

The Comprehensive Cross-Functional Checklist

Build better communication for your experiential team and beyond



Teams with strong cross-functional collaboration are powerhouses; by sharing their insights, reporting, and strategy, they set themselves (and each other) up for success.

A good cross-functional strategy can:



Dramatically **impact brand growth** results across the board



Create **more targeted campaigns** with shared consumer insights



Open the door for **creative collaboration** across multi-channels

A siloed strategy can:



Limit visibility into trends in your consumer data, making it hard to get the full picture of who your consumers are



Hinder effective personalization of marketing campaigns in other channels or extend experiential programs across multiple channels



Miss out on entire pieces of the consumer's journey with your brand



Disjointed branding and marketing campaigns across all different channels

That's why working towards transparency and data sharing is so important. It's a team mentality where everyone wins together.

This checklist will help you break down the three areas of cross-functional collaboration and the actions you can take to bring your team closer to the brand as a whole.



How Do I Know If...



My data is siloed?

When teams operate in a silo, meaning there's no visibility or cross-functional collaboration, it stagnates growth and prevents faster and smoother brand results.

If your team has big question marks about where data should be, even if it belongs to other teams, or other departments ask the same questions over and over, there's a pretty good chance your team is siloed.



My team is siloed?

When teams are siloed, they don't collaborate with other teams and teammates. They miss out on critical opportunities to extend the scope of their program and increase their impact.

For example, your experiential team can collaborate with partnerships or influencer marketing to deliver more holistic campaigns that reach and engage more of your consumers.



The Silo Breakdown Checklist

Use this quick checklist to diagnose your team's cross-functional health and improve the impact your efforts can have on every department.

Cultural

Getting To Know You



Bonding Exercises and Activities

Off-site, online happy hour, secret snowflakes, etc



Slack Channels or Email Threads for Multiple Departments

One place for conversation that doesn't always have to be about work (animal channels, book clubs, DEI groups, video game chat, etc).

Internal Alignment

All Hands On Deck



All-Hands Meetings (Weekly, Bi-Weekly, Monthly, or Quarterly)

Every team/department gets a chance to share their progress and what they're up to.



Specialized Inter-Departmental Projects

Multiple teams create a campaign or experience together.



Slack Channels or Emails with Regular Report Updates

Keep everyone on the same page with bite-sized updates on your team's progress and pieces that matter for the brand as a whole.

Technology

One Team, One Fight, One View



Share Relevant Reports

Sharing relevant reports and data from the systems you own cross-functionally helps create visibility to not only share what (and how) you're doing but also



Integrate Data Across All Systems

Make sure that each team gets the full picture of performance.



Create a Unified View of Data

Centralize your data and insights so any team can find and use it without going through you.

Education

You Don't Know What You Don't Know



Cross-Functional Workshops

Prioritize learning together, whether it's about your work, their work, or skills that need improvement across the board.



Free Invites to Experiences

Offer free tickets or trips for other departments to experience your team's work in person.



On-boarding Other Teams

Become part of the onboarding process for new employees to get their understanding and buy-in early.



Just Say Why

In meetings, speak simply and educate others on why your presentation is important in a larger sense.



What Happens Next?

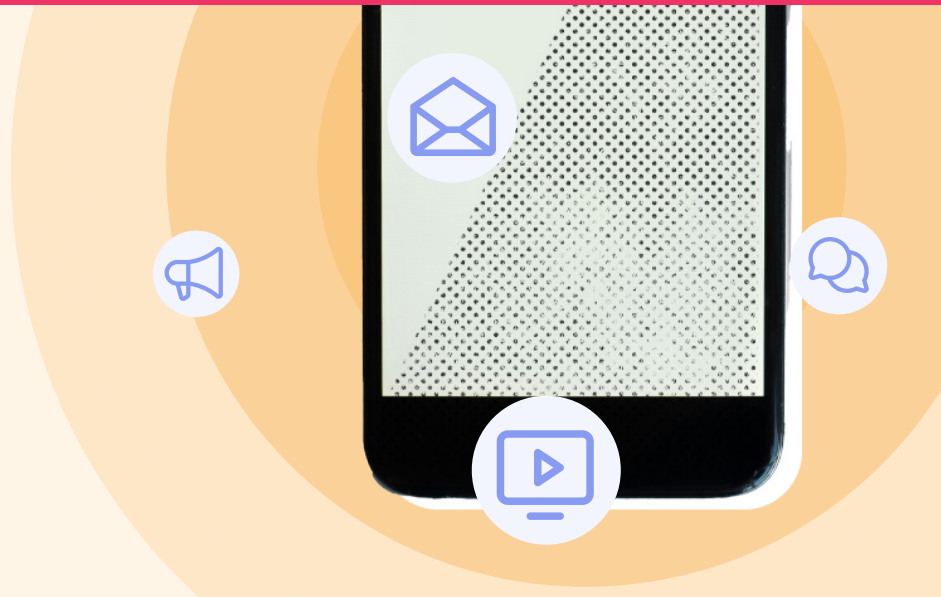
Once you start making cross-functional progress, you can collaborate more effectively with other departments, teams, and leaders.



