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How to Scale Email and Landing Page Creation

The state of the tech market right now isn't stellar.
Massive companies are experiencing layoffs around the globe - We're seeing some of the biggest brands cut hundreds and thousands of individuals from their staff.

Stripe cuts 14% of its workforce, CEO says they 'overhired for the world we're in'

Paul Sawers @psawers / 10:23 AM EDT • November 3, 2022   Comment

Enterprise

Thoughtworks lays off around 500 employees amid ongoing slowdown

Jagmeet Singh @jagmeets13 / 11:36 AM EST • March 1, 2023   Comment

Meta's latest round of layoffs is underway

By Clare Duffy, CNN
Updated 3:20 PM EDT, Wed April 19, 2023

Amazon Begins Another Round of Mass Layoffs

The company's Amazon Web Services cloud arm is one of its largest and biggest earning segments—but even there, employees aren't immune to getting canned.

By Lauren Leffer   Updated April 27, 2023 | Comments (19) | Alerts

Alphabet — Google's corporate parent — to cut 12,000 jobs

Tech firms laying off workers amid economic uncertainty

Thomson Reuters · Posted: Jan 20, 2023 6:44 AM EST | Last Updated: January 20

Business

Yahoo laying off 20% of staff — roughly 1,600 people: report

Half of company's ad tech department to be cut

Thomson Reuters · Posted: Feb 09, 2023 2:20 PM EST | Last Updated: February 9

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Companies are looking to be more efficient with how they spend their cash.

"We're on an important journey to re-engineer our cost structure in a durable way and to build financially sustainable vibrant, growing businesses across Google."

Sundar Pichai, CEO, Google

They are looking to be more deliberate in where they focus their efforts, and how to action those key projects in a streamlined way.

"We're going to be more proactive about cutting projects that aren't performing or may no longer be as crucial, but my **main focus is on increasing the efficiency** of how we execute our top priorities."

Mark Zuckerberg, CEO, Meta

When the marketing leaders or marketing ops teams at these companies reflect on the way they create their digital campaigns, they quickly realize there are gaps and inefficiencies left, right, and centre.

"I think most enterprises right now are acting cautiously. You see it with virtually every enterprise. I mean, we're being very thoughtful about streamlining our costs as well. And when you are being cautious, you look for ways that you can find—you can spend less money."

