ATLASSIAN

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Crush your multimillion-dollar campaign goals with Trello, Confluence, and Jira

ERIKA STORLI
PRODUCT MARKETING MANAGER, TRELLO

CAROLINE HIMES
DEMAND GENERATION MANAGER

Today's agenda

Why we did it

Where we did it

How it did

What we learned

Trello enterprise campaign

“Why we did it”

$5M

What would you do with five million dollars?

Perhaps, run a Super Bowl campaign?

What are your goals?

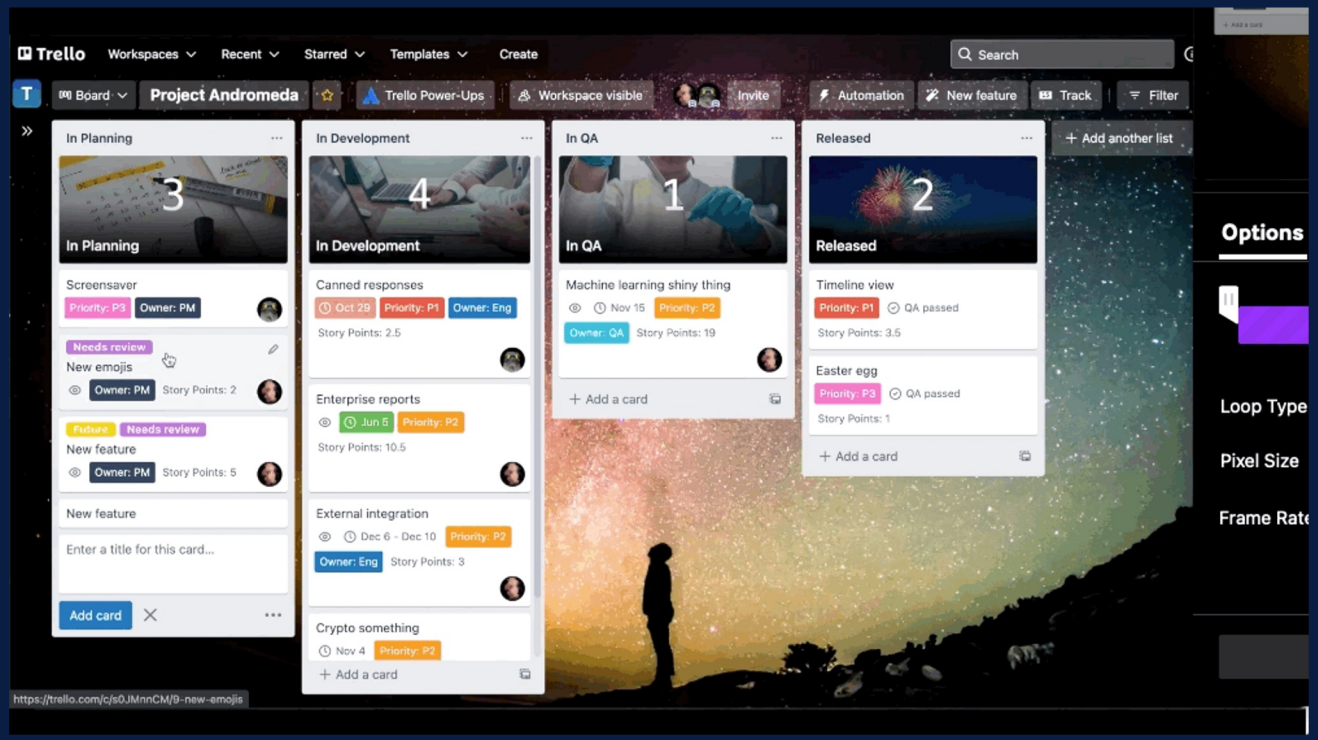
Shift brand perception

Shift perception amongst enterprises to recognition that Trello is enterprise-grade

Drive demand generation

Accelerate Trello Enterprise's 30% ARR growth goals for FY22; drive quality leads and pipe for EAs

Trello brings all your tasks, teammates, and tools together.



OUR MISSION

We believe behind every great human achievement, there is a **team**.
Our mission is to unleash the potential in every team.

Using $5 million, drive the message to show that

Trello is enterprise-grade.

Current state

Trello is a beloved tool that has had mass awareness for years, even prior to remote work.

Challenge

Not all teams see Trello as an enterprise solution for their business – even if they're already using it.

Opportunity

Reintroduce Trello as an enterprise-grade tool to change perception of how Trello works in large organizations.

Reasons to believe (value prop)

Trello is:

- scalable
- secure
- flexible
- integrated
- human

Cool. But how do you start coordinating between:

30+ different stakeholders

with 80+ programs to launch

across 3 different regions?

