



A Mailjet Research Study

The State of  
Collaboration in the  
Workplace



# The Research



In August 2018, Mailjet commissioned a new piece of research conducted by Morar Consulting to understand how marketing teams are currently collaborating both internally and externally (agencies and freelancers), with a special focus on email campaigns. The professional survey was taken by 400 marketers and marketing decision makers from both B2B and B2C companies across the UK and France.

# Executive Summary

Swelling marketing teams can't collaborate, and it's crippling productivity.

Marketing teams have undergone significant changes in recent years. **82% of marketers have seen growth in their team sizes and 72% in their budgets. Despite that, marketers identify poor collaboration among their top pain-points.** To dig deeper, Mailjet commissioned an independent research report to look more closely at the state of collaboration in the workplace, with a special focus on email campaigns.

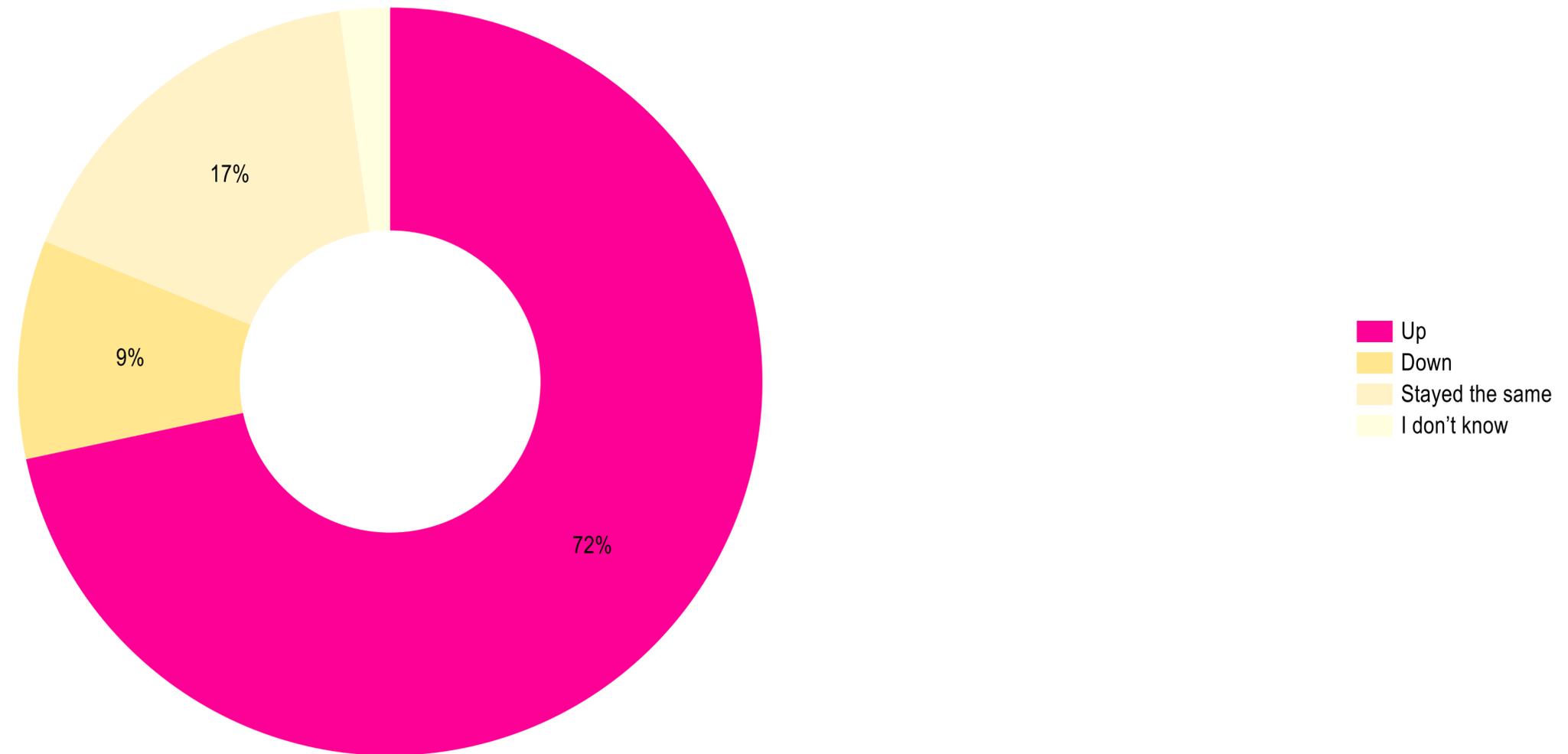
The research brings clarity on why collaboration may be among marketer's top pain-points. **Marketers state that collaboration becomes a challenge when working with 10-11 people, the same number of people they work with on average per marketing campaign** (six internal and five external points of contact).

This pain-point is magnified by the fact that growing **marketing departments will become even more heavily reliant on external agencies to manage multi-channel campaigns. Better collaboration is something that must be invested in to avoid costly accidents.** Already 37% of marketers are seeing projects submitted without senior approval, just over half (51%) are experiencing team members misunderstanding instructions and 43% making modifications where they shouldn't have. This becomes **urgent for email campaigns** where 44% of marketers in France and 28% in the UK work on these daily with team members.

The good news is that over 90% of businesses are already investing in tools to facilitate better teamwork, including **Google Docs, OneDrive and Slack.** With 47% of marketers hoping to see an increase in investment on collaboration between £20K-100K by next year, **companies should put a focus on the tools that will boost their team's productivity and time to market.**

# Marketing budgets are on the rise...

Has your marketing budget gone up/down in the last two years?

