



The Marketing Leader's Guide to Improving Time to Deliver in Creative Production



Introduction

The creative department often feels like it's under constant pressure. Deadlines are being missed, backlogs are piling up, and something just doesn't seem right. It's not just your team—creative teams everywhere face similar challenges, from missed deadlines to endless backlogs.

But there is a way to change it. Improving time to deliver is achievable with some common-sense tactics and a few key changes. Time-saving isn't just a buzzword—it's essential for today's marketing leaders under pressure to deliver results on time and meet growing demands. In creative production, inefficiencies can quickly lead to wasted resources and brand inconsistency. This guide will provide actionable insights into optimizing your creative workflows, leveraging automation, and saving time so that your team can perform at its best.

Identifying Common Inefficiencies in Creative Workflows

Creative production can be inherently chaotic, especially in high-growth environments. Some common inefficiencies include:



Scattered Assets

Teams spend excessive time searching for the right versions of creative assets, leading to delays. This often results in duplicated work, missed opportunities, and a lack of cohesion across campaigns.



Manual Processes

Manual approvals, version tracking, and redundant administrative tasks consume time that could be spent on creative work. These manual processes often introduce errors, slow down timelines, and frustrate team members who want to focus on high-impact activities.



Collaboration Bottlenecks

Lack of clear roles and delayed communication can bring progress to a halt. Additionally, relying on traditional agencies and busy internal teams can exacerbate these bottlenecks, leading to misaligned timelines, missed deadlines, and lost momentum.

Action

Conduct a workflow audit to identify where time is being lost. Track how long it takes to locate assets, complete approvals, and finish each step of creative production. Identify specific bottlenecks and develop targeted strategies to address them.

Did you know?

Perpetual offers comprehensive workflow audits to help identify inefficiencies and streamline your creative production processes, ensuring faster turnaround times and better productivity.

Streamline Asset Management to Improve Time to Deliver

Asset management can make or break efficiency in creative production. A centralized, organized repository is essential for maintaining speed and consistency and ultimately improving time to deliver.



Creative Asset Management

Use a central platform where all brand assets are stored, updated, and easily accessed by everyone who needs them. This prevents confusion and ensures everyone is working with the latest version. A lack of centralized storage often leads to teams using outdated assets, which can harm brand consistency and result in costly revisions.



Design Workflows

Adapt or upgrade manual processes with custom design workflows to improve efficiency. Categorize assets by campaign, type, and usage to ensure teams can easily locate what they need without delays. By incorporating custom workflows, teams can reduce errors, save time, and consistently meet deadlines. Consistent tagging also helps teams understand the context of each asset, making it easier to repurpose content effectively and contribute to faster delivery.



Right People, Right Job

Ensure that the right people are working on the right tasks based on their skillset. This approach not only improves efficiency but also significantly speeds up time to deliver. A highly organized creative manager can help producers stay on task without distraction and keep the marketing leader updated in real time, resulting in fewer delays and greater focus across the team.

Action

Invest in a creative asset management (CAM) tool that suits your needs, and train your team on how to effectively use it to locate and store assets. Regularly update your CAM system to include new assets and archive old versions, keeping your repository current and efficient.

Did you know?

Perpetual can provide you with a customized creative asset management solution, ensuring your assets are always up to date and accessible—making time to deliver faster and more reliable.

Leveraging Workflow Automation for Faster Turnarounds

Workflow automation is a key tool for saving time by eliminating manual, time-draining tasks in creative production, thereby improving time to deliver.



Automated Workflows for Approvals

Automate the review and approval process to keep creative projects moving without unnecessary hold-ups. Set clear guidelines so that only the necessary people are involved in approvals. This reduces the number of approval rounds and ensures that creative work isn't delayed by waiting on feedback.



Template-Based Design

Use templates for frequently created assets like social posts, presentations, or ads. This reduces the need for repetitive work and keeps production moving. Templates also help maintain brand consistency by providing a standardized format that teams can follow.



Task Reminders and Scheduling

Automate reminders for tasks and deadlines to ensure everyone knows what's next and nothing falls through the cracks. This helps teams stay on track, especially during high-volume periods when multiple projects are running simultaneously.

Action

Identify repetitive tasks in your creative process and explore workflow tools that can handle these efficiently, such as automated approval processes or project management platforms. Start with simple automations and gradually expand to more complex workflows as your team becomes comfortable with the tools.

Did you know?

Perpetual specializes in implementing workflow automation tools tailored to your team's needs, helping eliminate manual tasks and significantly improving time to deliver.

