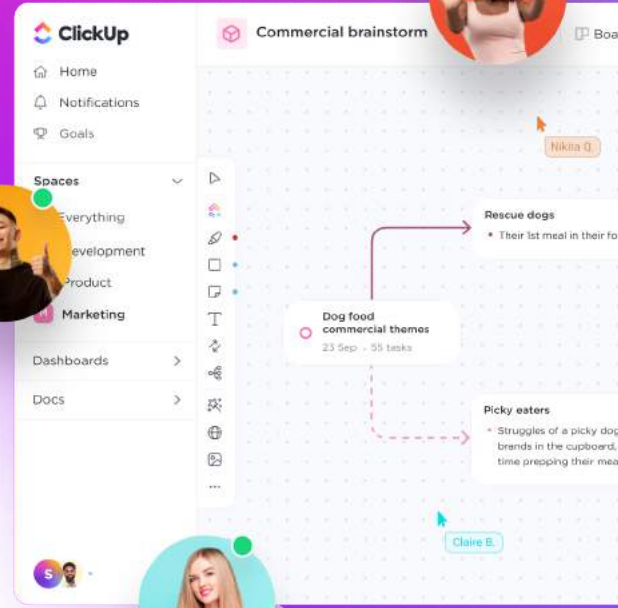




How CEMEX reduced time-to-market by 15% with ClickUp

CEMEX is a global manufacturer and supplier of cement, concrete, and aggregate materials for the construction industry, producing 30 million tons of cement annually. The company was founded in Mexico in 1906, starting as a local business and growing into one of the industry's leading global brands with 20,000 employees worldwide. Today, CEMEX provides quality products and reliable services to customers and communities in the Americas, Europe, Africa, the Middle East, and Asia.



15% reduction in time-to-market achieved in just months



24 hours to communicate task completion reduced to seconds



50 marketing team members leveraging ClickUp to simplify work and get more done

01

The Challenge: Lack of structured process for marketing requests slowed operations

With manufacturing operations on four continents and 20,000 employees around the globe, CEMEX has a wide range of marketing needs. In recent years, the company's leadership team set out to streamline and scale its marketing functions. They established an internal agency and center of excellence for producing creative and content: the CEMEX Content Studio. It was intended to serve the needs of segment leaders, brand managers, trade marketing, commercial teams, and others.

However, the newly formed group of copywriters, graphic designers, and motion graphics creators lacked the foundational tools to truly scale operations. CEMEX's existing project management tool, Wrike, was expensive and underused. This led to inconsistent work processes and minimal visibility for the company's C suite, project leaders, and marketing stakeholders into marketing projects.

"Everyone was working in silos," says Oscar Aguilar, Marketing Operations Manager at CEMEX. "People and teams weren't communicating on projects they were working on, so we were wasting a lot of time on duplicate work."

In addition, since no formal process existed to intake project requests, stakeholders would simply email or message individual team members. This made it difficult for project leaders to understand a team's bandwidth and establish clear service level agreements.

To Oscar, as coordinator of the Content Studio, operations felt disorganized and chaotic. Occasionally, this also resulted in inconsistent work produced across design and copywriting functions. In addition, the marketing team also wasted many hours on manual processes, such as communicating the completion of tasks to other team members.

When the Wrike contract came up for review, CEMEX took advantage of the opportunity to evaluate alternative productivity solutions for functionality and cost. Oscar's manager asked him to find a platform that would help him establish structured, standardized marketing operations to save time and drive team efficiency.

We used to spend extra hours doing routine things manually, like delivering projects to our team, creating tasks, and pasting links. Now, we're using that time to plan ahead and move more of the team workflows to ClickUp.

OSCAR AGUILAR, MARKETING PROJECT MANAGER AT CEMEX

02

The Solution: Standardized marketing operations with an all-in-one productivity platform

As CEMEX looked for a new productivity solution, Oscar's manager suggested he investigate ClickUp. Right away, Oscar was impressed by the automations and intuitive interface, which prompted the marketing team of 50 to quickly implement the software. These features quickly paid dividends, driving internal adoption and usage of the platform, and ultimately helping CEMEX save time, simplify work, and get more done.

In fact, it only took one week for CEMEX to make the switch from Wrike to ClickUp, thanks to the Migration API.

"ClickUp's import/export process is so easy that we could complete it in a matter of hours without interrupting or conflicting with open projects," Oscar says.

2a

New and improved marketing project intake process

Gone are the days of a disorganized and chaotic project intake process. Now, CEMEX uses ClickUp's [Forms](#) feature to manage project requests. When a stakeholder fills out a form to request a project, this automatically triggers the creation of a project with a custom template and directly assigns it to CEMEX's marketing planning team.

The Forms feature allows CEMEX to streamline all marketing requests into a single channel. Creating this workflow helps the team understand their bandwidth for additional work, enabling team leads to manage tasks and individual employees' assignments with ease.

2b

Scalable workflows that drive cross-functional team efficiency

CEMEX is no longer bogged down by manual work, thanks to ClickUp's [Automations](#) and [Templates](#) features, which also play a role in the project intake process. Since form submissions automatically trigger a project with a custom template, this allows the marketing team to get to work faster.

"It's been great, because the whole team follows up on their daily tasks in ClickUp," says Oscar. "Before the automations, whenever a copywriter finished a task, we had to manually communicate up the chain of command that the copy was ready. That could take 36 hours."

In addition, CEMEX uses automated recurring tasks for "always on" projects. For example, the team is responsible for nine social media accounts, and previously they didn't have the capacity to plan their content calendar more than a month ahead of schedule. This left Oscar creating nine different projects each month for the team to work from, requiring tons of manual work. Now with the recurring task feature, he's reclaimed his time, saving at least a day, and now can focus on more strategic projects.

2c

Dependencies enable streamlined processes

ClickUp's [Relationships](#) allows CEMEX to build streamlined workflows as work progresses between project leads to copywriters to designers to motion graphics creators. Relationships enables the marketing team to create links between tasks, documents, and dependencies so employees can access everything they need in one place.

"We're trying to create chains of validation to include the people that need to review creative work or ask for changes into our process. With ClickUp, this is no longer manual," Oscar says.

2d

Real-time visibility into work progress and team performance

CEMEX's leadership team now has visibility into all marketing campaigns with ClickUp. The marketing team uses ClickUp's Dashboards feature to create reports that provide insight into project statuses. Custom fields in the Dashboards allow CEMEX to keep track of the data and key performance indicators that matter most to the company. For example, these reports enabled CEMEX to determine that the marketing team reduced time-to-market for assets and campaigns between Q1 and Q2 by 15% thanks to ClickUp.

Reports also enable CEMEX to detect patterns in production and determine the busy times of year for the marketing team so they can better manage their workload.

"The whole team has a monthly check-in with our vice president of strategic planning, and we share all of our work and progress directly using ClickUp," says Oscar. "This has saved us hours of time preparing for this meeting and has helped us provide a new-level of visibility to our management."

We tried other platforms, but none of them offered the level of customization and automation we needed. ClickUp allows us to run a transparent operation.

OSCAR AGUILAR, MARKETING PROJECT MANAGER AT CEMEX


03


The Conclusion: Sights set on company-wide adoption

CEMEX's marketing team has pioneered the use of ClickUp within the organization. Now, thanks to their success, the company is looking to expand adoption of this productivity platform, and understand other departments and their challenges, and how ClickUp can help solve them.

The Results

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 50 marketing team members leveraging ClickUp to simplify and get more done

