

# Case Study: Cameron leverages web-based calendar to improve Marketing visibility and get out of spreadsheets

Cameron (NYSE:CAM) is a leading provider of flow equipment products, systems and services to worldwide oil, gas and process industries. Leveraging its global manufacturing, sales and service network, Cameron's 11 operating divisions, with more than 24,000 employees in over 250 locations, generate annual bookings in excess of \$8 billion.

## Challenge

Cameron was struggling with getting content marketing plans out of spreadsheets. They are a large corporation with several internal divisions –some that overlap and some that are vastly different from one another. Working together on initiatives was a challenge because each division had their own plan on their spreadsheet which meant it was difficult to see a global view of everything. And on top of that, people were getting lost in file versions passed through email. It was not a great way to manage their efforts and created a lot of administrative overhead.

## Solution

With Marketing.ai, Cameron was able to set up a web-based editorial calendar for all Marketing teams to use. Roles were setup to define who could update the calendar and who just had visibility. Some divisions also had their own separate calendar which rolled up to a global Marketing calendar. This setup was important to Cameron because they wanted their teams to have some autonomy, but allow for corporate oversight as well.

## Results

With a global content marketing calendar, Cameron was able to provide visibility across all their content planning and production. Everyone in their organization could have access, if needed, and it helped ensure everyone was aligned and on the same page.

All new content was tracked in Marketing.ai and through workflows and approvals, they were also able to ensure messaging was comprehensive and consistent. This structure also helped to track all the activities it takes to create a piece of content and make sure items were being delivered on time. All of the changes provided senior leadership with visibility into their team's work and show its impact.

“We are still learning the best ways to further optimize Marketing.ai for our teams, but it's been great so far. This solution has been perfect for our unique needs.” – Ashley Organ, Content Strategist

Find out more how we can help you at [www.marketing.ai](http://www.marketing.ai).