Here's a quick rundown of what you can do to be supportive and what specifically you can share to make an impact.

Within Marketing

The marketing team as a whole has a few different functions outside of experiential that can benefit from the consumer insights you're collecting.



More Effective Targeting & Personalization

Demand and digital teams can benefit from insights about your consumers' experiences and the types of events they attend. These insights can be used to target ads and tailor future marketing campaigns more effectively.



Database Growth

Collecting opt-ins and information about consumer demographics and preferences can help build your database, which benefits the whole team and allows you to retarget everyone who engages with your events effectively.



Justifying Spend

Sharing your experiential results with marketing and brand leadership can help them drive data-backed decisions on where to invest (and help you make the case for additional budget).

Outside of Marketing

Sharing actionable insights outside of the marketing organization can drive additional value to your brand and power growth in unexpected ways.



Retail

Information on where your consumers prefer to shop and most frequently purchase your products can help determine retail and promotional strategies.



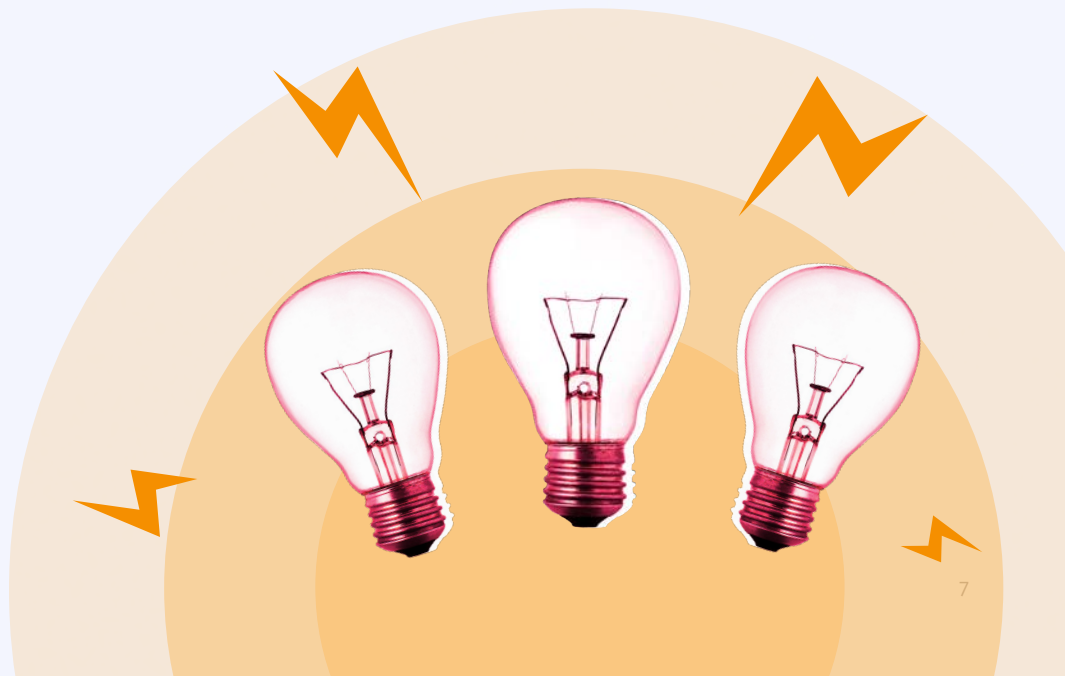
Loyalty Programs

You can use insights into your consumers' identities and interests to improve existing loyalty programs, introduce new ones, and encourage new members to join.



Distribution

Knowing where event attendees come from geographically can help you decide which markets to expand distribution into.





Your New Super Teams

Breaking down silos doesn't just encourage a friendly work environment; it creates new opportunities for growth, revenue, and targeted decision-making. You fully map out the customer journey, creating vital revenue centers and impact for your brand.

So, prioritize cross-functional collaboration and aim to share valuable insights across the business proactively. Your teams and consumers will thank you. Creating a new culture of transparency improves your team's impact, the department's budgets, and your consumers' journey with your brand.