Workfront Training
Digital Marketing
Agenda

- Intro
- Login
- Navigation
- Request Type Overview
  - Campaign Request
  - Non-Campaign Request
  - Web Request
- Support/Contact
Why Workfront?

• Create a centralized, transparent solution that will increase efficiency, collaboration, and production for all digital marketing tactics
• Automate, optimize, and standardize intake, review and approval process
• Enhance project management culture by increasing standardization
• Increase project visibility by implementing project:
  – Resources
  – Status
  – Volumes
  – Reporting
What type of requests can be submitted through Workfront?

<table>
<thead>
<tr>
<th>Campaign Request</th>
<th>Non-Campaign Request</th>
<th>Web Request</th>
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</thead>
<tbody>
<tr>
<td>● Submitting Campaign Brief</td>
<td>● Organic Social Media</td>
<td>● Web Page Updates</td>
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<td>● Creative Review (ProofHQ)</td>
<td>● Paid Social Media (non-campaign)</td>
<td>● Press Releases</td>
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<td>● Blog Article Request</td>
<td>● Provider Profile Requests (digital marketing fields)</td>
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<td>● Email Marketing Request (non-campaign)</td>
<td>● Classes &amp; Events</td>
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<td>● Ad-hoc Analytics Request</td>
<td>● Organic Forms</td>
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<td>● Citation Updates</td>
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<td>● Vanity URLs</td>
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**Note:** Analytics will be an option within each request type
How-to Login

Website:
https://medstar.my.workfront.com/

Login using single sign-on (SSO) with your MedStar Health credentials
Tackle work as it happens

Download the Workfront mobile application.

“Tackle work as it happens. The Workfront mobile app allows you to access your work at any time, from anywhere.”

https://www.workfront.com/integrations/mobile-app
Need Assistance?

1. Under Requests, select “Workfront Support Request”

2. Submit request
When will Workfront be available? What’s happening with Jira?

- We will begin accepting requests through Workfront on Monday, Nov. 2 at 2 p.m.
- Jira will continue to be available for requests the week of Oct. 26 until Monday, Nov. 2 at 7 a.m.
- On **Monday, Nov. 2 from 7 a.m. and 2 p.m.** we will be in a **blackout period**
  - No requests via Jira or Workfront on
  - If you have an urgent need, please email Megan Doty at [megan.l.doty@medstar.net](mailto:megan.l.doty@medstar.net)
  - During this time, we will be updating the MedStarHealth.org/Marketing website and the feedback pages on every website
Thank you

It’s how we treat people.
Questions?

It’s how we treat people.