Launching the campaign

“Where we did it”

Tiger Team

Product marketing

Demand gen marketing

Marketing tech operations

Design

Analytics

Cross-functional stakeholders

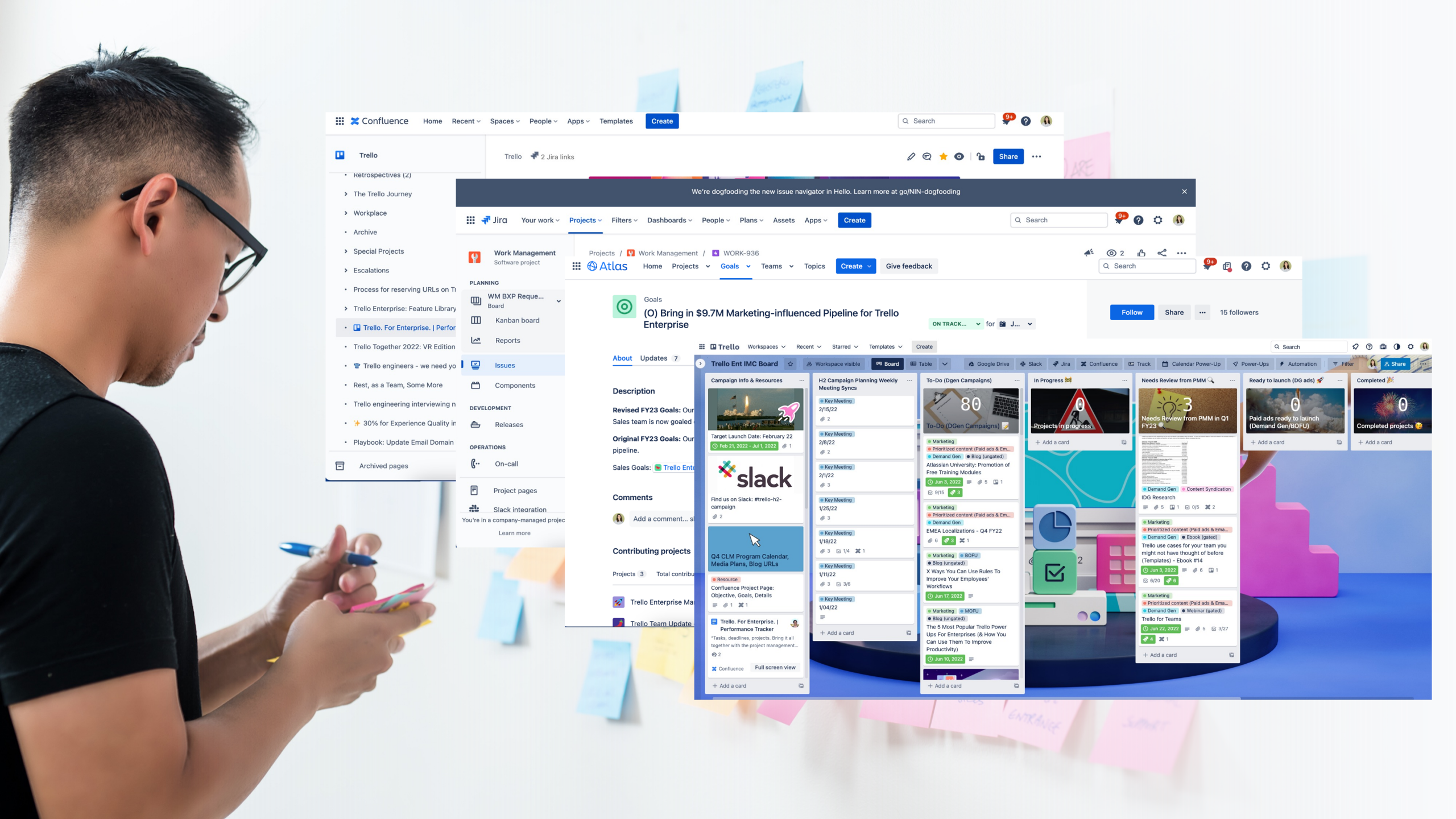
Vendors/agencies

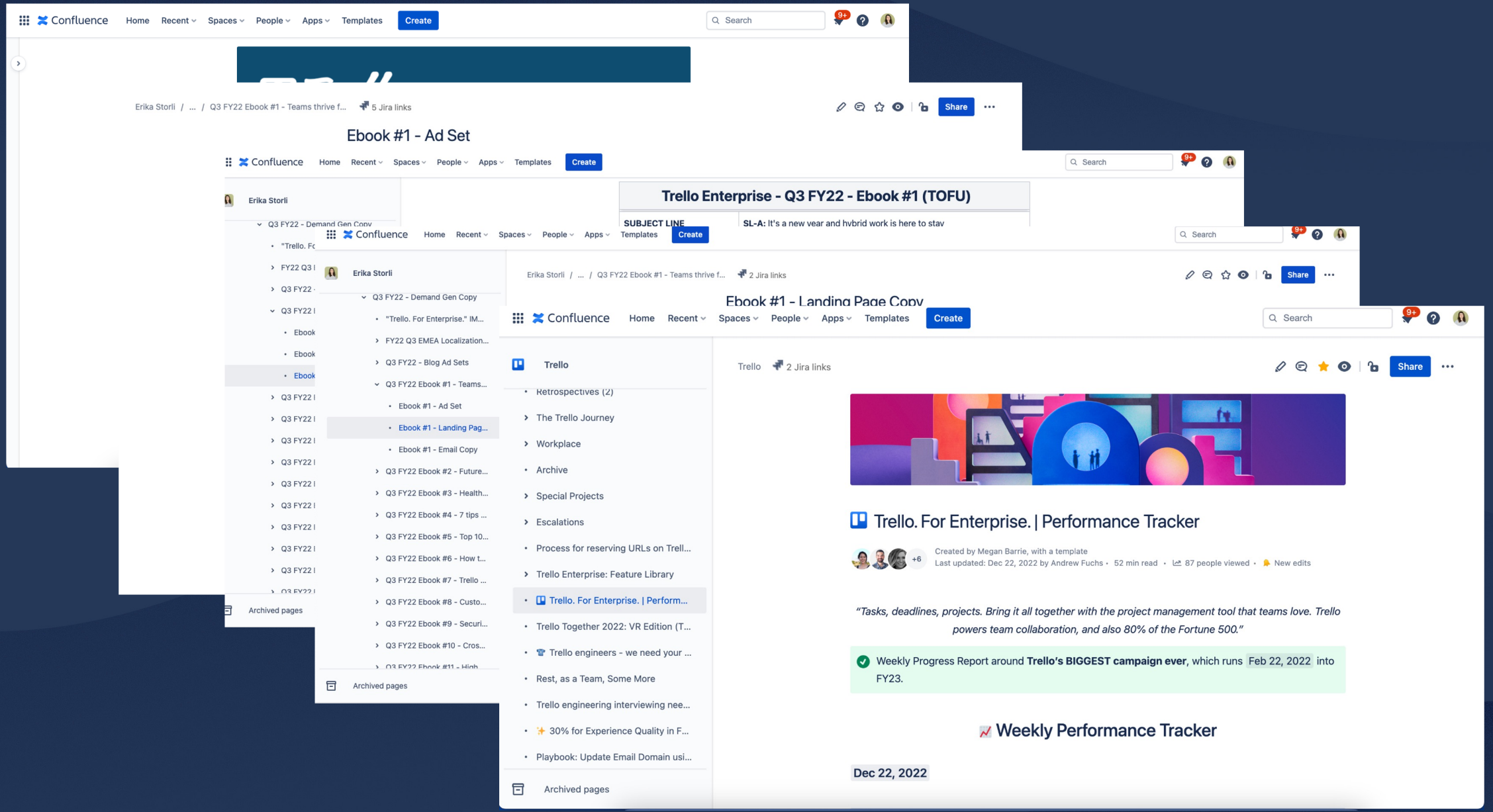
Product

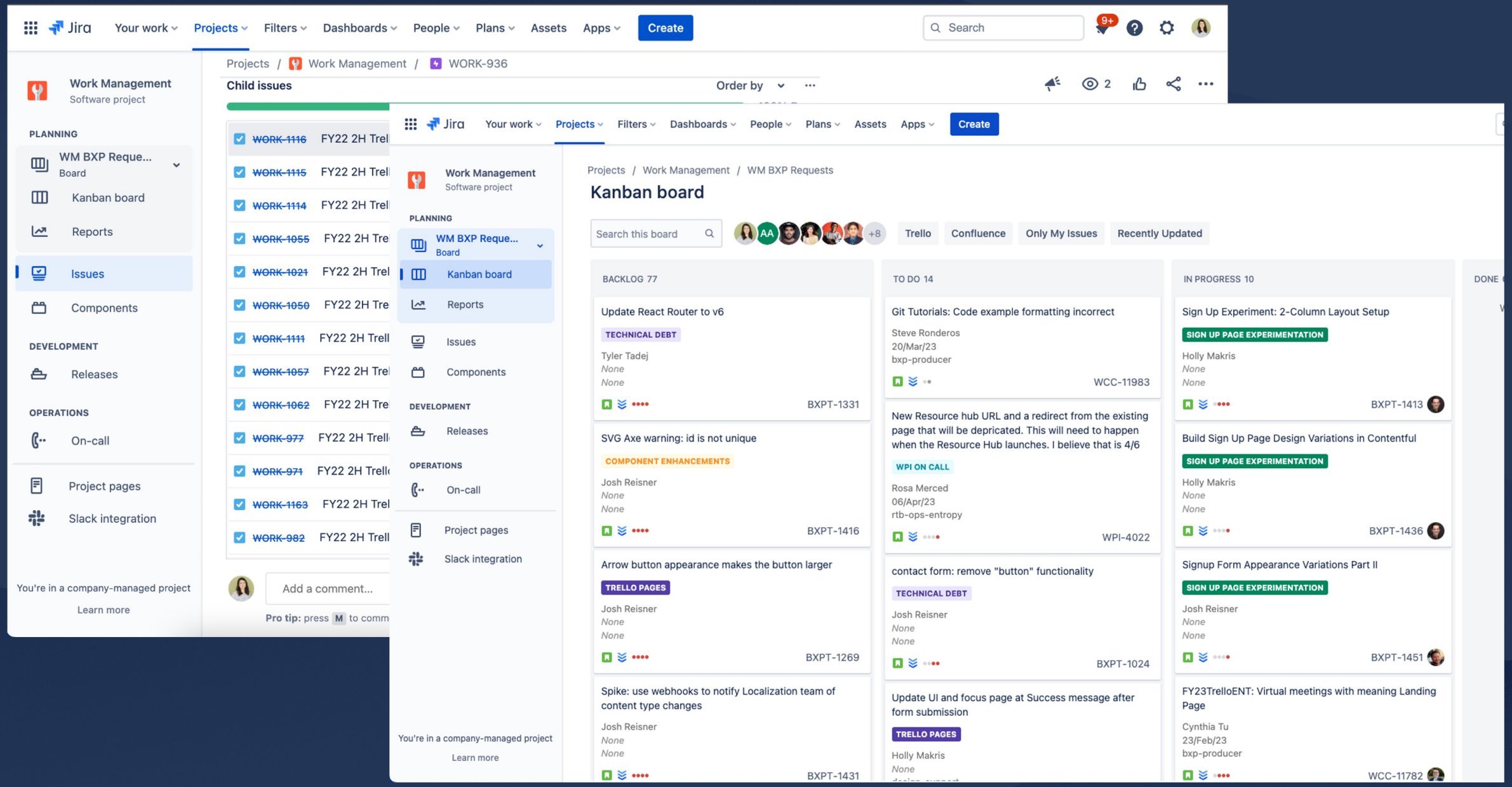
Sales

Localization

Leadership


Confluence
Home
Recent
Spaces
People
Apps
Templates
Create
Search
Trello
Trello
2 Jira links
Share
Retrospectives (2)
The Trello Journey
Workplace
Archive
Special Projects
Escalations
Process for reserving URLs on Tr
Trello Enterprise: Feature Library
Trello. For Enterprise. | Perfor
Trello Together 2022: VR Edition
Trello engineers - we need yo
Rest, as a Team, Some More
Trello engineering interviewing n
30% for Experience Quality in
Playbook: Update Email Domain
Archived pages
We're dogfooding the new issue navigator in Hello. Learn more at go/NIN-dogfooding
Jira
Your work
Projects
Filters
Dashboards
People
Plans
Assets
Apps
Create
Search
Work Management
Software project
PLANNING
WM BXP Reque...
Board
