

# Herding cats and corralling chickens

## A CMO's guide to virtual collaboration

Today's Marketing Teams are

Geographically dispersed and have more skill-diverse team members

and contain **30+ members** on average  
(blog.hubspot.com)



Currently there are

**2.9** million

full-time virtual workers

in the U.S.

(globalworkplaceanalytics.com)

The number of teleworkers in the U.S. have grown an average of

**9%** per year

(2005-2012, globalworkplaceanalytics.com)

CMOs must now engage the entire organization: Service, Sales, Product, IT, HR, and Finance.

**85%**

of C-level executives believe enterprise-wide collaboration is more important than individual specialization.

(Accenture)

Collaborative activity is the "secret sauce" that

enables teams to come up with innovative new products or creative, buzz-worthy marketing campaigns.

(Harvard Business Review)

### Collaboration is not easy!

#### Employees key concerns

Only

**36%**

believe their managers have the necessary skills required to manage virtual teams effectively.

(American Management Association)

#### Managers key concerns

**49%**

Effectively communicating with remote employees

**43%**

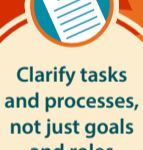
Managing projects and deadlines successfully

**43%**

Creating consensus during decision-making

(Forrester survey)

## Tips for bringing the cats and chickens together



Clarify tasks and processes, not just goals and roles



Form consistent work practices to create team rhythm



Create a "virtual water cooler"



Foster shared leadership

Commit to a communication charter



Agree on shared nomenclature. Marketing acronyms abound!



Clarify and track commitments



Don't forget the 1:1s

**1:1**

Leverage the best communication technologies

(Michael Watkins, Harvard Business Review)



Five years from now, CMOs will spend more on IT than CIOs do

(Forbes)

**75%**

indicated they plan to increase use of collaboration technologies

next year

(Accenture)

### If you need to:

#### Work together, remotely on a project or activity

Delegate work, collaborate as a team, share files and work status updates and increase productivity by having more impactful communications

#### Communicate with internal teams and external vendors in all locations

Make decisions, brainstorm, coordinate day-to-day activities, have impromptu meetings, customer and vendor discussions

**iMeet** Central  
by PGI

Then you need:

**iMeet**  
by PGI

An integrated and centralized "workspace" for your geographically dispersed team

Virtual collaborative task management, document storage, document sharing, version control, activity feed for projects, and individual status updates

A reliable, easy way to quickly arrange virtual meetings

Online meetings, screenshare, chat, and high definition group video conferencing

If you're still collaborating with emails and conference calls, [click here to download our ebook!](#)

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