Andy Jassy, CEO, Amazon
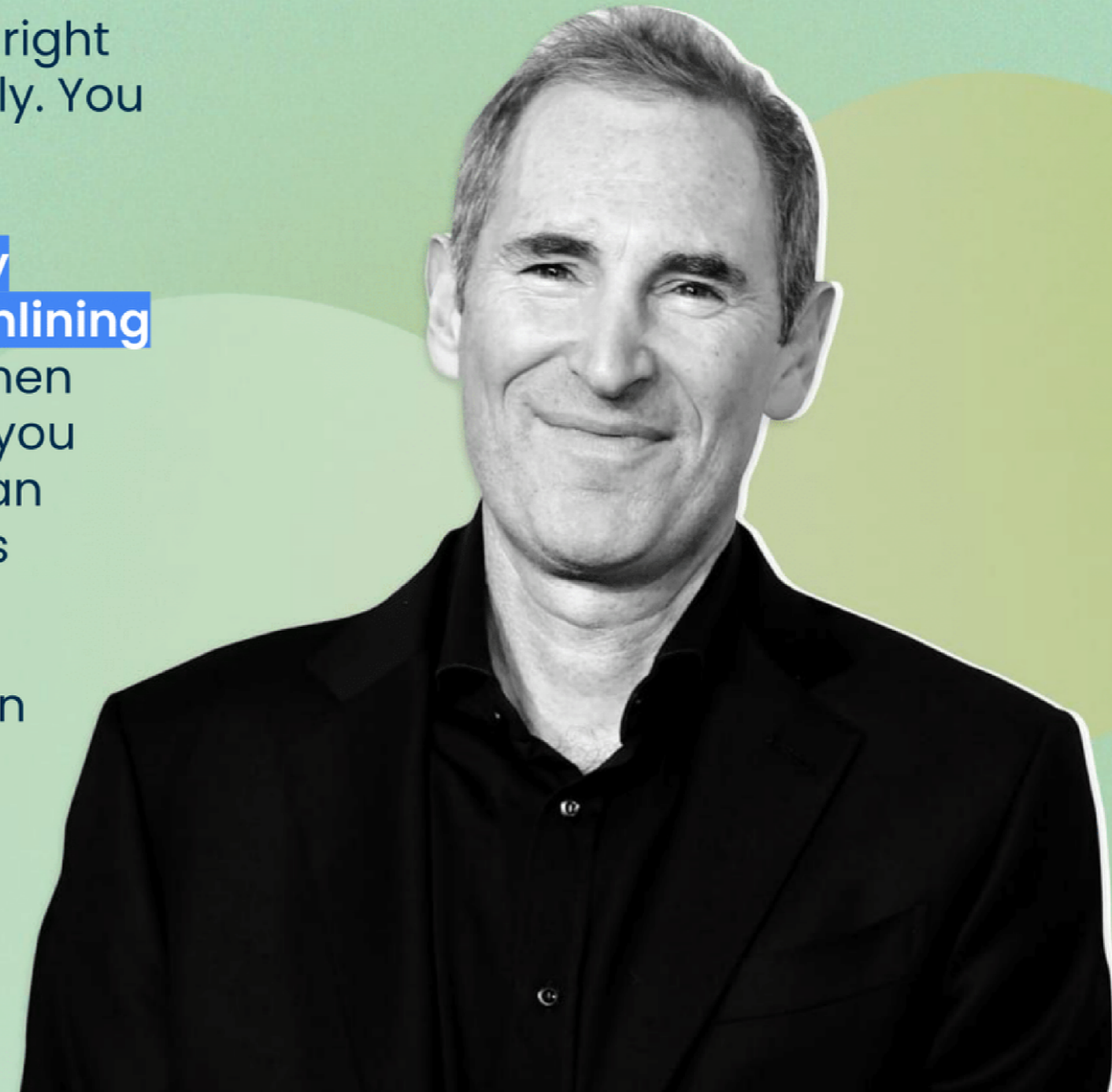
When looking at their campaign creation process, many marketers feel like they are being thrust into an overly complicated game of Mario with way too many moving parts.
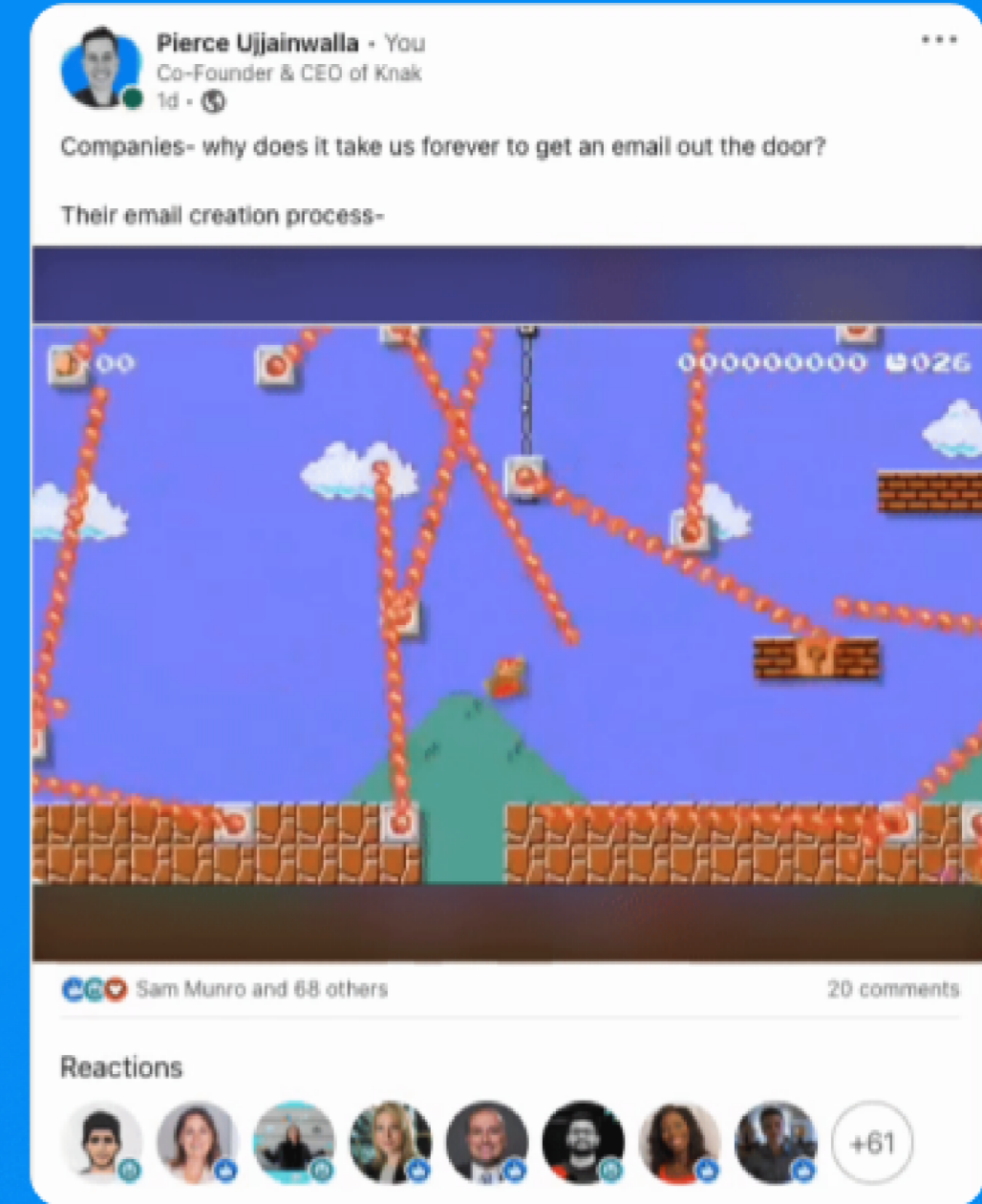
The current process is slow, and it creates a massive headache for field and digital marketers, who are feeling beholden to rigid templates, to the timelines of others, or to learning how to code things themselves. It is also putting a drain on other resources, creating department-wide inefficiencies.