Kanban board
Reports
Issues
Components
DEVELOPMENT
Releases
OPERATIONS
On-call
Project pages
Slack integration
You're in a company-managed projec
Learn more
Projects / Work Management / WORK-936
Atlas
Home
Projects
Goals
Teams
Topics
Create
Give feedback
Search
Goals
(O) Bring in $9.7M Marketing-influenced Pipeline for Trello Enterprise
ON TRACK...
for J...
Follow
Share
15 followers
About
Updates 7
Description
Revised FY23 Goals: Our
Sales team is now goaled
Original FY23 Goals: Our
pipeline.
Sales Goals: Trello Ente
Comments
Add a comment... s
Contributing projects
Projects 3
Total contribu
Trello Enterprise Ma
Trello Team Update
Trello
Workspaces
Recent
Starred
Templates
Create
Search
Trello Ent IMC Board
Workspace visible
Board
Table
Google Drive
Slack
Jira
Confluence
Track
Calendar Power-Up
Power-Ups
Automation
Filter
Share
Campaign Info & Resources
Target Launch Date: February 22
Feb 21, 2022 - Jul 1, 2022
slack
Find us on Slack: #trello-h2-campaign
Q4 CLM Program Calendar, Media Plans, Blog URLs
Resource
Confluence Project Page: Objective, Goals, Details