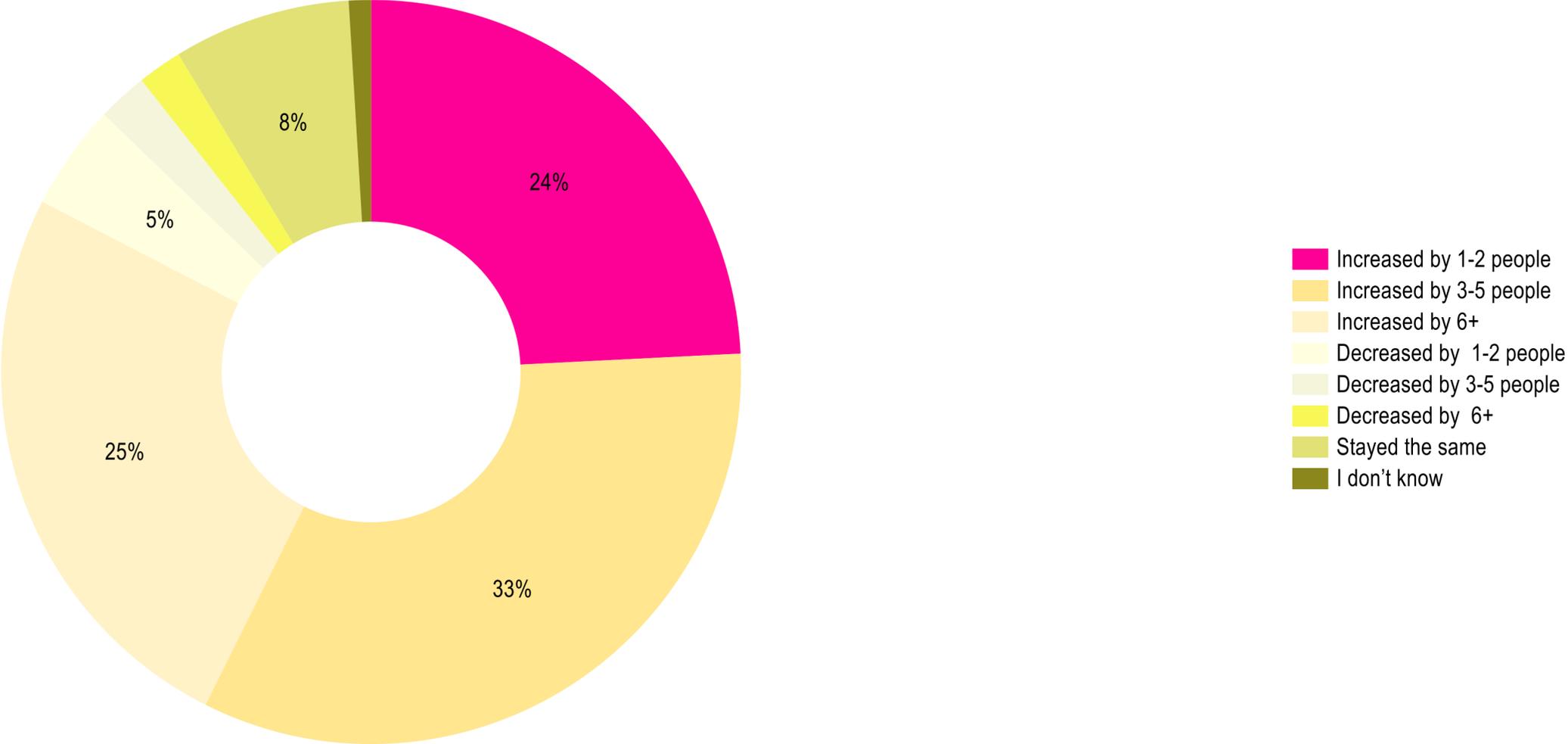


72% of marketing departments have seen their budget rise in the last two years.

\*Data from UK & France

# ...and so are Marketing Departments themselves

How many people has the marketing department you work within (including external freelancers and/or agencies), grown/shrunk by in the last two years?

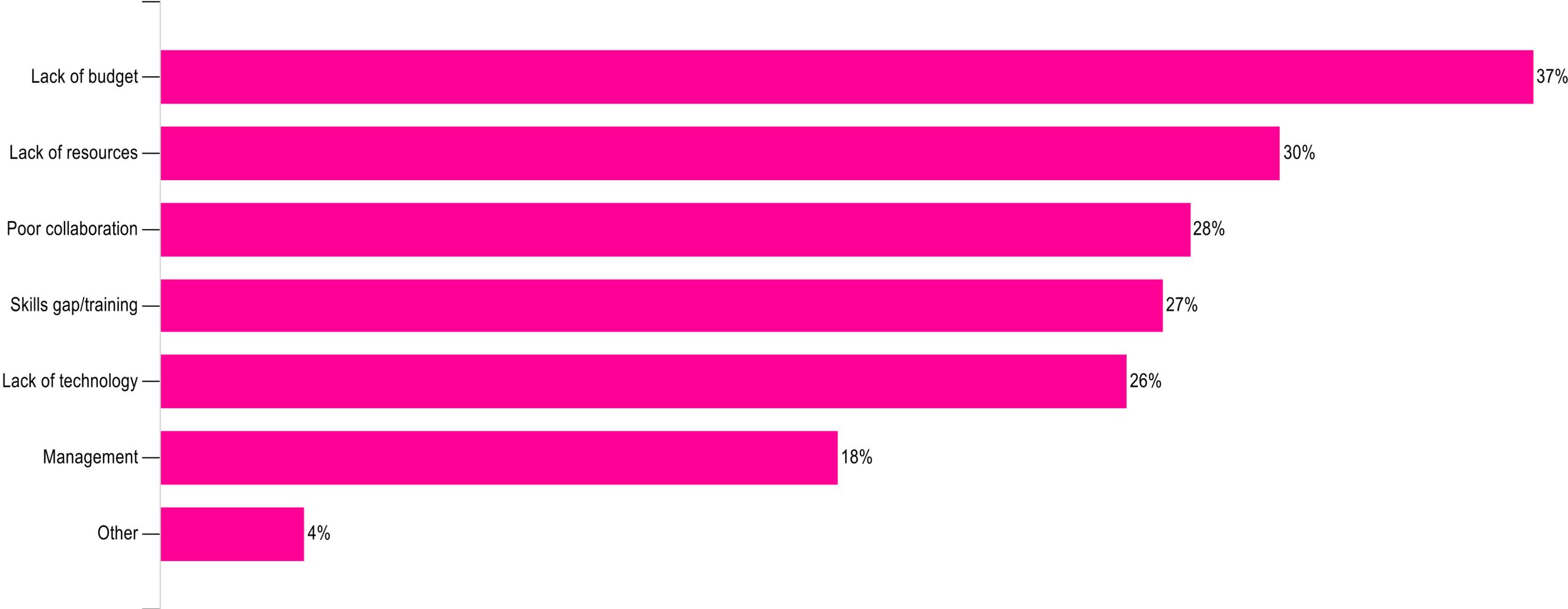


82% of respondents having experienced growth in the size of their department (both internally and externally) over the last two years – by more than six people in a quarter of cases.

\*Data from UK & France

# Poor collaboration among top 3 productivity challenges

What sort of challenges hold-up day-to-day productivity within the marketing department and when creating campaigns?

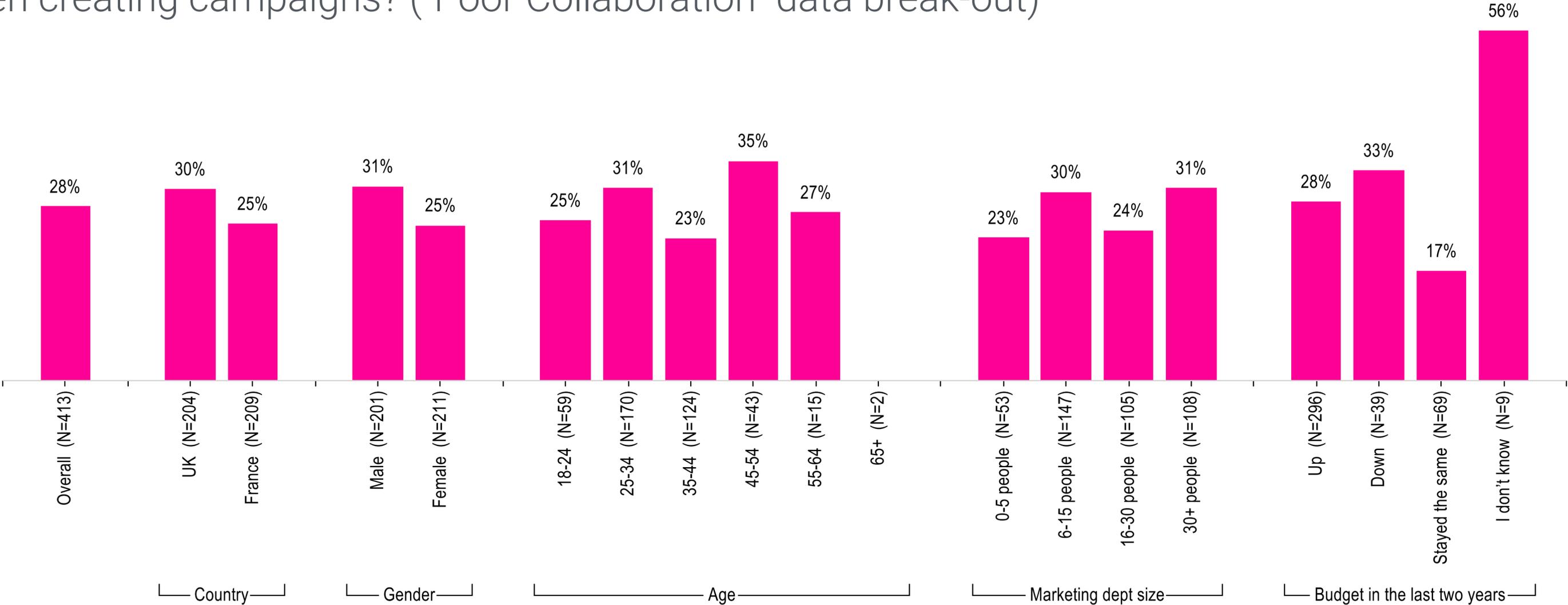


Top challenges to productivity for marketing departments when working on campaigns include poor collaboration (28%), lack of resources (30%) and lack of budget (37%). The later two being contradictory, considering resources and budget are sited as increasing over the last 2 years.