We're seeing our customers want a way to create, test, and review assets, and to sync them to all their MAPs, all from within a single platform, so they can get their campaigns out the door quicker and with less hassle.

If you can relate to this, Knak can help.

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Pierce Ujjainwalla · You
Co-Founder & CEO of Knak
1d · 🌐

Companies- why does it take us forever to get an email out the door?

Their email creation process-

000 Sam Munro and 68 others   20 comments

Reactions

+61

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In speaking with our customers, this is generally how the campaign creation process looks like at an enterprise level.

- **There's lots of back and forth between different functions**
- **Folks are hoping between countless tools for feedback, testing, and editing, and**
- **Marketing ops is needing to be involved throughout the entire process, pulling their attention away from other tasks**

All of this slows down the launch of a campaign by weeks.

Knak Effect

45 days

| Request | Create | Collaborate | Revise | Execute |

Corp Marketing

Corp Marketing

Field Marketing

Field Marketing

Creative

Operations

Operations

Operations

Adobe Marketo Engage

eloqua

salesforce

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With Knak in place, our enterprise customers have be able to streamline their processes & create more efficiencies within their campaign creation workflows.
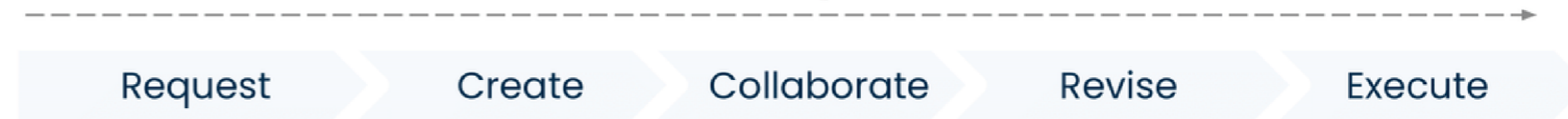
Marketers can build (without ever touching a line of code), test, and optimize in a single platform, then pull in reviewers to make comments directly on the asset, eliminating countless versions and endless back and forths.

With seamless integrations into all MAPs, marketing ops professionals also only need to be brought in at the very end of the process.

All in all, the new workflow enables enterprise teams to launch their campaigns over 90% faster than before.

Knak Effect

3 days

Request Create Collaborate Revise Execute

knak.

Marketing

Creative

Adobe Marketo Engage   eloqua   salesforce

Operations

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But what does this new workflow actually look like, and how does it work?

How?

Here are the typical steps involved in getting a new campaign landing page or email out the door.
The following slides will explore how Knak helps marketers at each and every stage of this creation journey.

Creation Journey

BRAND

Request

Inspire

Create

Personalize & Translate

AI

Test

Review

Execute

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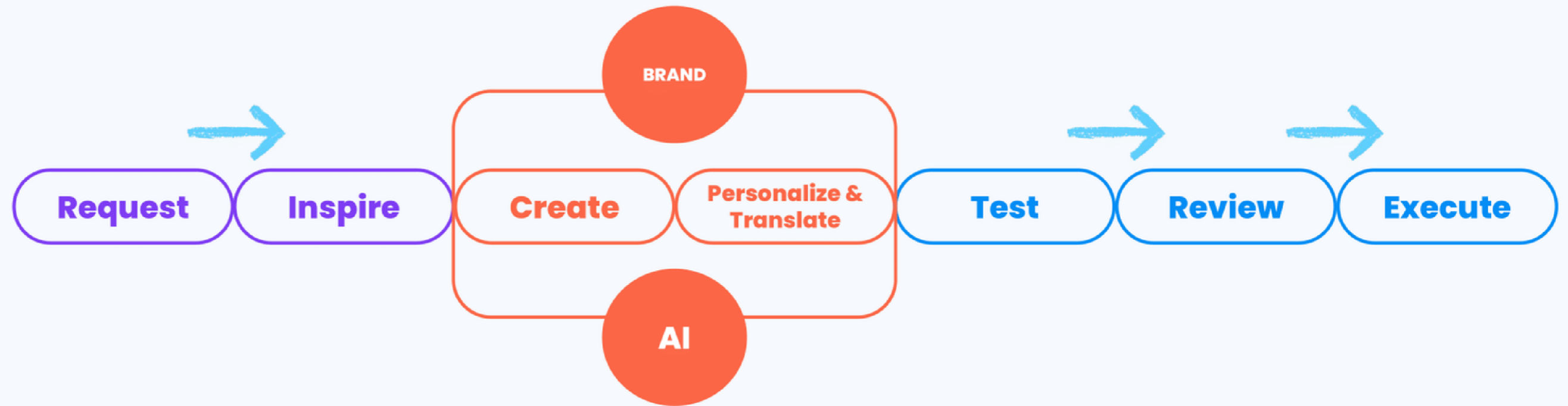
Even though the creation and collaboration of emails and landing pages would be managed in Knak, we know many of our customers want to initiate their project or campaign in their project management tool:

- **Be on the same page about tasks, status, and reviews**
- **Kick off new Knak projects from your project management tool**
- **Push custom fields into Knak**