Trello. For Enterprise. | Performance Tracker
"Tasks, deadlines, projects. Bring it all together with the project management...
Confluence
Full screen view
Add a card
H2 Campaign Planning Weekly Meeting Syncs
Key Meeting
2/15/22
2/8/22
2/1/22
1/25/22
1/18/22
1/11/22
1/04/22
To-Do (Dgen Campaigns)
80
To-Do (DGen Campaigns)
Marketing
Prioritized content (Paid ads & Em...
Demand Gen
Blog (ungated)
Atlassian University: Promotion of Free Training Modules
Jun 3, 2022
EMEA Localizations - Q4 FY22
BOFU
X Ways You Can Use Rules To Improve Your Employees' Workflows
Jun 17, 2022
MOFU
The 5 Most Popular Trello Power Ups For Enterprises (& How You Can Use Them To Improve Productivity)
Jun 10, 2022
In Progress
0
Projects in progress
Needs Review from PMM in Q1 FY23
3
Demand Gen
Content Syndication
IDG Research
Ebook (gated)
Trello use cases for your team you might not have thought of before (Templates) - Ebook #14
Webinar (gated)
Trello for Teams
Jun 22, 2022
Ready to launch (DG ads)
Paid ads ready to launch (Demand Gen/BOFU)
Completed
Completed projects