\*Data from UK & France

# Poor collaboration: an extra hindrance in the UK

What sort of challenges hold-up day-to-day productivity within the marketing department and when creating campaigns? (“Poor Collaboration” data break-out)



30% of UK marketers and 25% of French marketers identifying poor collaboration as a key pain point to productivity..

\*Data from UK & France

# Marketers collaborate with 11 people per campaign...

On average, how many people do you collaborate with on individual marketing campaigns (including external freelancers and agencies)?

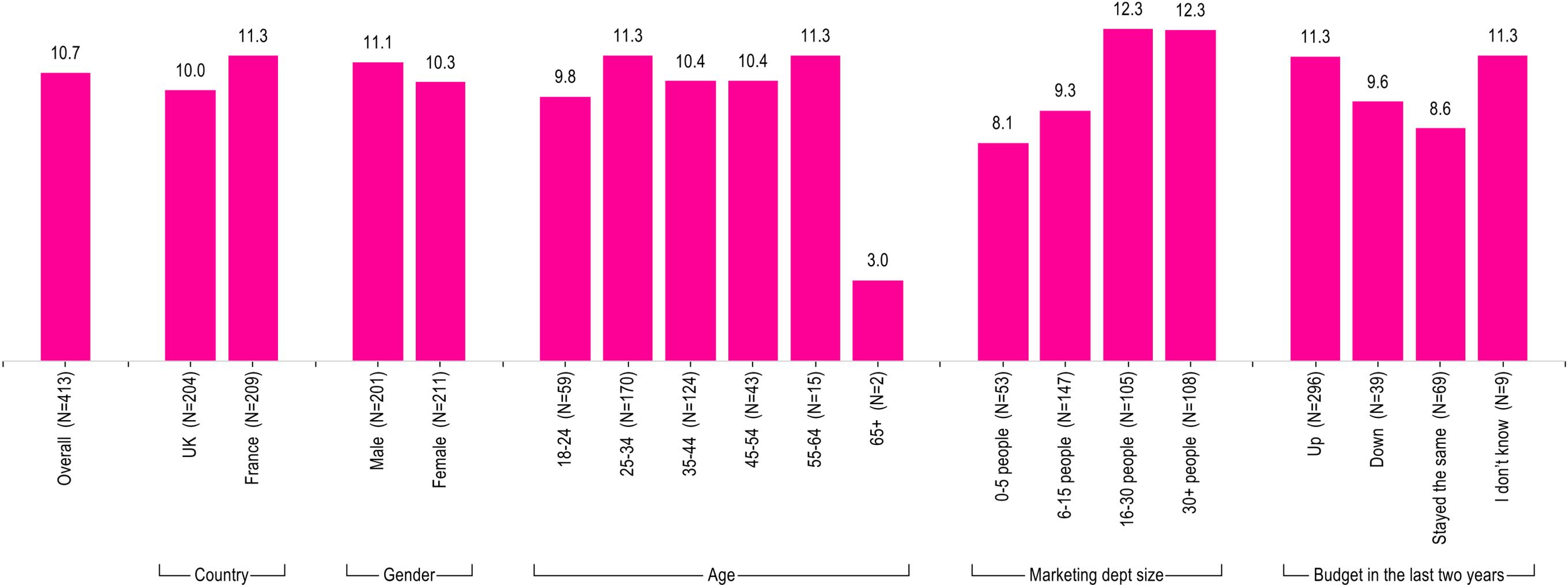


Internal marketers have at least five external points of contact on average, in addition to six internal colleagues per campaign.

\*Data from UK & France

# ...but collaboration's breaking point is also at 11 people

At what number of people, does collaboration on a marketing campaign become challenging?

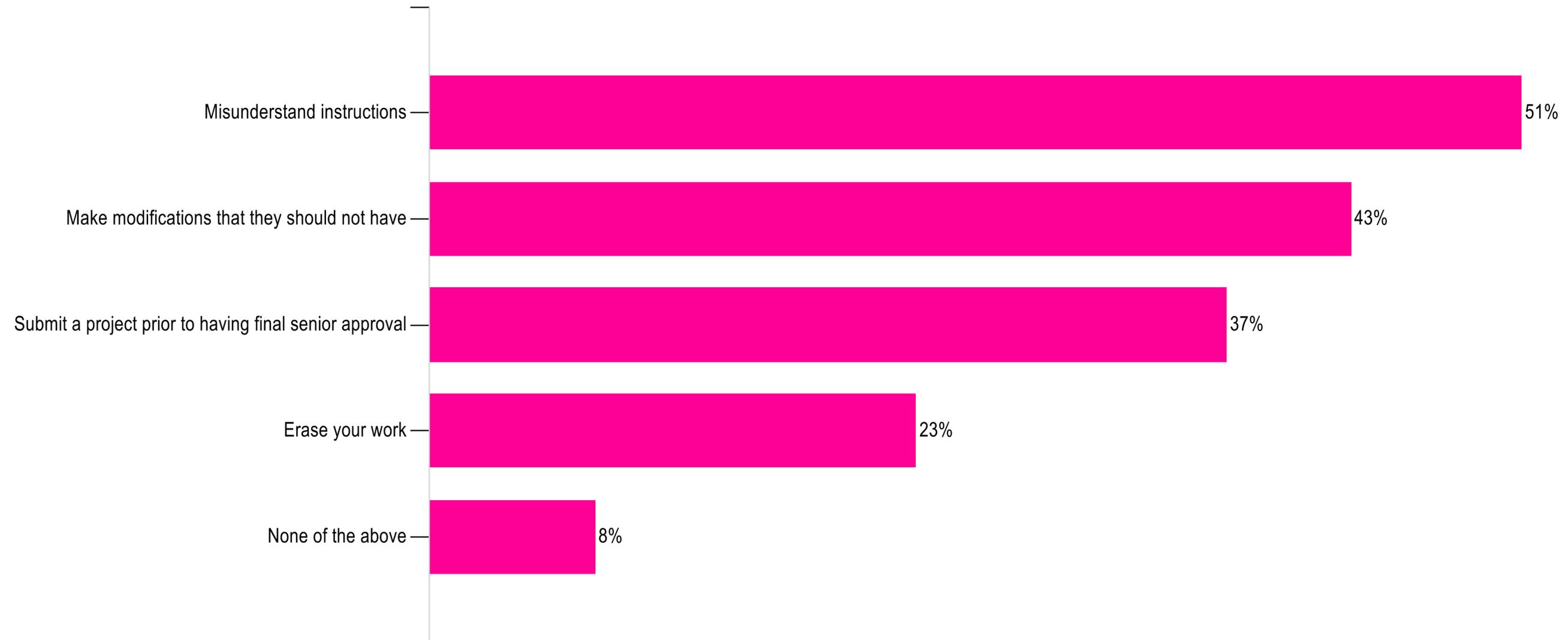


Marketers state collaboration becomes a challenge when working with 10-11 people, the same number of people they work with on average per marketing campaign.

