

Microsoft Teams for Marketing

Top practical tips and tricks to help marketers better communicate, collaborate and execute campaigns.

The marketing industry has evolved significantly in the past year, exposing marketing managers to new pressures and challenges.

Take Sara, for example, an industry professional who finally reached her goal of becoming a marketing manager by 30 years of age at the beginning of 2021. When she accepted the role, she hadn't previously imagined her first leadership role would require her to take charge of a new, five-person team in a completely remote work environment.

Although Sarah has adjusted to her new role for several months, she is still searching for effective ways to improve virtual brainstorming meetings, manage workflows and project assets, establish stronger relationships and trust with her team, and celebrate wins. And to top it off, Sarah is responsible for the strategy and execution of her own campaigns.

If your journey as a marketing professional has been anything like Sarah's — or if you've faced similar challenges — ask yourself: How are marketing managers planning to lead their teams successfully in the long run?

To help you find the answer, this guide breaks down how to set effective management strategies for marketers and improve team output through critical Microsoft Teams best practices.

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The State of Marketing in a Hybrid World

Most enterprise operations are running completely online right now — but this is bound to change.

A survey of over 2,000 office workers recently revealed that [50%](#) of workers hope to eventually have a hybrid work model, where they have the flexibility to work in person, at the office and online.

This means that marketing leaders need to embrace a centralized management tool that allows them to operate at full power, whether team members are in the office or at home.

Meetings, private discussions, documents, feedback and campaign assets must now be easily accessible online to support a dynamic marketing team.

Managing a Hybrid Workforce with Microsoft Teams

By learning how to better leverage Microsoft Teams, you can successfully manage marketing campaigns and a marketing team from both a remote and in-person setting.

Teams allows staff to access workstreams instantly from anywhere, on any device. In addition, managers can use the platform to host social activities to balance work and pleasure within their companies while improving professional relationships with every employee, no matter their location.





According to Microsoft, proper usage of Teams can even save employees **four hours** of work each week and reduce the need for meetings by **18.9%**.

Ultimately, the platform allows marketing teams to get campaigns to market faster as cohesive, flexible units and amplify their impact on their organizations. Are you interested in taking advantage of the many benefits of Microsoft Teams? Broaden your understanding of the platform below to overcome your existing communication and collaboration challenges with (and beyond) your marketing team as you head into a hybrid work setting.

How Marketers Can Make the Most of Microsoft Teams

As an all-in-one platform, Microsoft Teams offers a wide range of features geared toward making work more manageable. Whether you need a digital boardroom to bounce ideas off your colleagues or improve your project management abilities, Teams gives you the power to meet all of your hybrid work needs in a centralized way.

Some of the key features available through the platform include:

› Group Chats

Hold workplace discussions in a highly organized manner. Consider creating private groups to prevent conversations from being disrupted or taken off-topic.

› Controls Over Access Rights

Keep content and assets private and secure.



› **Asset Management Capabilities**

Create a single space to share your files and important links with colleagues.

› **External Access Options**

Connect with external clients and partners by inviting them to collaborate on documents or join chats and meetings with your team.

You can also customize your account with helpful app integrations from Teams' digital storefront.

A few popular integrations are:

- › [Monday.com](#), [Trello](#) and [Asana](#) for streamlining project management processes and workflows
- › [Polly](#) for running polls and surveys
- › [Whiteboard](#) for sharing and brainstorming thoughts and ideas visually
- › [Karma](#) for growing workplace morale
- › [Planner](#) for organizing and keeping track of tasks

One of the dangers of remote work is that the line between personal and work life can blur, especially in meetings, which can contribute to employee burnout. In order to overcome this challenge, it is essential for marketing managers to introduce ways for their teams to reduce screen fatigue and improve their overall mental health.

With Microsoft Teams' Together Mode, managers can help people feel more connected to each other and engaged by putting them in a shared, virtual room using AI technology. This mode masks the lack of eye contact team members typically have during video calls, creating the illusion that people are looking at each other and connecting as their eyes move around their screens.

Using this feature, marketing managers can make screen time feel less exhausting, strengthen the mental distinction between personal and professional life and facilitate a happier, more focused team.





Get more information on how humans respond to Together Mode in this podcast episode of [Innovation Heroes](#).

An Alternative Social Media Management Tool

Are you in need of a dedicated tool to manage social media campaigns and activity?