Confluence
Home
Recent
Spaces
People
Apps
Templates
Create
Search
Share
Erika Storli / ... / Q3 FY22 Ebook #1 - Teams thrive f...
5 Jira links
Ebook #1 - Ad Set
Trello Enterprise - Q3 FY22 - Ebook #1 (TOFU)
SUBJECT LINE
SL-A: It's a new vear and hybrid work is here to stay
2 Jira links
Ebook #1 - Landing Page Copy
Trello
Erika Storli
Q3 FY22 - Demand Gen Copy
"Trello. For Enterprise." IM...
FY22 Q3 EMEA Localization...
Q3 FY22 - Blog Ad Sets
Q3 FY22 Ebook #1 - Teams...
Ebook #1 - Ad Set
Ebook #1 - Landing Pag...
Ebook #1 - Email Copy
Q3 FY22 Ebook #2 - Future...
Q3 FY22 Ebook #3 - Health...
Q3 FY22 Ebook #4 - 7 tips ...
Q3 FY22 Ebook #5 - Top 10...
Q3 FY22 Ebook #6 - How t...
Q3 FY22 Ebook #7 - Trello ...
Q3 FY22 Ebook #8 - Custo...
Q3 FY22 Ebook #9 - Securi...
Q3 FY22 Ebook #10 - Cros...
Archived pages
Retrospectives (2)
The Trello Journey
Workplace
Archive
Special Projects
Escalations
Process for reserving URLs on Trell...
Trello Enterprise: Feature Library
Trello. For Enterprise. | Perform...
Trello Together 2022: VR Edition (T...
Trello engineers - we need your ...
Rest, as a Team, Some More
Trello engineering interviewing nee...
30% for Experience Quality in F...
Playbook: Update Email Domain usi...
Trello. For Enterprise. | Performance Tracker
Created by Megan Barrie, with a template
Last updated: Dec 22, 2022 by Andrew Fuchs • 52 min read • 87 people viewed • New edits
"Tasks, deadlines, projects. Bring it all together with the project management tool that teams love. Trello powers team collaboration, and also 80% of the Fortune 500."
Weekly Progress Report around Trello's BIGGEST campaign ever, which runs Feb 22, 2022 into FY23.
Weekly Performance Tracker
Dec 22, 2022


Jira
Your work
Projects
Filters
Dashboards
People
Plans
Assets
Apps
Create
Search
Work Management
Software project
PLANNING
WM BXP Reque...
Board
Kanban board
Reports
Issues
Components
DEVELOPMENT
Releases
OPERATIONS
On-call
Project pages
Slack integration
You're in a company-managed project
Learn more
Projects / Work Management / WORK-936
Child issues
Order by
Add a comment...
Pro tip: press M to comm
Projects / Work Management / WM BXP Requests
Kanban board
Search this board
Trello
Confluence
Only My Issues
Recently Updated
BACKLOG 77
TO DO 14
IN PROGRESS 10
DONE
Update React Router to v6
TECHNICAL DEBT
Tyler Tadej
None
None
BXPT-1331
SVG Axe warning: id is not unique
COMPONENT ENHANCEMENTS
Josh Reisner
None
None
BXPT-1416
Arrow button appearance makes the button larger
TRELLO PAGES
Josh Reisner
None
None
BXPT-1269
Spike: use webhooks to notify Localization team of content type changes
Josh Reisner
None
None
BXPT-1431
Git Tutorials: Code example formatting incorrect
Steve Ronderos
20/Mar/23
bxp-producer
WCC-11983
New Resource hub URL and a redirect from the existing page that will be depricated. This will need to happen when the Resource Hub launches. I believe that is 4/6
WPI ON CALL
Rosa Merced
06/Apr/23
rtb-ops-entropy
WPI-4022
contact form: remove "button" functionality
TECHNICAL DEBT
Josh Reisner
None
None
BXPT-1024
Update UI and focus page at Success message after form submission
TRELLO PAGES
Holly Makris
None
Sign Up Experiment: 2-Column Layout Setup
SIGN UP PAGE EXPERIMENTATION
Holly Makris
None
None
BXPT-1413
Build Sign Up Page Design Variations in Contentful
SIGN UP PAGE EXPERIMENTATION
Holly Makris
None
None
BXPT-1436
Signup Form Appearance Variations Part II
SIGN UP PAGE EXPERIMENTATION
Josh Reisner
None
None
BXPT-1451
FY23TrelloENT: Virtual meetings with meaning Landing Page
Cynthia Tu
23/Feb/23
bxp-producer
WCC-11782

ATLAS-4302

Trello Enterprise Marketing Metrics (FY23)

ON TRACK for June

About Updates 94 Learnings

Project history

Last updated 4 days ago

26 Dec 2022-1 Jan 2023 | 2-8 Jan | 9-15 Jan | 16-22 Jan | 23-29 Jan | 30 Jan-5 Feb | 6-12 Feb | 13-19 Feb | 20-26 Feb | Last week

Erika Storli — Next update due 3 days

Post your update.