\*Data from UK & France

# Poor collaboration results in accidents

When collaborating on a marketing campaign, have you ever had a team member accidentally:

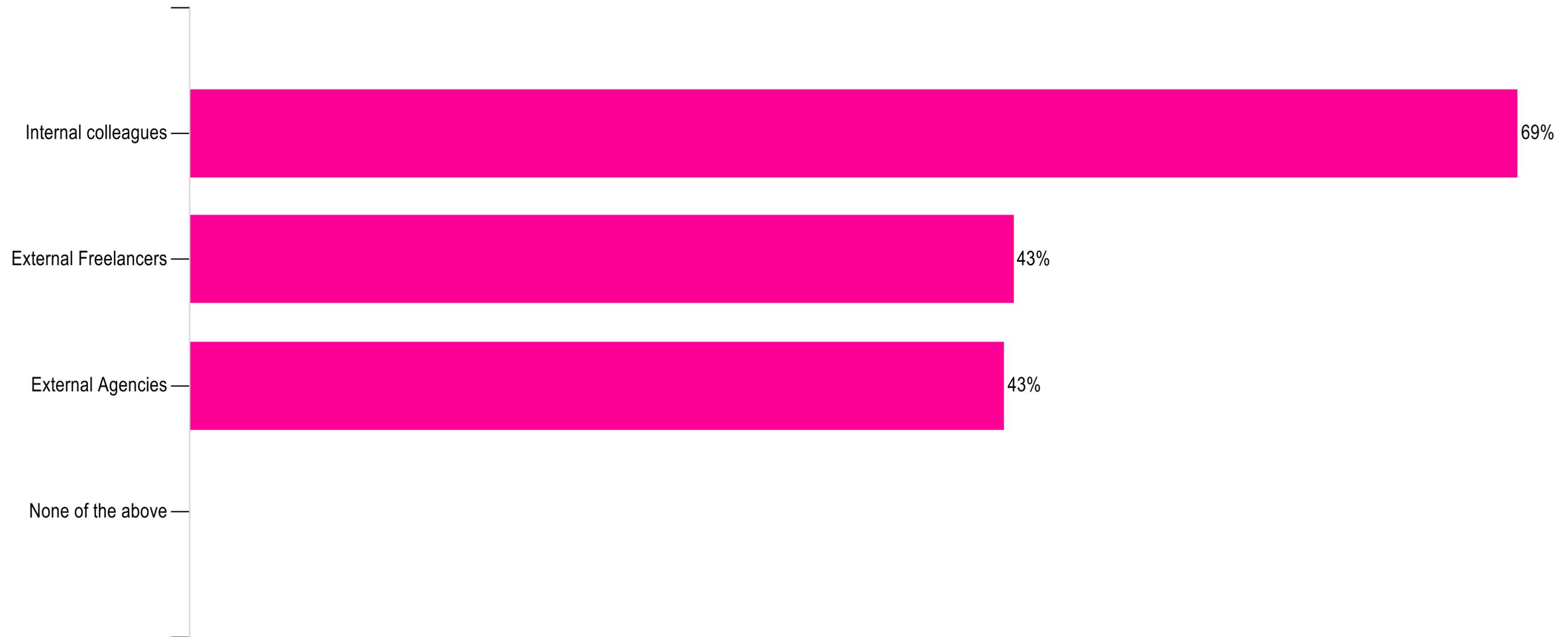


Accidents resulting from poor collaboration are commonplace, signifying that better control and communication are needed.

\*Data from UK & France

# Working with external agencies is the norm

When you work on marketing campaigns, do you collaborate with the following people:

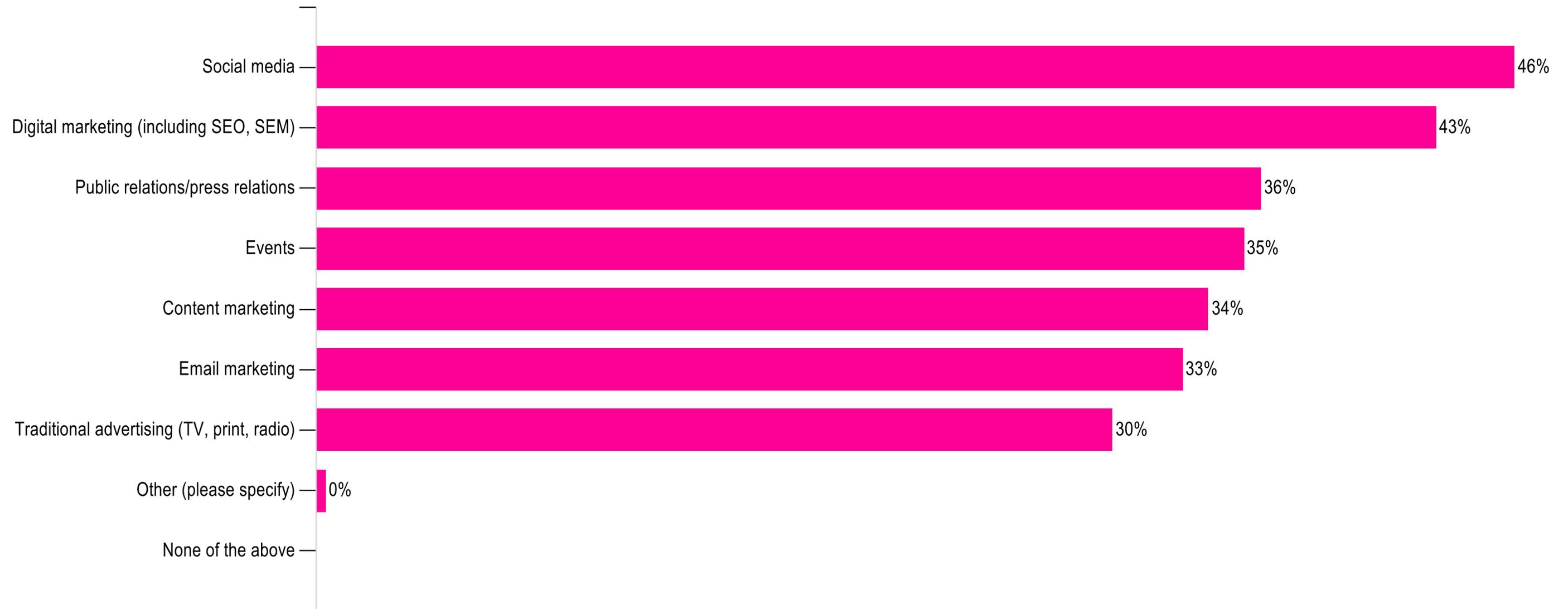


External agencies and freelancers (both at 43%) are now regular extensions of internal teams.

\*Data from UK & France.

# Agencies cover a range of specialities

For what types of campaign do you work with external freelancers and/or agencies?