Request

Adobe Workfront

monday.com

wrike

Extend the power of your project management platform to email & landing page creation.
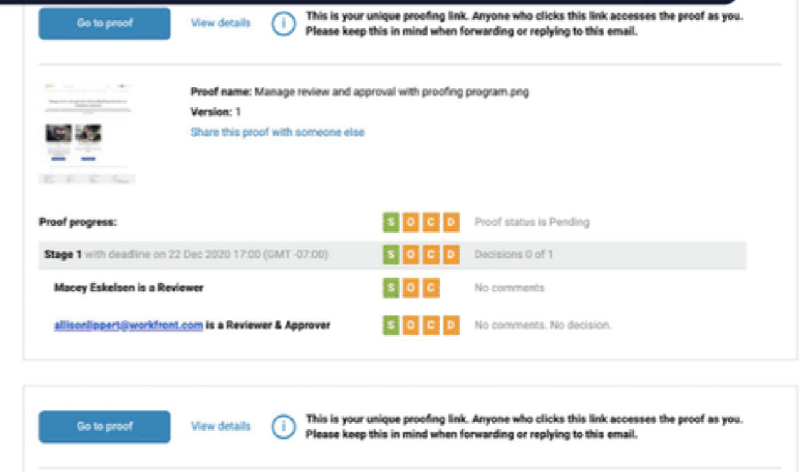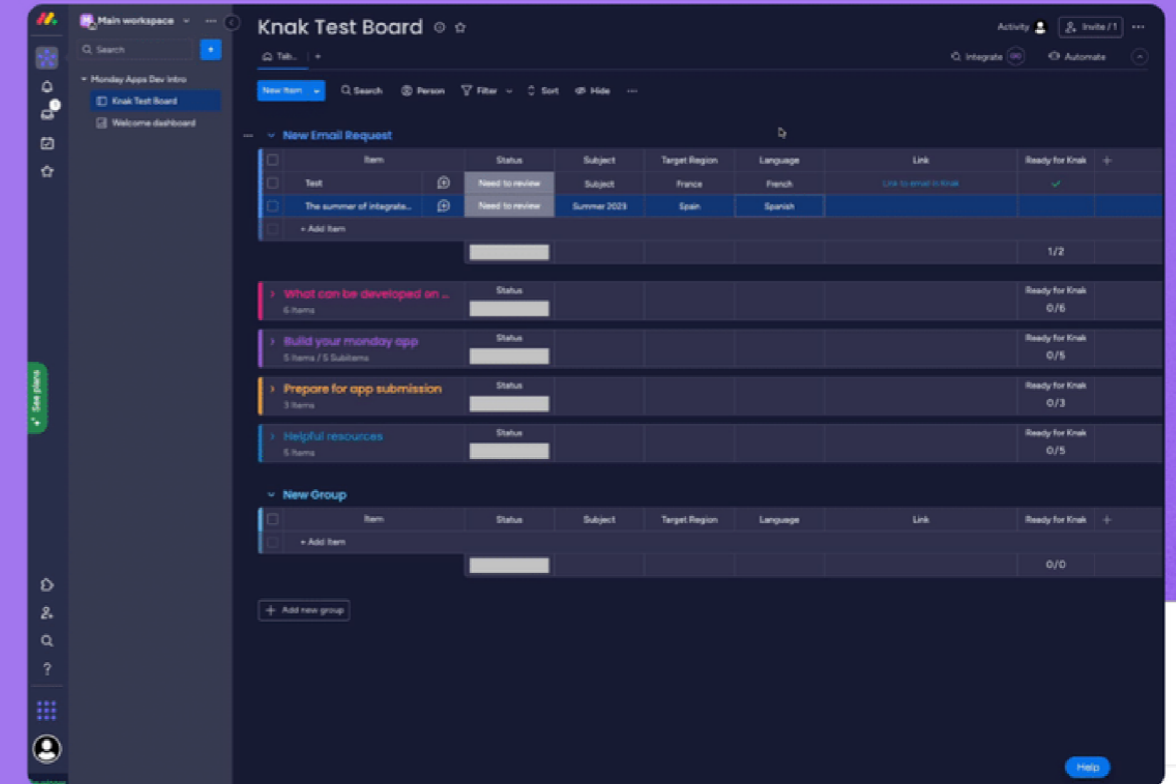
Inspire