Last week

Caroline Himes 4 days ago — ON TRACK for June

Q3 OKR Progress Update

- **Influenced Pipeline**: Pacing to **173%** of quarterly goal (**$1.4M/$1.2M**).
  - SQPs: Pacing to **91%** of quarterly goal (**49/81**).
- Annual: Pacing to **150%** attainment of annual influenced pipeline goal (**$9.7M/$9.7M**)
  - SQP: Pacing to **100%** attainment of annual SQL goal (**269/403**)

More detail

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Add a comment... give some praise

Following Share ··· 46 followers

Owner

Caroline Himes

Contributors 9

Caroline Himes — Demand Generation
Justin Correa — Head of Marketing, Trello [Interim]
Erika Storli — Product Marketing Manager
Javier Angel — Sr. PMM, Work Management
Kris Masiliunas — Campaign Manager
Kate Sokolina
Andrew Fuchs — Performance Marketing / Media Planner
Steven Barillas — ABM Manager
Cynthia Tu — Product Marketing Manager

Contributes to goal

(O) Bring in $9.7M Marketing-influenced Pipeline for Trello Enterprise

Related projects

Related to

IMC | Strengthen Foundation | Tr... ON TRACK
Enterprise Content & Campaigns... ON TRACK
Trello High Touch Enterprise COMPLETED

Trello | Workspaces | Recent | Starred | Templates | Create | Search

Trello Ent IMC Board (demo)

Workspace visible | Board | Table

Google Drive | Slack | Jira | Confluence | Track | Calendar Power-Up | Power-Ups | Automation | Filter

Campaign Info & Resources

Target Launch Date: February 22

Feb 21, 2022 - Jul 1, 2022 | 1

slack

Find us on Slack: #trello-h2-campaign

2

Q4 CLM Program Calendar, Media Plans, Blog URLs

Resource

Confluence Project Page: Objective, Goals, Details

1 | 1

Trello. For Enterprise. | Performance Tracker

"Tasks, deadlines, projects. Bring it all together with the project management...

2

+ Add a card

H2 Campaign Planning Weekly Meeting Syncs

Key Meeting
2/15/22
2

Key Meeting
2/8/22
2

Key Meeting
2/1/22
3

Key Meeting
1/25/22
3

Key Meeting
1/18/22
3 | 1/4 | 1

Key Meeting
1/11/22
3 | 3/6

Key Meeting
1/04/22

+ Add a card

To-Do (Dgen Campaigns)

Marketing
Prioritized content (Paid ads & Em...
Demand Gen | Webinar (gated)
Trello for Teams
Jun 22, 2022 | 5
3/27 | 4 | 1

Marketing
Prioritized content (Paid ads & Em...
Demand Gen | Ebook (gated)
Trello use cases for your team you might not have thought of before (Templates) - Ebook #14
Jun 3, 2022 | 6 | 1
6/20 | 6

Marketing
Prioritized content (Paid ads & Em...
Demand Gen | Blog (ungated)
Atlassian University: Promotion of Free Training Modules
Jun 3, 2022 | 5 | 1
9/15 | 3