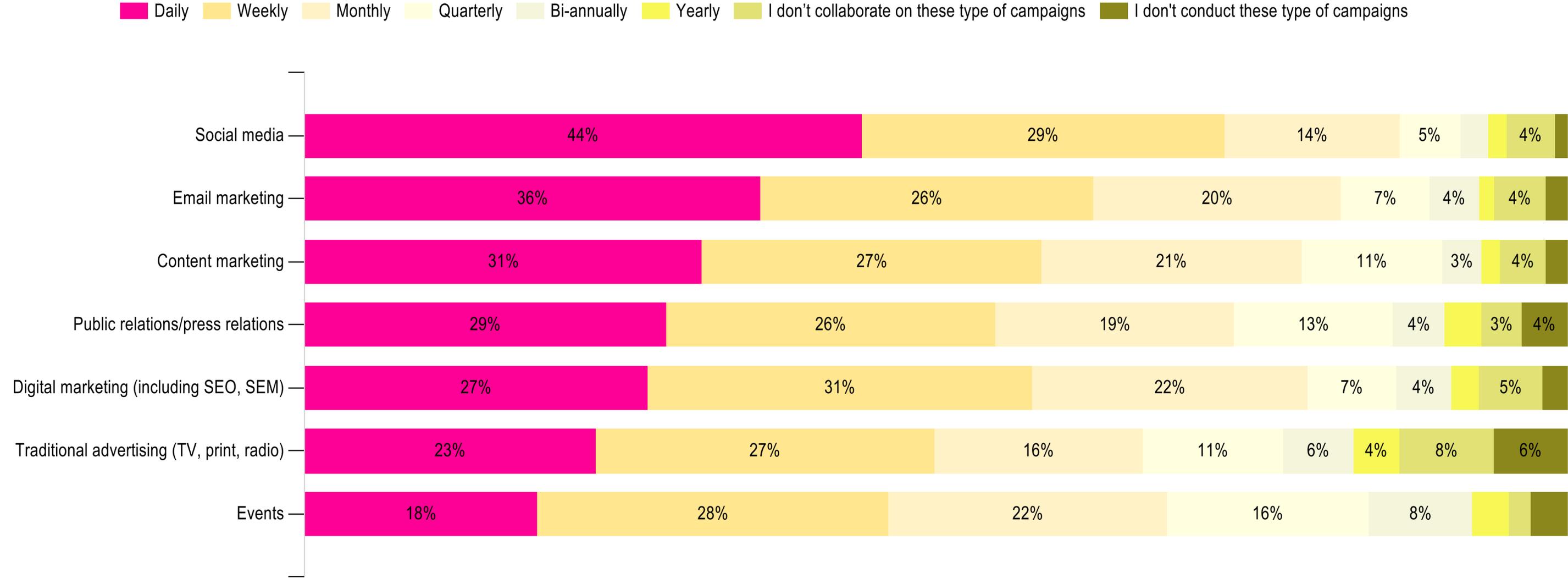


Alongside traditional channels (TV, print, radio) marketers are working on campaigns with external support across social media (46%), digital marketing (43%), events (35%) and email marketing (33%).

\*Data from UK & France

# Email is collaborated on daily by teams

How often do you collaborate with others (including external freelancers and/or agencies) on the below types of marketing campaigns?

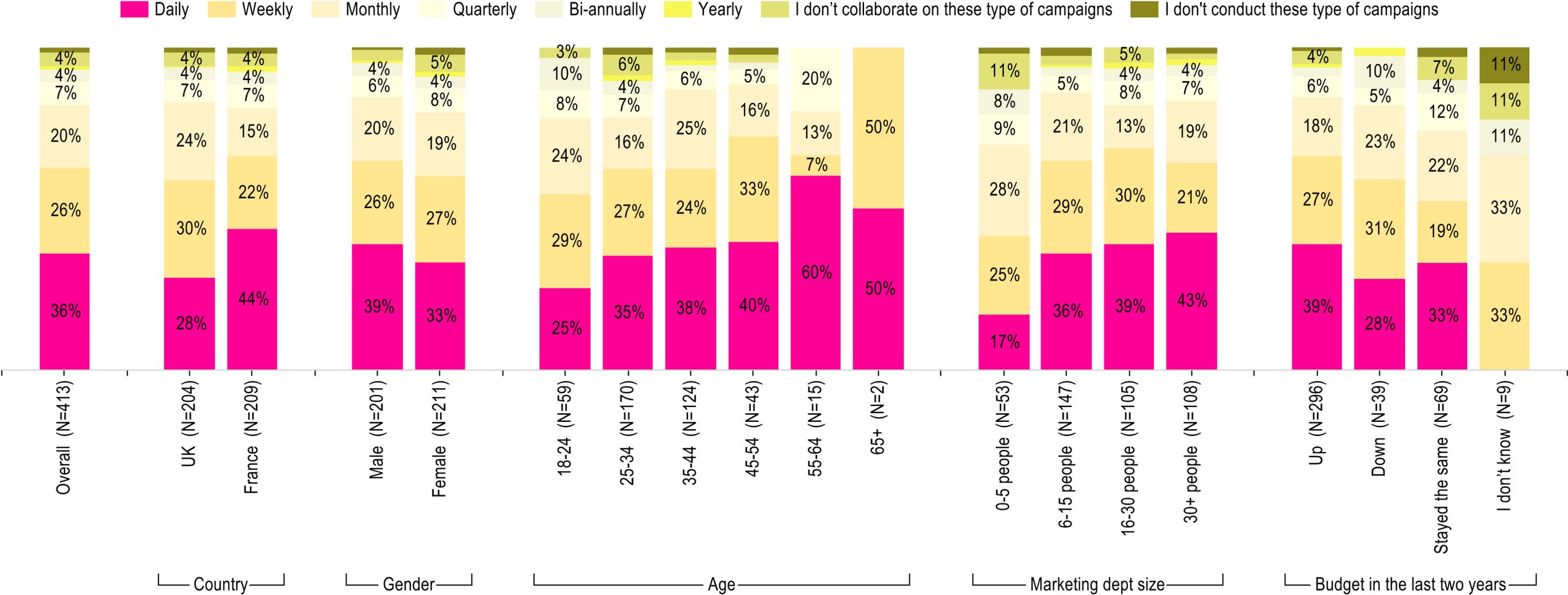


Email (36%) and Social Media (44%) are the marketing activities collaborated on the most frequently by marketing teams.

\*Data from UK & France.

# UK & France collaborate heavily on email

How often do you collaborate with others (including external freelancers and/or agencies) on **Email Marketing**?

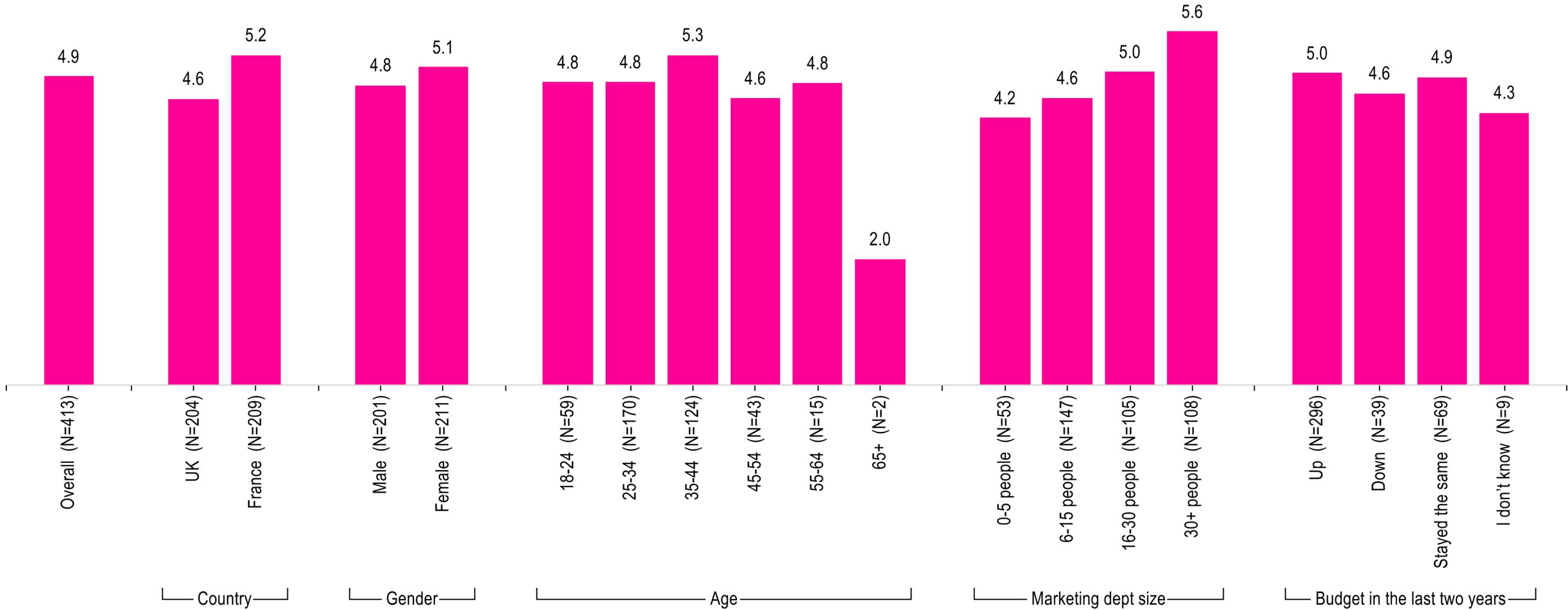


44% of marketers in France and 28% in the UK are in contact with team members every day about their email marketing campaigns.

