned, in-flight, and in-market marketing activities—whether campaigns, customer experiences, or content.

- **Actionable Marketing Calendar**
- **Detailed Project Views**
- **Seamless User Experience**

Marketing Leaders

Instantly see everything going on in the marketing organization— and, with a single view, report to other executives and quickly re-prioritize based on fast-moving market conditions.
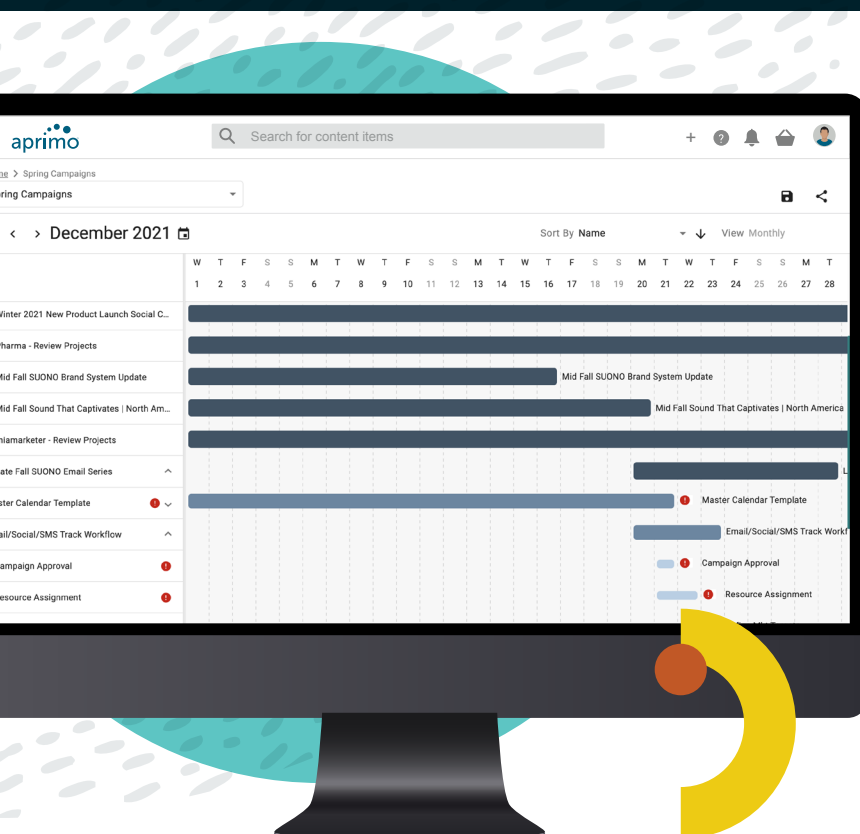
Campaign Managers

A seamless, integrated marketing calendar enables marketing managers to see all planned and in-market campaigns at a glance and take action to ensure marketing goals are being met.

Marketing Operations

Ensure all content and marketing operations are running as expected, anticipate and adapt to any changes, and make executive reporting easier and more streamlined.

Benefits

Plan Optimization

See everything the entire marketing organization is working on, in one place, and visualize optimal campaign timing. Ensure all marketing activities advance company-wide strategic priorities.

Collaborative Calendar

Gain the flexibility to collaborate directly with team members and adjust, re-assign, and make changes to different projects and activities—right from the calendar.