+ Add a card

In Progress 🚧

+ Add a card

Needs Review from PMM 🔍

+ Add a card

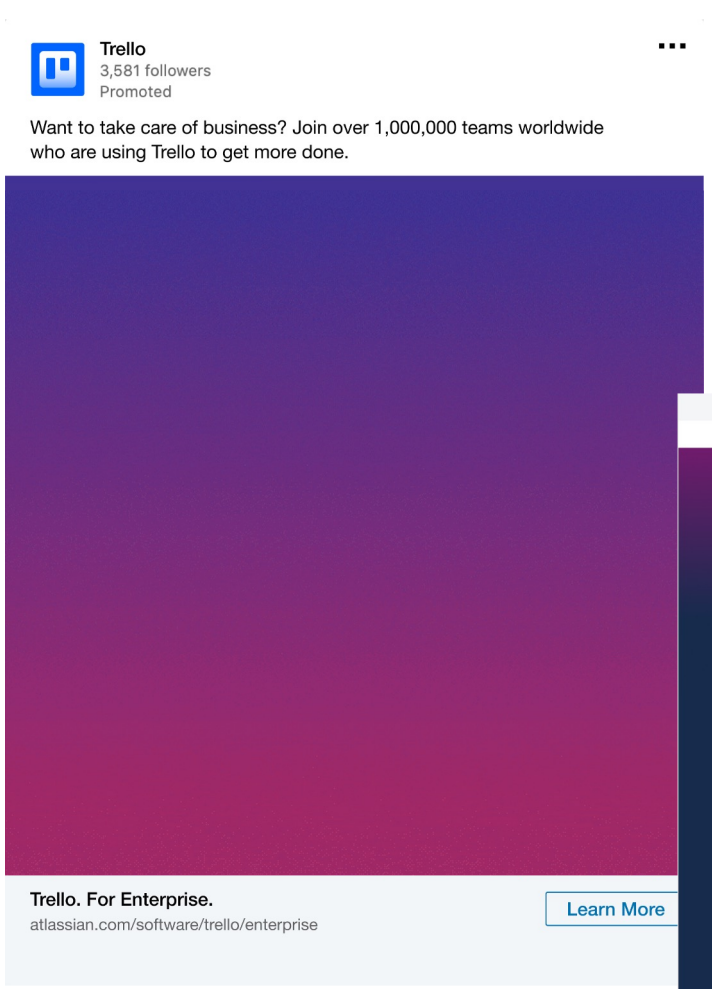
Ready to launch (DG ads) 🚀

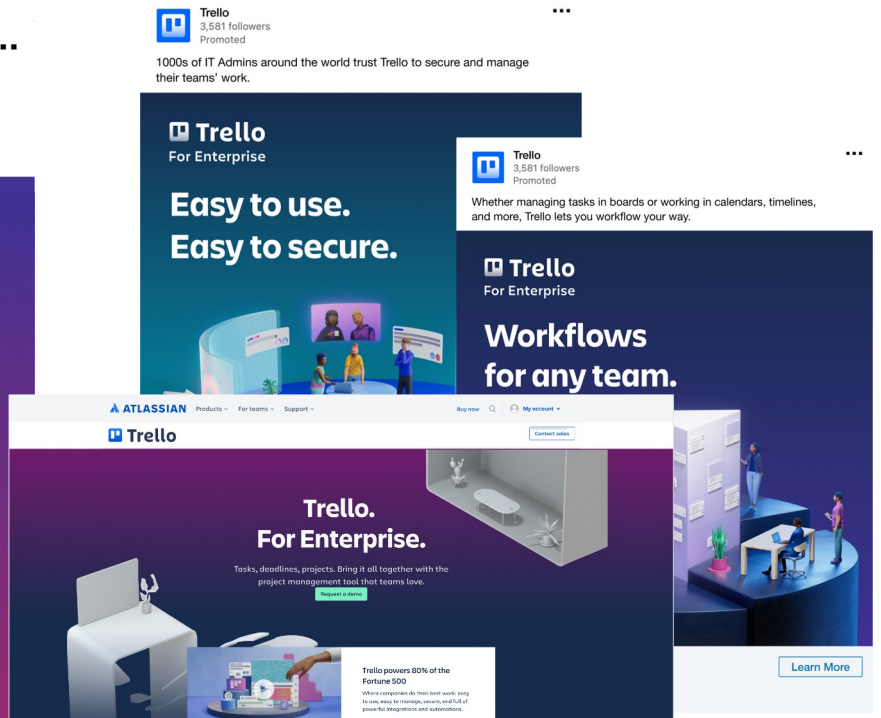
+ Add a card

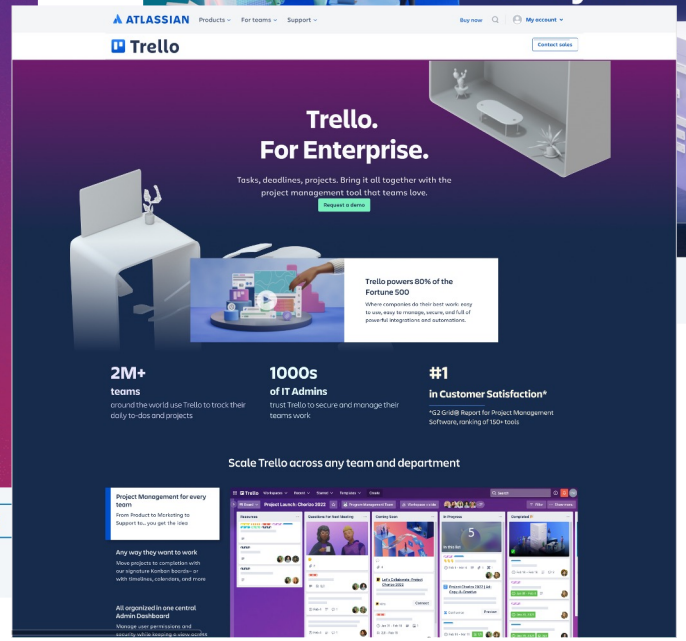
Results of our campaign

“How it did”

Then finally, we launched!