Kick start programs with templates proven to convert

Don't reinvent the wheel. See how other companies are solving your problems with access to the best emails and landing pages from innovative brands.
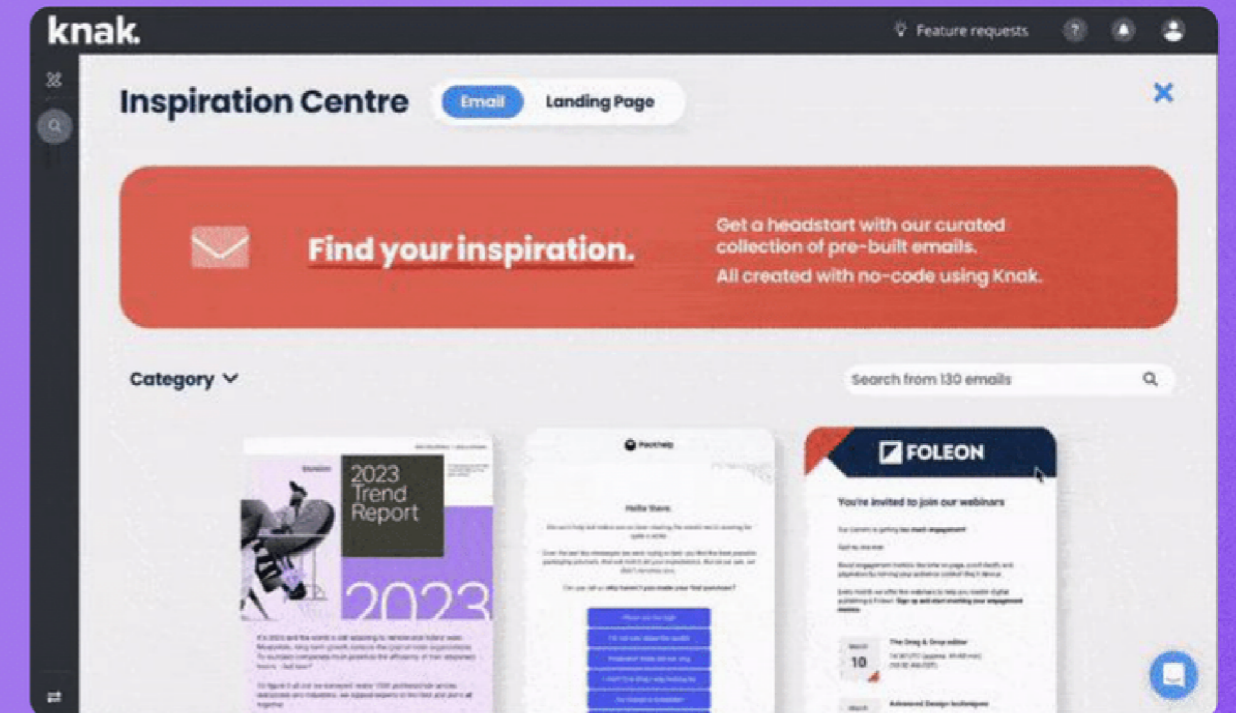
Flexible content: Include any image, text, button, dividers, spacers, social links and icons, nested sections, HTML snippets

**Image Editor:** Ability to crop, rotate, round image corners, add padding, and add text directly to the image

And more: Add background images, alt text, and hover state

BONUS: While it's great to enable creativity in marketers, we know that not all enterprises want their field teams building like it's the wild-west. Account admins can lock in any aspect of content for optimal brand control, be it what colours and fonts are available to be used down to how many characters of text can be included in a given section.

Create

Create in minutes

Better content, faster. Design high-quality creative content for any format with simple creation tools for the whole team.
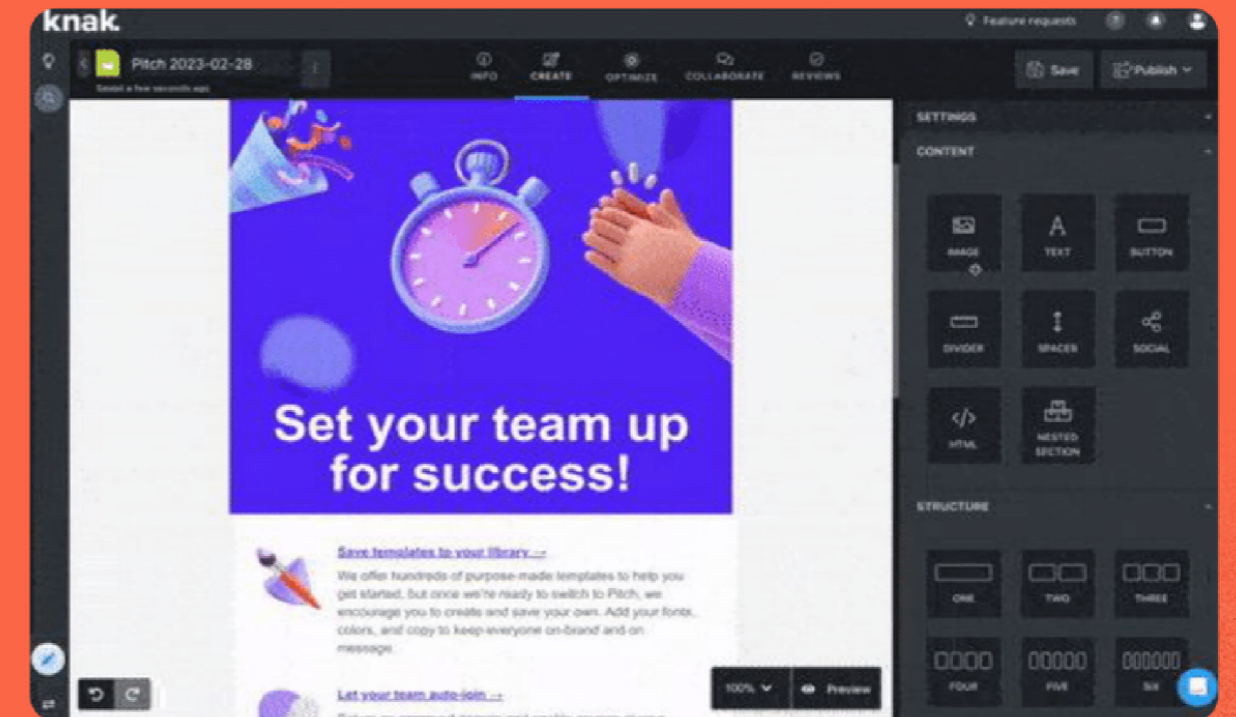
Create responsive, personalized emails:

- **Dynamic content allows marketers to create more targeted and relevant messages that outperform static content**
- **Whether you have never done personalization before or manually code it today... By using Knak's dynamic content feature, you can save time and improve your email performance without the bottleneck or headache of coding**
- **Dynamic content also works with your MAP fields, even if the asset is being synced to 2 different platforms that use different field naming conventions.**

Personalize & Translate

Dynamic Content

Personalized emails can generate up to 6x more revenue than non-personalized emails.
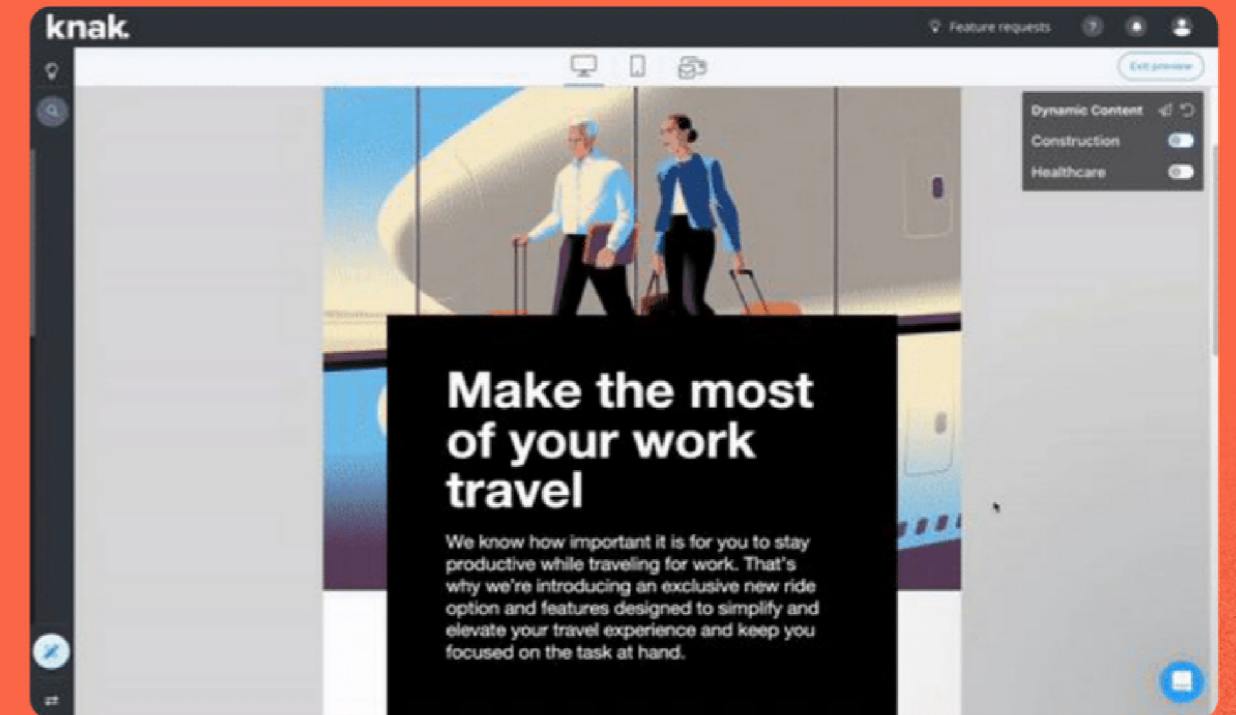
knak.

Transperfect is an industry leading translation partner that helps organizations maintain quality and cultural nuance at scale across +170 languages:

- **Send emails for translation right from Knak**
- **Update all variants based on the primary version**
- **Manage multilingual variants (Spanish/ French) and regional localization (US/ UK English)**

Personalize & Translate

Transperfect is an industry-leading translation partner that helps organizations maintain quality and cultural nuance at scale across 170+ languages.

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Testing for all instances:

- **The power of testing is that it mitigates the risk that your email's design may look unexpectedly different on other operating systems, in a specific email client, when viewed at different device sizes, or when rendered in light vs dark mode**
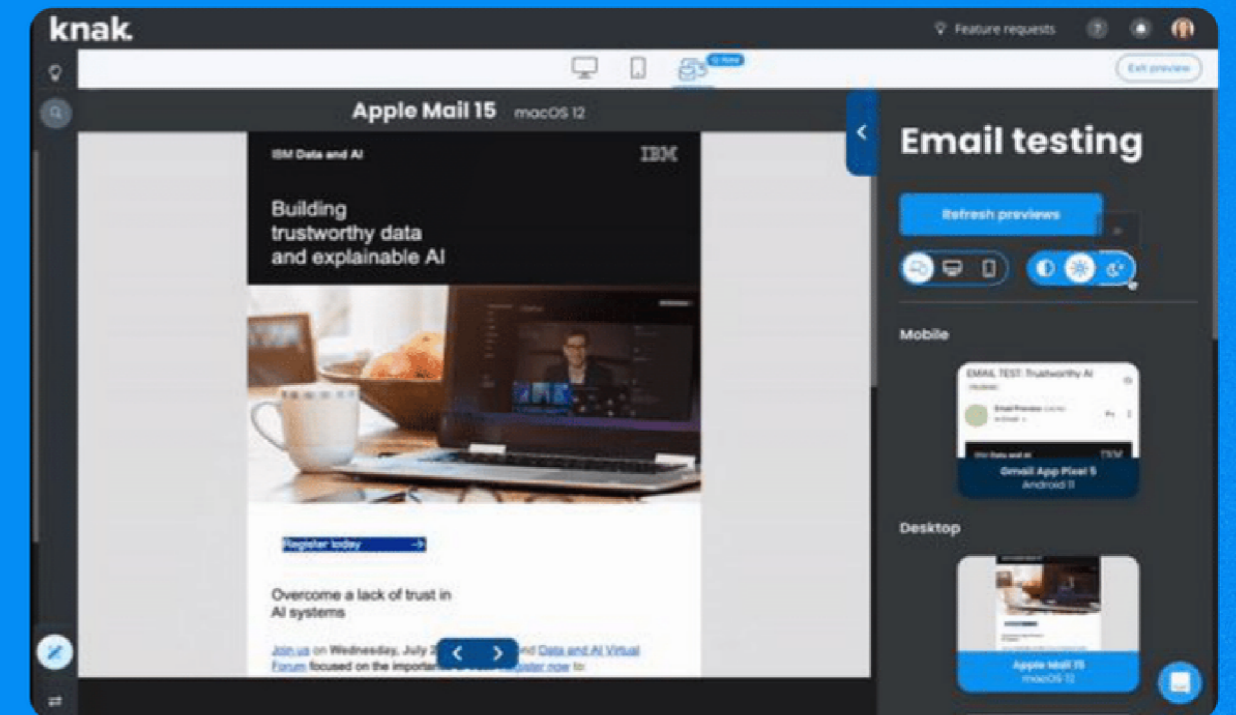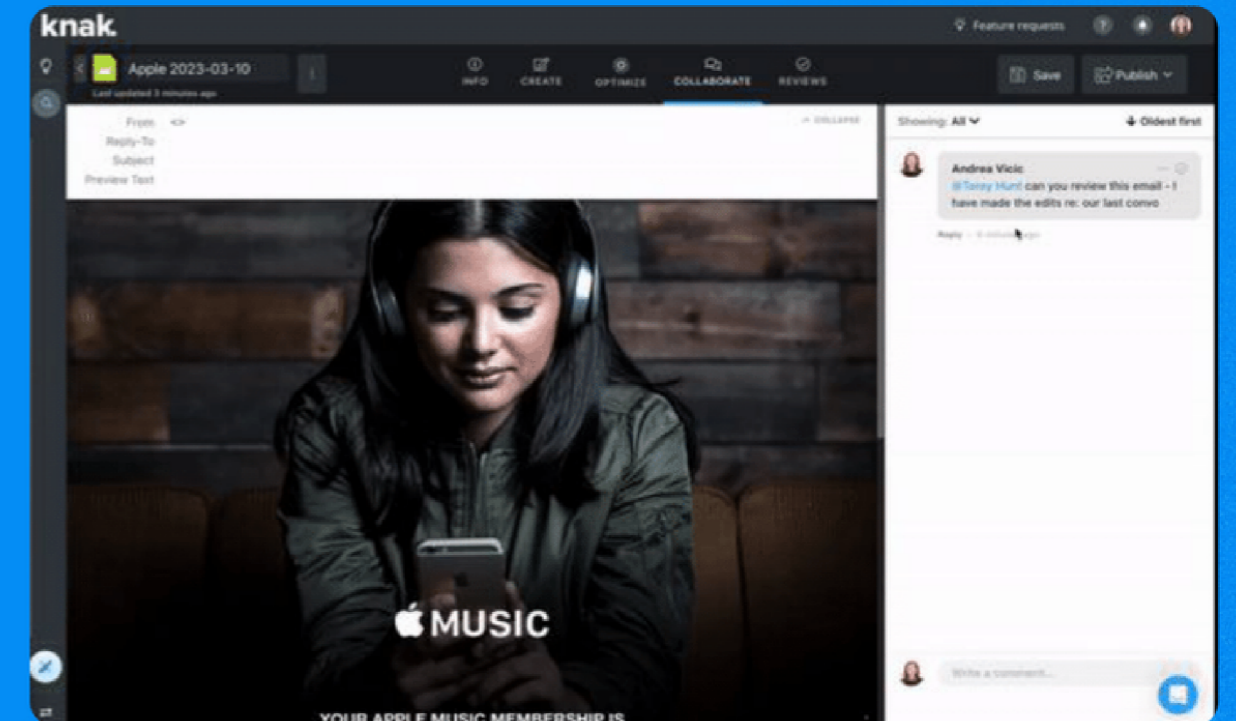- **Make testing more efficient and accessible by incorporating testing right alongside creation and review workflows**

Test

Display properly across all clients

See exactly how your campaigns are experienced by all of your subscribers.