Quick Reporting

Use the marketing calendar to share progress with executives on critical marketing initiatives.
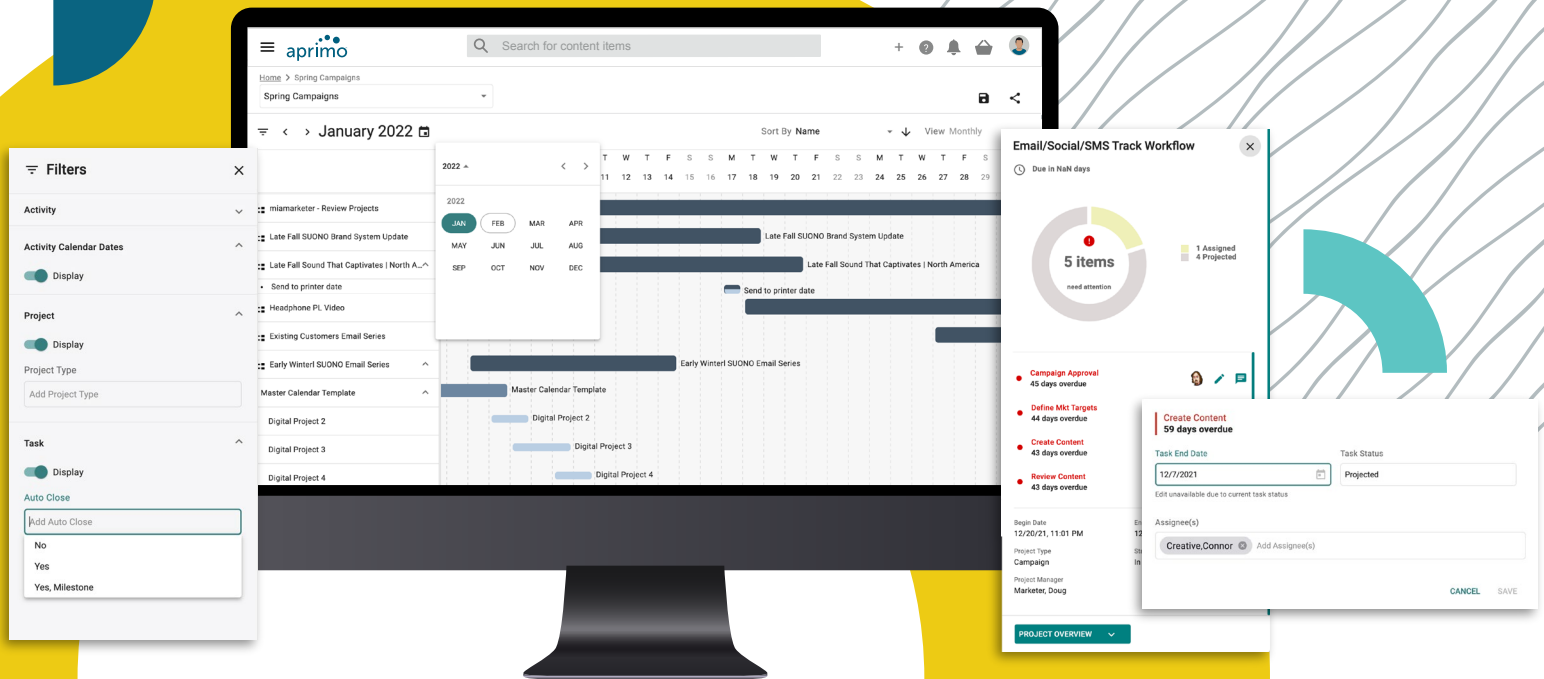
Single Calendar

See Everything in One Place
Aprimo Marketing Calendar provides a single calendar that displays planning, in-flight productivity projects, and marketing execution information all in one, clean user experience.

View All Progress
Track progress on all marketing activities in quarterly or monthly calendar views. Configure the calendar to show what matters most to you.

Collaborative Calendar
Create calendars for each marketing team, while still enabling them to roll-up to a centralized calendar. Teams can collaborate and share calendars for visibility across the organization.

Full Marketing Visibility

Plan With Confidence
Gain the ability to plan out new campaigns by referencing existing activities and show in-market details linked to content and channel.

Gain Insight to Critical Milestones
In a single calendar view, quickly and comprehensively see where things stand in addition to critical campaign milestones.

View the Most Relevant Details
Filter the calendar to gain insights into the work that matters most to you. Easily filter and view the calendar based on projects, tasks, status, and resources.

Actionable Calendars

Add Flexibility
As plans and priorities shift, change dates and resources assigned to projects right from the calendar.

Automatically Flag Risks
Aprimo automatically notifies marketers of projects at risk of falling off track—and then helps provide corrective actions to get those campaigns back on course.

Take Action
Seamlessly connect to Aprimo's robust project management solution to make any necessary changes to better hit project deadlines.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.

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