Then finally, we launched!

With the power of Atlassian products, we...

Built 150+ new programs

Videos, ebooks, whitepapers, one-pagers, blogs, landing pages, emails, paid ads across US and EMEA.

Closed 250+ tickets

We created, updated, and closed over 250 Jira and Atlas tickets from start to finish in the campaign.

New assets to build from

As the WM landscape continues to change, we now have a Trello board of content to lean on and be agile.

Surpassed targets

We consistently exceeded marketing influenced pipeline and MQLs 💰

Key learnings

"What we learned"

Before

- New team members
- First multimillion dollar campaign
- One quarter to create and launch

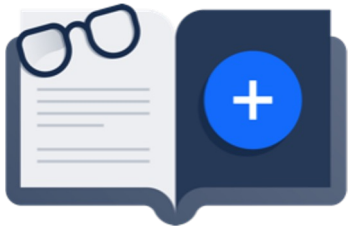
After

- 150+ new programs launched
- Pipeline goals consistently surpassed
- Doubled ROI

What we wish we knew (that we know now)

Timing

Consolidate timelines and planning docs early.

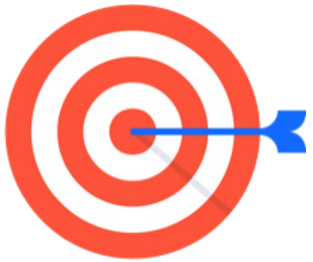


Efficiency

Improve tracking & meetings/stand-ups

Segmentation

Goals may shift. Flexibility is key.



Operational bugs

Teamwork is irreplaceable.

Combating new work challenges

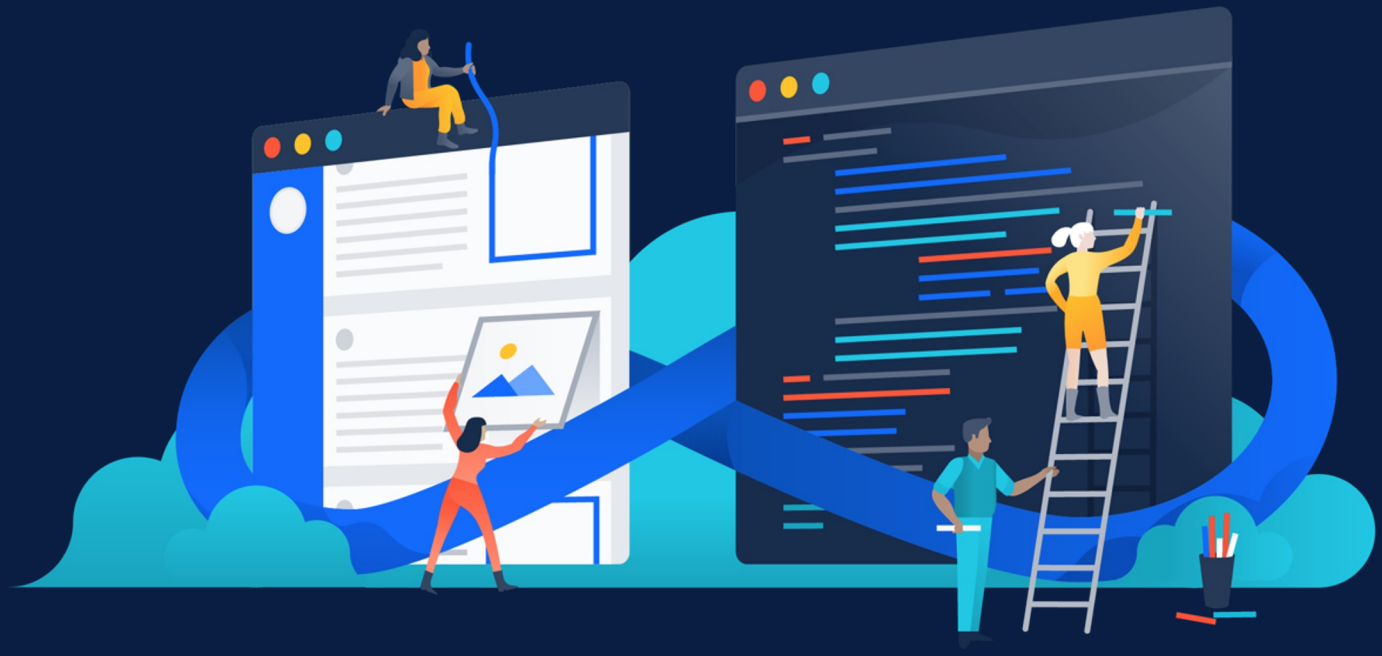
Tool proliferation

Distributed workforce

Business and tech team collaboration

Bringing it all together

Bringing it all together with Atlassian Together



https://www.atlassian.com/solutions/work-management/together

Thank you!

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DEMAND GENERATION MANAGER