Reducing Bottlenecks in Cross-Team Collaboration to Improve Time to Deliver

Collaboration is vital, but it can be a double-edged sword if not structured well. Reducing bottlenecks in collaboration can significantly save time, improve efficiency, and ultimately enhance time to deliver.



Define Roles Clearly

Ensure that every team member knows their responsibilities within a project. This avoids overlapping efforts and wasted time. Clear roles also help prevent confusion during hand-offs, making the entire process smoother and speeding up time to deliver.



Structured Review Processes

Implement a structured review process with deadlines for feedback. Make sure stakeholders understand what's expected of them and by when. Structured reviews minimize the chances of endless revisions and ensure projects keep moving forward, leading to faster time to deliver.



Unified Communication

Use a single communication platform to manage project discussions, preventing information from getting lost across emails, messaging apps, or spreadsheets. A unified communication tool also helps keep everyone aligned and ensures that important updates are visible to all relevant stakeholders, reducing delays.

Action

Create a collaboration playbook that outlines roles, responsibilities, communication channels, and review timelines for every project. Regularly revisit and update the playbook to adapt to changes in team structure or workflow.

Did you know?

Perpetual can help you create and maintain a collaboration playbook, ensuring clear roles and responsibilities, reducing delays, and improving overall efficiency in your creative workflows.

Real-Life Examples of Efficiency Gains

These case studies highlight how improving 'Time to Deliver' can have a transformative impact on creative production, helping teams meet deadlines, reduce pressure, and stay agile in high-demand environments.

Companies that have implemented these efficiency practices have seen substantial time savings:



Case Study Rapid Growth

A SaaS marketing team experienced rapid growth, which led to increased creative demands and mounting backlogs. By leveraging a centralized asset management system, they reduced asset retrieval times by 50%, allowing them to launch campaigns ahead of schedule. Time to deliver was the key metric they focused on, and the improvement in this area led to reduced pressure on the team and better overall morale. The team also reported improved morale as they spent less time on tedious searches and more time on creative output.



Case Study Mergers and Acquisitions

A SaaS company faced challenges following a merger and acquisition (M&A) that led to a backlog in creative production. The complexity of merging teams, processes, and brand guidelines caused significant delays. By incorporating workflow automation, particularly in their design approval processes, the company improved their time to deliver by 60%. This reduction in delays allowed creative resources to focus on value-driven work, leading to a 30% increase in creative output without increasing headcount. Time to deliver was the key metric being measured, and the streamlined processes helped ensure smoother integration and faster creative turnaround during a period of major change.



Case Study Global Rebrand

A large global organization faced challenges related to a major rebrand on a global scale, where a quick turnaround was crucial. The rebrand led to a backlog of creative work and increased delays. The company onboarded an overflow agency to quickly reduce existing work, allowing them to revisit their entire creative process. By implementing a structured review cycle, they cut down on back-and-forth revisions, achieved faster approvals, and noted that the streamlined review process helped them meet tight campaign deadlines and maintain a consistent brand voice. In this case, time to deliver was the key metric being measured, leading to significant improvements in productivity.

Insight

Time-saving leads not only to faster output but also to better team morale. When teams spend less time struggling with outdated processes, they can focus on the creative, strategic aspects of their roles. Increased efficiency also allows teams to be more agile, responding quickly to new opportunities and changes in the market.

Key Takeaways to Improve Your Time to Deliver



We understand you're busy — there are hundreds of things competing for your attention. If you do anything, attempt to implement one of these quick wins:



Centralize Your Assets

Move all assets into a single, accessible location. This will make it easier for your team to find what they need, reduce wasted time, and ultimately speed up creative production.



Implement Workflows to Protect Producer Time

Choose one manual task to automate and establish workflows to ensure producers can focus on their core creative work without unnecessary distractions. This will help streamline processes and improve your time to deliver.



Put the Right People in the Right Place

Engage an overflow agency to ensure that the right talent is assigned to the right tasks, providing immediate relief and allowing your core team to focus on strategic work. This approach helps alleviate pressure and keeps projects moving efficiently.



Achieve design excellence at scale

Perpetual is designed specifically to help SaaS companies improve their Time to Deliver. We provide custom solutions, from workflow automation to asset management, that eliminate bottlenecks and streamline creative processes.

By partnering with Perpetual, you get an experienced team that knows how to tackle backlogs, improve turnaround times, and ensure your brand remains consistent even during rapid growth. Faster delivery means less stress, more productivity, and better results for your entire team—because who doesn't like faster?

Talk to Us

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