

Marketing Requests

Capture and manage marketing requests with structured workflows and real-time visibility across teams.

Specification

SKU	BUS-MKT-REQ
Solution area	Business Operations
Works with	Campaign Planning & Management, Content & Asset Management, Sales CRM, Agile Product Management
Updated	Sep 26, 2026
Datasheet	v1.0

What it is

Marketing Requests & Work Management is the process of capturing, organizing, and executing marketing work through structured intake and workflows. It ensures that marketing teams can manage demand, prioritize effectively, and deliver work consistently.

SmartSuite’s Marketing Requests & Work Management solution provides a structured, scalable system to capture, prioritize, and manage marketing work across the organization. It replaces email requests, spreadsheets, and ad hoc coordination with a centralized, workflow-driven system.

With a centralized intake system, marketing teams gain full visibility into incoming work, priorities, and resource allocation.

Core capabilities

Marketing Request Intake Forms

Capture campaign, content, and design requests.

Request Routing & Prioritization

Assign work based on type, urgency, and capacity.

Workload & Capacity Management

Track team workload and resource allocation.

Task & Workflow Management

Manage execution of marketing work.

Cross-Team Collaboration

Align marketing, sales, product, and operations teams.

Workflow Automation & Notifications

Automate assignment, updates, and escalations.

Status Tracking & Visibility

Monitor progress of requests and tasks.

SLA & Delivery Tracking

Ensure work is completed on time.

Dashboards & Workload Analytics

Provide visibility into marketing performance and demand.

The Marketing Work Lifecycle

Step 1 Submit Marketing Request Capture structured request details.	Step 2 Route & Prioritize Work Assign work based on rules and priorities.	Step 3 Plan & Execute Tasks Coordinate execution across teams.	Step 4 Track Progress & Delivery Monitor status and timelines.	Step 5 Analyze & Optimize Workflows Improve efficiency and performance.
---	---	--	--	---

Who it is for

Marketing Teams Manage campaigns, content, and execution.	Marketing Operations Teams Coordinate workflows and prioritize work.	Content & Design Teams Execute creative deliverables.
Sales Teams Submit campaign and marketing requests.	Product Teams Collaborate on product marketing efforts.	Executive Leadership Monitor marketing performance and efficiency.

Works with

Campaign Planning & Management Drives campaign execution.	Content & Asset Management Provides marketing deliverables.
Sales CRM Captures demand from sales teams.	Agile Product Management Supports product-related marketing requests.

Built differently. Marketing Requests runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Marketing Requests configured for your organization, or read the full product entry at smartsuite.com/products/marketing-requests.

Schedule a demo