\*Data from UK & France.

# Email marketing campaigns will go through 5 revisions

From first draft to final version, how many revisions will an email marketing campaign go through before it is sent?

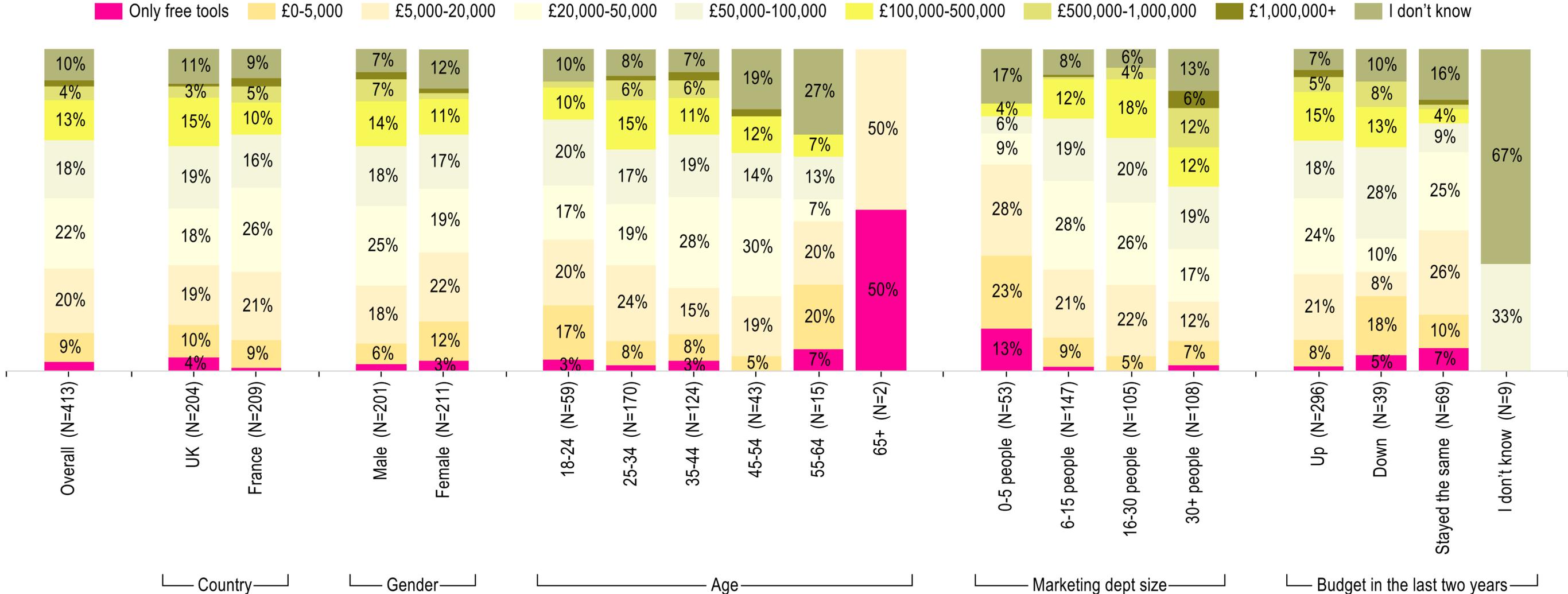


Email marketing campaigns require heavy coordination, with marketers in the UK and France estimating that 5 revisions are needed for each email campaign before it's sent.

\*Data from UK & France.

# Investment in Collaboration Tools has started...

Per year, how much does your business spend on collaboration tools?

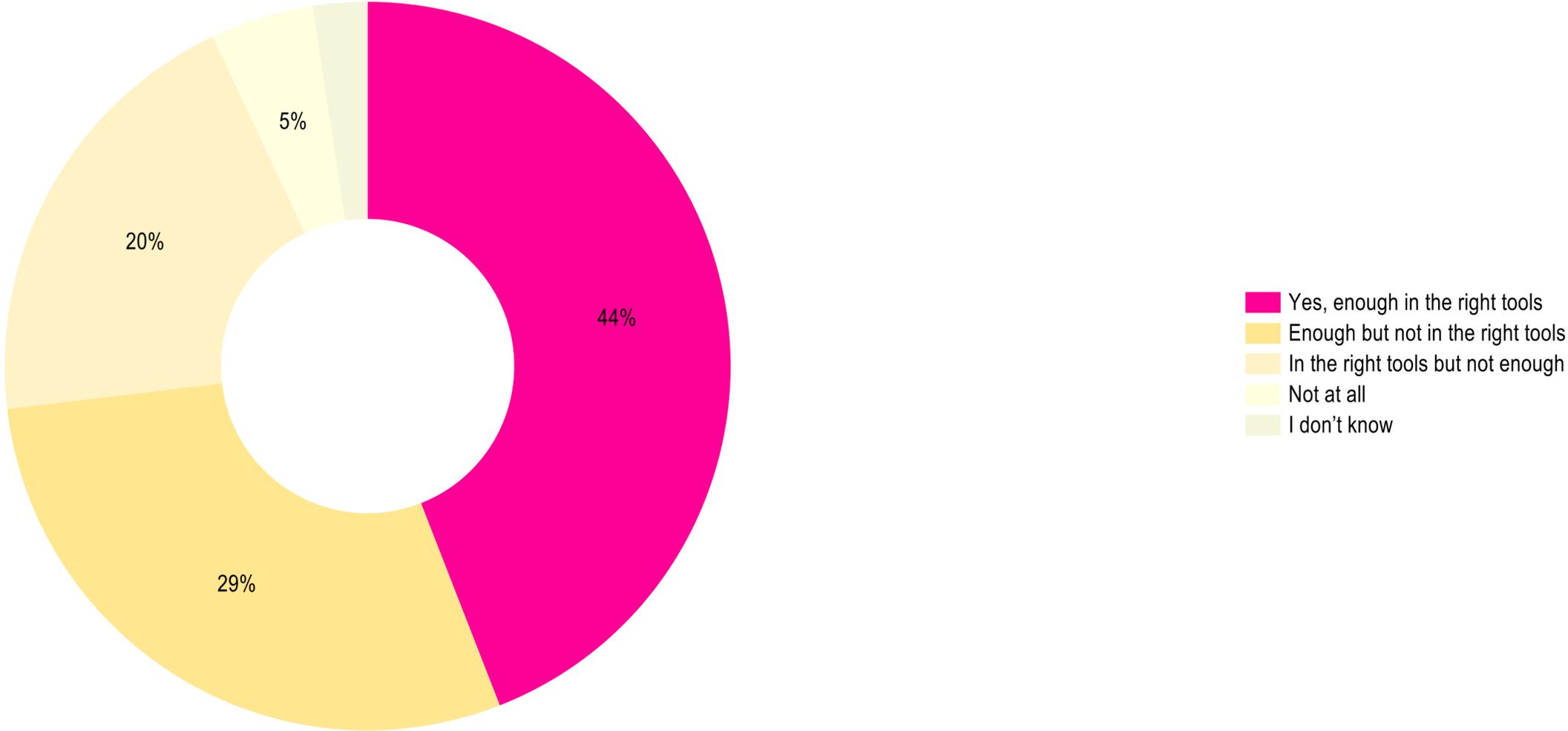


Over 90% of businesses are investing in some tools to facilitate better teamwork and collaboration. That being said, most small marketing departments (64%) are only able to invest up to £1,600 per month.

