

6 WAYS MARKETERS CAN LEVERAGE MINITAB WORKSPACE

You know how Minitab Workspace can help you perform better in your role, but does your Marketing team know it can help them too? Do your marketing group a favor and share this list of highlights of just a few of the visual tools, process maps, brainstorming diagrams, and forms available in Minitab Workspace that can be incredibly useful for marketers.

<p>1. SWOT Analysis</p>	<p>The SWOT Analysis template makes it fast and easy to create an analysis, allowing more time for review and insights.</p>
<p>2. Campaign Process Maps</p>	<p>Workspace makes it easy to build campaign process maps to track the flow of even the most complex campaigns.</p>
<p>3. Kano Models to focus on the right priorities</p>	<p>A Kano Model is a powerful and clear tool to help marketers prioritize and make the best use of their time.</p>
<p>4. Brainstorm with Mind Maps</p>	<p>Get the creativity of a whiteboard session, but the structure to collect and eventually execute on your ideas generated through mind mapping.</p>
<p>5. Answer questions with Idea Maps</p>	<p>Brainstorm around ways to answer a central question and let the possibilities flow onto an Idea Map.</p>
<p>6. Determine cause and effect with Fishbone Diagram</p>	<p>Explore the impact you want to achieve or the problem to solve and uncover the causes of it.</p>

Try it out! Contact Minitab for a free trial of Workspace today:

1-833-MINITAB or commsales@minitab.com