Microsoft Teams is a useful resource for strengthening social media management processes. Not only can you form relevant discussions, but you can also add related documents and assets into a dedicated social media channel to help your team stay organized. That way, you'll be well-positioned to conduct monthly meetings, manage social requests and report on progress with confidence.

Rich Content Marketing Collaboration Opportunities

The days of reading through feedback from 17 emails in a chain for one blog post are over.

Microsoft Teams reinforces content collaboration in a consistent manner across the entire marketing department. The platform enables you to host, share and collaborate on marketing assets with your colleagues in one highly organized place.

For instance, if you are running a [podcast](#), you can use Teams to collaborate on the file of the script with producers, external writers and the rest of your marketing team in real time. As a result, you can deliver live feedback and make content edits as needed to ensure every show is successful.

Campaign Organization in the Library

Marketers can create a content library on Teams for their campaigns, where users can share and hand off documents within a specific channel. Since staff and third parties can collaborate on these assets together, campaign libraries are ideal for perfecting your campaign processes.



Master Microsoft Teams with these Simple Tips and Tricks

Position your marketing team for ongoing success by keeping the following tips and tricks at the front of your mind:

Establish Meeting Rules

When it comes to meetings and processes on Teams, you can't expect everyone to operate the same way — unless rules have been clearly outlined and presented. Create guidelines for your marketing team to ensure everyone is on the same page when using the platform. For some organizations, that could mean setting the expectation that everyone needs to be on camera in meetings or that team members must raise their hands before speaking so that every voice is respected.

Even Clubhouse gives people the power to set meeting rules for the rooms that they moderate. These rules ensure that conversations remain on-topic and engaging.

Whether you are on Clubhouse or in a virtual business meeting, rule-setting is a necessary step for anyone who wants to host positive, productive discussions.

Expedite Marketing Processes With File Tabs

Just as you can bookmark essential websites on your internet browser, you can add tabs that correspond to specific files in Teams for instant access within a chat. File tabs will enable you to speed up your ability to locate and work on critical campaign assets with the click of a button.





Keep Microsoft Teams Clean

It is vital to keep your Teams channels and files aligned with the most current processes and rules. As your team completes projects and evolves, you will most likely need to document new procedures, create private channels, adjust admin rules and change access levels. After all, productivity begins with proper, up-to-date processes.

Make Training Mandatory

If you want your team to be satisfied with Microsoft Teams and increase how often people are using it to collaborate, communicate and connect, they will need to become comfortable using it. Hosting mandatory training around Teams guarantees that everyone understands the benefits of using the platform, which can boost user adoption and satisfaction rates.

Keep an Eye Out for New Integrations

As mentioned earlier in this guide, there are already plenty of applications you can integrate to enhance your teams' experience on the platform. You can whiteboard, play games and have a virtual happy hour with colleagues through app integrations. Just be sure to check Teams' storefront from time to time to scope out new, innovative apps that launch. You could find solutions to problems and challenges that your team never even knew it had.

Connect Microsoft Teams' APIs to Other Tools

By connecting Microsoft Team's APIs to other applications, you can bolster team efficiency and connect workflows across platforms.

Better Together: How SHI Complements Microsoft Teams

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Whether it's streamlining the business of IT with innovative e-commerce, fulfillment and IT asset management solutions, helping you build hybrid data center and storage solutions, securing your growing diversity of data and assets or building a truly collaborative digital workplace, SHI has got your back at every stage of the technology lifecycle.

Our experts will help you select, deploy and manage the very best solutions that our 15,000 technology partners have to offer, complemented with a growing portfolio of SHI consultancy and managed services.

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The only thing that is better than implementing a platform built to drive your team's success is working with a partner that can help you adopt and deploy that platform with ease.

Through SHI's Microsoft Teams Deployment Services, you can depend on industry experts, who have served thousands of organizations like yours, to help you create a Teams adoption and rollout strategy. SHI will cover all of your bases by ensuring your information is secure and compliant with policies throughout your move to Teams.

As you begin to plan for and implement Microsoft Teams, SHI will guide you through the best path forward to improve your collaboration and workflow processes every step of the way.

Marketing jobs have been forever changed by the demand for remote work. Marketers must take advantage of reliable tools and platforms, like Microsoft Teams, to increase productivity and facilitate clear communication, effortless collaboration and human connection in a hybrid setting.

**Is your organization only beginning
to think about adopting Microsoft Teams?**

[Get in touch with an account representative](#) today to discuss how SHI can help your organization implement Teams effectively.