\*Data from UK & France.

# ...but is the investment in the *right* tools?

Do you think your business is investing enough and in the right technology tools, to enhance teamwork and collaboration across teams?

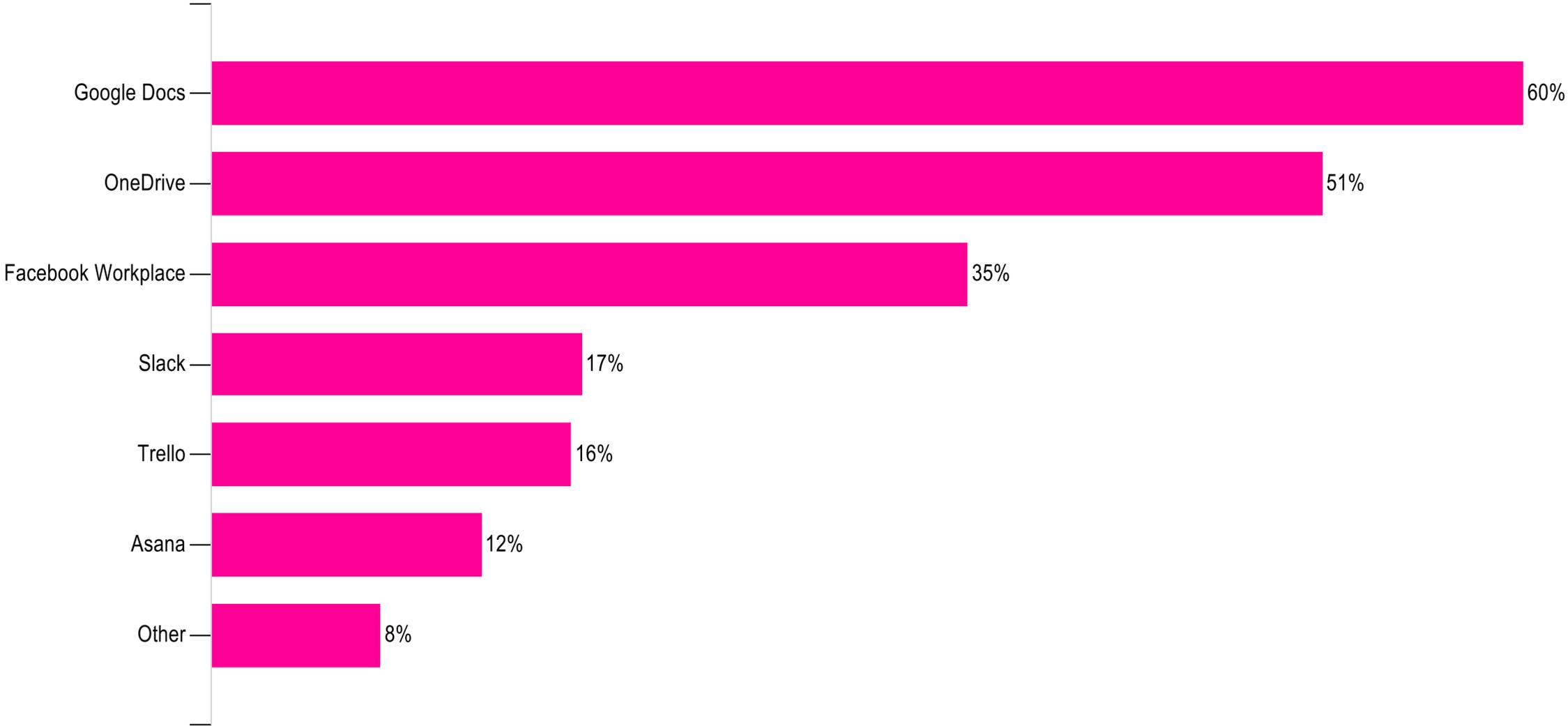


Less than half (44%) of respondents expressed confidence that the department is investing in the right tools.

\*Data from UK & France.

# Google Docs tops the Collaboration Tools chart

How do you like to collaborate? Please tick all tools that you use in the response.

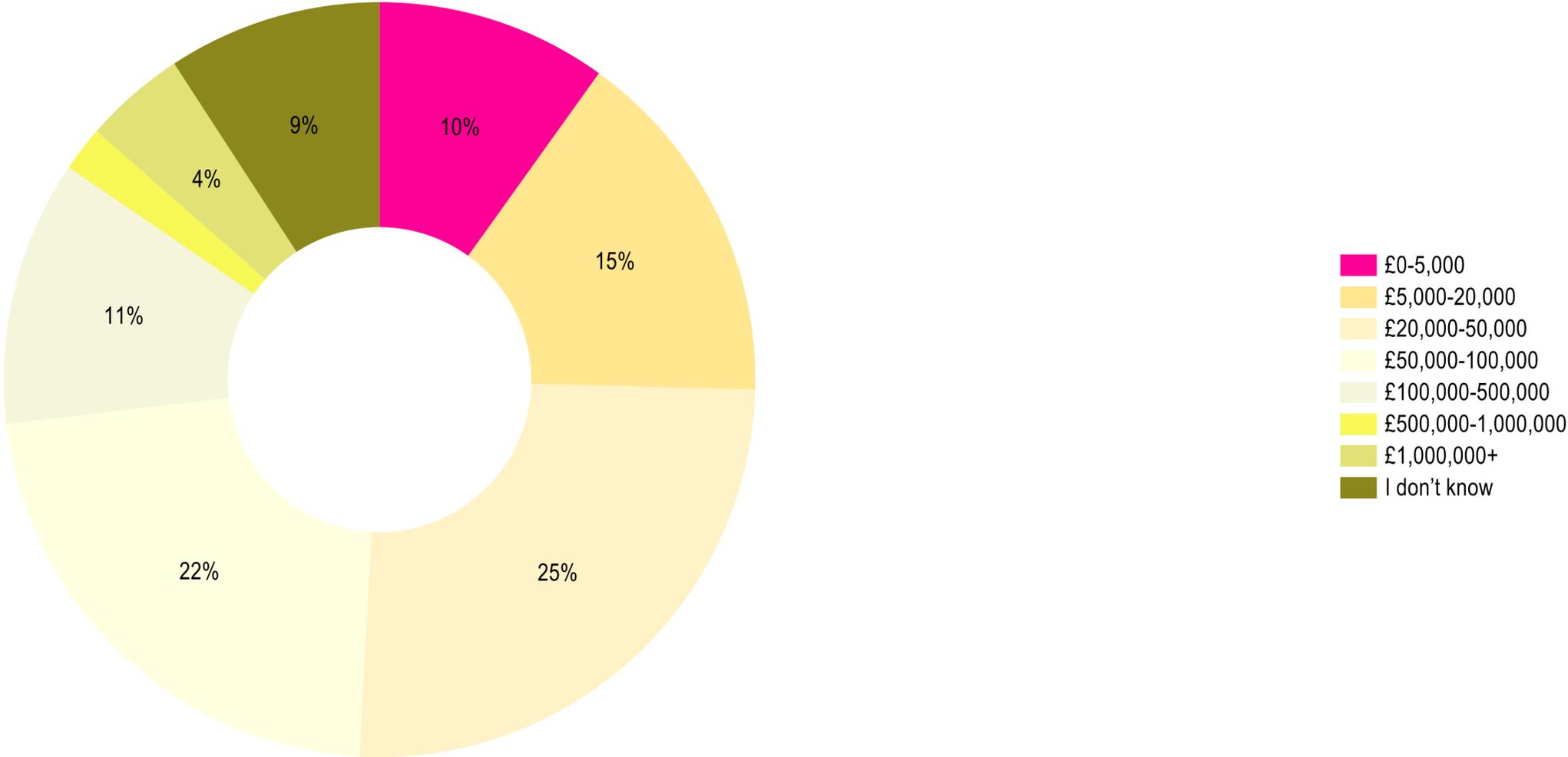


Google Docs (60%) and OneDrive (51%) take the lead as top tools marketers like to use for collaboration.

