

# How Do Your Collaboration Tools 'Stack' Up?



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**Teamwork is tough during lockdown. It can be tricky to kick around new ideas, get a game plan together, or have a group round up when you're all flying solo at home.**

A few weeks in, and we're starting to get to grips with the new realities of remote working. True, most of us have had the inevitable interruptions from partners, pets and children (my two-year old sitting in on my meeting was especially memorable). But it's also given us a great chance to trial out some of the new collaborative toolkits out there.

It's true that Zoom and other video hangouts have already become a mainstay for many teams. But we've found that the teams that have adapted most seamlessly and efficiently to the new normal are the ones using more sophisticated options.

## **A stack of benefits**

An Agile approach to managing work is becoming mandatory for marketing organisations. The teams that are seeing the most success are the ones that are purposefully building a "stack" of complementary collaboration tools that allow them to work together effectively and efficiently.

But it can be a challenge to pick the right set of tools for your team. Your options might be limited – either by the company you work for or the technological parameters you're working in.

There are two steps to overcoming these challenges:

- Firstly, think about the specific marketing processes that your teams are involved in.
- Secondly, ask yourself whether you have the right tools in place for each of those processes.

To get you started, we've put together a list of the collaboration tools that we've found useful across Signal.

## Strategy & planning

The tasks	The tools
Document sharing Joint white-boarding Central knowledge base Document repository	<a href="#">Gsuite</a> <a href="#">Office 365</a> <a href="#">Miro</a>

## Creative development

The tasks	The tools
Creative ideation Wireframing / sketching Live co-editing Proofing	<a href="#">Invision</a> <a href="#">Figma</a>

## Campaign management

The tasks	The tools
Planning tasks and activities Backlog prioritisation Managing workflow Project management Campaign status	<a href="#">Trello</a> <a href="#">Smartsheet</a> <a href="#">Asana</a> <a href="#">Monday</a> <a href="#">Synergist</a>

## Measuring results

The tasks	The tools
Capturing data Analysing results Identifying opportunities	<a href="#">Tableau</a> <a href="#">Supermetrics</a>

## Staying in touch

The tasks	The tools
Video chat Instant messaging Polling Q&A	<a href="#">Zoom</a> <a href="#">Slack</a> <a href="#">Microsoft Teams</a>

Hopefully our suggestions give you a starter for ten – but remember these tools have to work for you and your teams. Sometimes it's a case of trying and testing toolkits to make sure they are making everyone's lives simpler and not adding more obstacles. If you'd like to get some tips on getting the most from your toolkit or benchmark your position with similar businesses, we'd be happy to have a chat.

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