Real-time edits, without the countless versions and back-and-forth:

- **Unlimited collaborators: add as many collaborators as you need**
- **Add annotations: add comments, tag teammates, pin comments to asset**
- **Notifications: receive notifications when you are tagged**

Right people working in the right spot

Increase productivity, efficiency, and access to expertise with easily accessible collaboration.

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Make sure everyone that needs to see an asset sees it; ensure nothing slips through the cracks:

- **Review groups: Groups can have one approver or multiple in the same group**
- **Approval sequence: Set up sequential stages for approvals to flow through**
- **Dynamic approvals: Request approval on any document ad-hoc as you are working**
- **Notifications: Approvers are notified when assets require their attention**

Review

Workflows designed with your team in mind

Ensure quality and brand consistency, and facilitate feedback with efficient approval workflows.

Review Group ✕

Review Groups are groups of people who will all need to approve an email before it can be sent out. Learn More

Review Group Name

Brand
All Brands ▾

Stage #   Reviewers

1   Type user name... 🗑
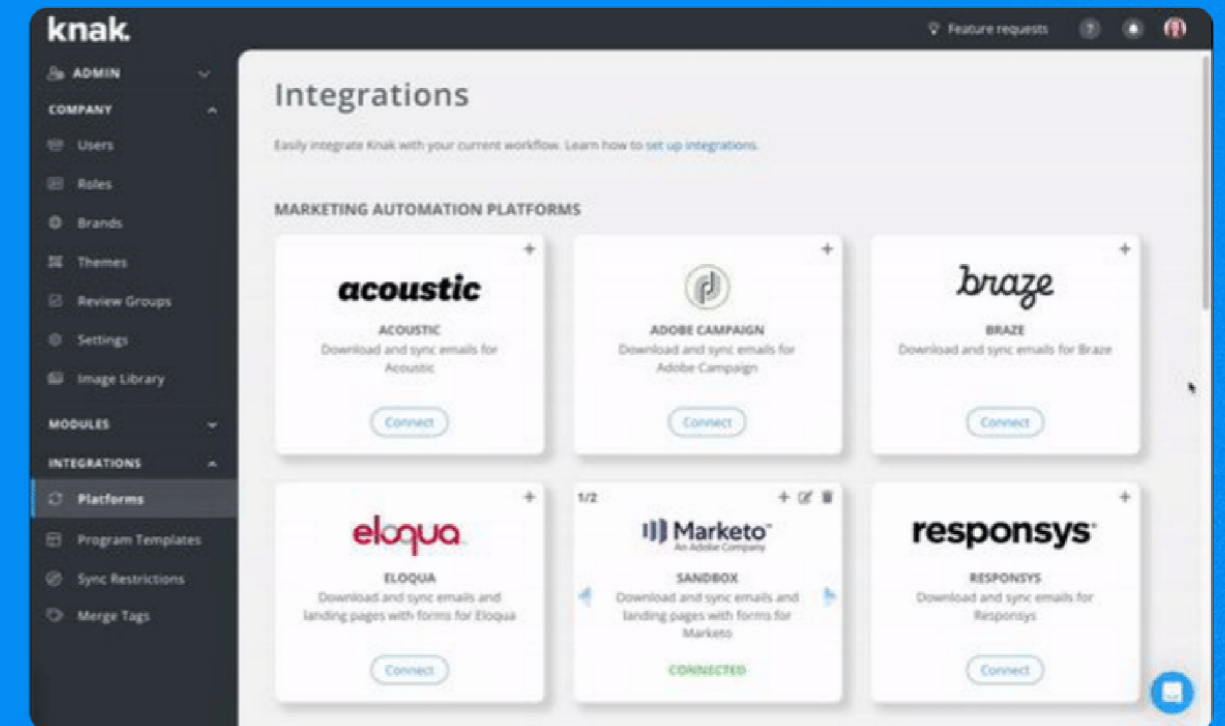
👤+ ADD STAGE

Cancel   Ok

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Connect the same campaign asset to multiple platforms at the same time:

- **This means you only need to create the asset once - and can sync it to any platform**
- **Don't stress about getting the right field for Salesforce Marketing Cloud, and the right one for Marketo**
- **Simplify the customization & personalization of emails by using the same tags across the different marketing automation platforms with merge tags**
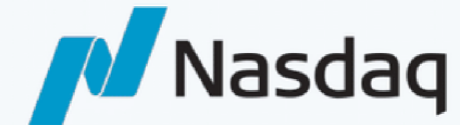
Build once, leverage in any platform

Use any email & landing page created in Knak in any marketing automation tool.

A few of our customers:

amazon · Meta · Google · TATA COMMUNICATIONS

Trimble · OneTrust PRIVACY, SECURITY & GOVERNANCE · Vanguard

stripe · Square · LG · Roche · AstraZeneca

TEXAS INSTRUMENTS · LUMEN · gm FINANCIAL · Nasdaq

Western Digital · BD · ADT Commercial · dish · abbvie

Expedia · ibssoftware · Wolters Kluwer · GE HealthCare

Why marketing teams **love Knak**

95%
faster speed to market

22 minutes
to create an email*

6000+
marketers using Knak

* On average, for enterprise customers