\*Data from UK & France.

# Marketers want higher investment in Collaboration Tools

How much would you like to increase your collaboration budget by next year?



47% of marketers are hoping to see an increase in investment on collaboration between £20K-100K by next year.

\*Data from UK & France.



# Email Tools for Fast-Moving Teams

Mailjet helps you work faster, together with tools designed for teams to collaborate effectively on email.

## Locked Sections

Make sure your emails are always brand aligned by locking the style and/or content of specific sections.

## Real-Time Collaboration

Work together in real-time to design your emails, write new content and finish marketing and transactional email templates faster than ever.

The screenshot displays the Mailjet email editor interface. At the top, three user avatars (BM, JB, SD) are shown. A yellow button labeled "Request Publication" is in the top right. The main editor area shows a draft email with a green header section for "20% off ON YOUR NEXT TRIP" and a light blue body section with the text "Hi, Traveling — it leaves you speechless, then turns you into a storyteller." A red footer section contains the name "Sarah Dean" and a green "Let's go!" button. On the left, a toolbar includes icons for AI, image, link, and video. On the right, a "Comments" panel shows three entries: Bob McTavish (BM) asking "Can you change the picture please?", Sarah Dean (SD) replying "Done!", and Julia Bills (JB) replying "The wording is updated!". Below the comments is a "Send publication request to" dialog box with a dropdown menu showing "BOB MCTAVISH" and a yellow "Send Request" button. A grey arrow points from the "Request Publication" button to the dialog box.

## Comments

Leave comments directly within email templates to communicate clearly and efficiently with team members.

## Permission Requests

Ensure all emails sent are approved by a manager by restricting users from publishing without permission.

# Our Client's Weigh-in on Collaboration

*Thanks to Mailjet, we can easily invite new team members within each sub-account and personalise what they have access to based on their role.*

*For example, giving someone access to marketing campaigns and statistics but not contacts. This allows us to always keep hold of what everyone working on our emails can do and maintain control of every sub-account.*

**Groupe Les Echos - Le Parisien**

**Les Echos**

**Le Parisien**

# Mailjet: Global Email Service Provider



## All-In-One Email Solution

Manage both **Marketing & Transactional emails**

Tools that let Marketers & Developers collaborate



## World-Class Deliverability

Increase **Inbox Success** with our tools & services

Close relationships with Mailbox Providers worldwide



## Tailored Support & Consulting

**Dedicated Customer Success & Support teams**

Help increase the KPI that matter for your business

**2 Billion**  
emails sent  
each month



[www.mailjet.com](http://www.mailjet.com)



# Thank You

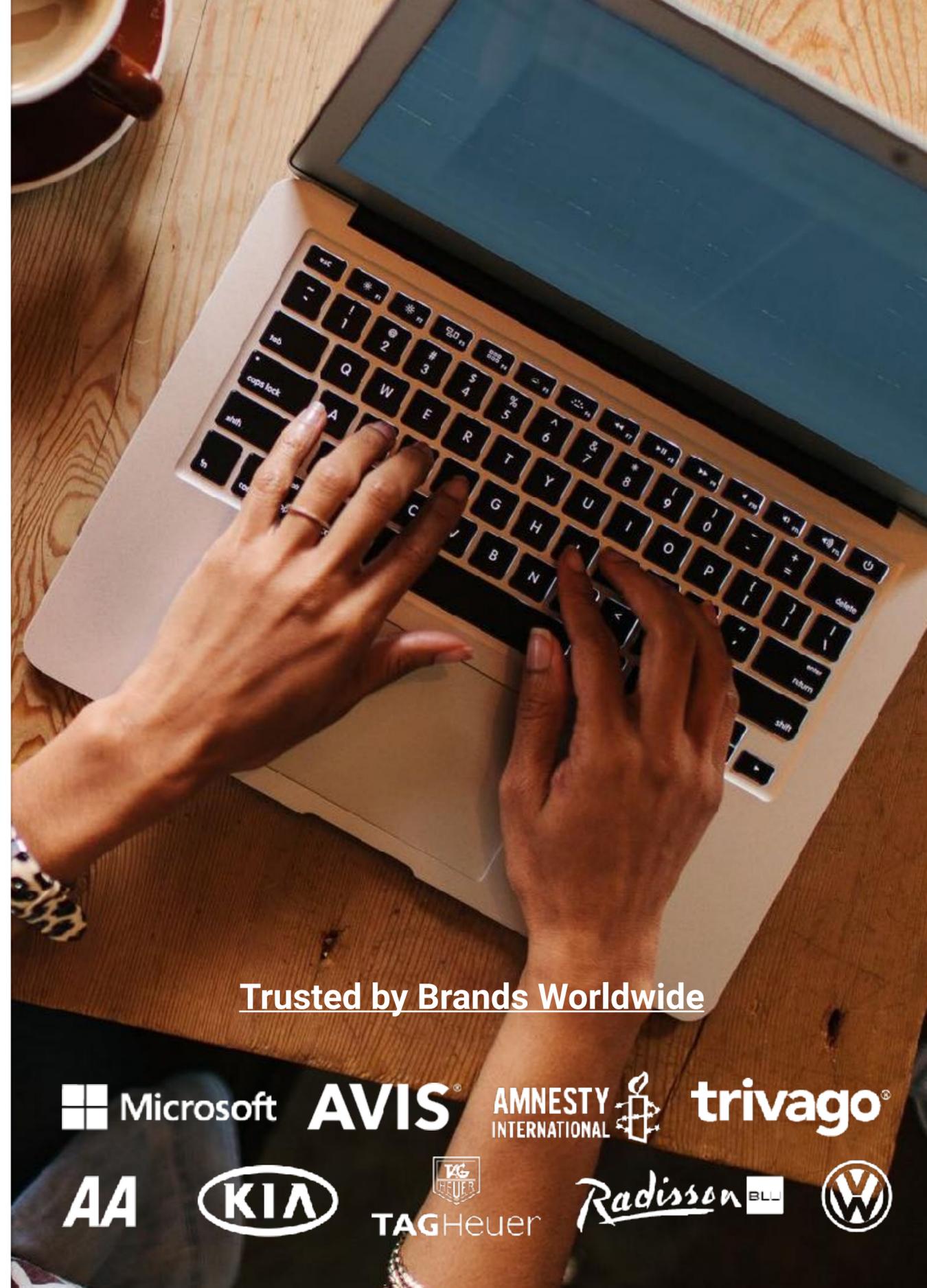
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## More Research from Mailjet:

[The Coding Gap between Marketers & Developers](#)

[Marketers Plan to Shift Marketing Channels Post ePrivacy](#)

[GDPR SOS Kit for Marketers](#)



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