



# Empower Your Creative Process

## With Automation

Excite and inspire your team by focusing them on the work they do best, and automating the rest.

Power your own automation journey at [RoboHead.Net](https://RoboHead.Net)

# Introduction

Automation is an exciting part of the future of work. For teams focused on creative work though, adding automation can feel like part of an unspecified future rather than the present. AI, automation and machine learning can be intimidating. It may even plant seeds of doubt on whether your job will transition to the future. In this eBook, we break down easy ways to **improve your team's processes with automation**, removing distractions and allowing for greater outcomes on creative work.

**Plus**, you'll find 10+ actionable ways RoboHead customers have applied automation principles to their workflows at the end of this document.

## Measurable Impact

Projects  
take 207%\*  
**LONGER** to  
complete  
without  
automation

\*In an analysis of average project duration for users of RoboHead's automation features compared to those who don't use them.

### Worth the Effort

Is automation worth the effort to set it up? You won't know until you take the time to examine what parts of your day are focused on creative work and what parts are lost to the manual processes that come with actually delivering that creative work. If you are willing to dig in, our research suggests that the payoff is well worth the work.

# Empowering **Automation**

# Get Started

*If you aren't sure where to begin, **follow your frustration!** The best place to start is to find the most consistently annoying part of your process and see what you can improve.*

Looking for **inspiration**? Here are common frustrations that can be solved with automation to get you started.

- Misplaced files
- Information getting lost in emails
- Unnecessary meetings
- Projects running behind schedule
- Statuses not being updated in your PM tool
- Not receiving feedback on projects
- Missing criteria on requests
- Unrealistic deadlines on project requests
- Delays
- Bottlenecks
- Bad communication

**Note:** we've included practical examples to get you started at the end of this guide.

# Automation for Creative Teams

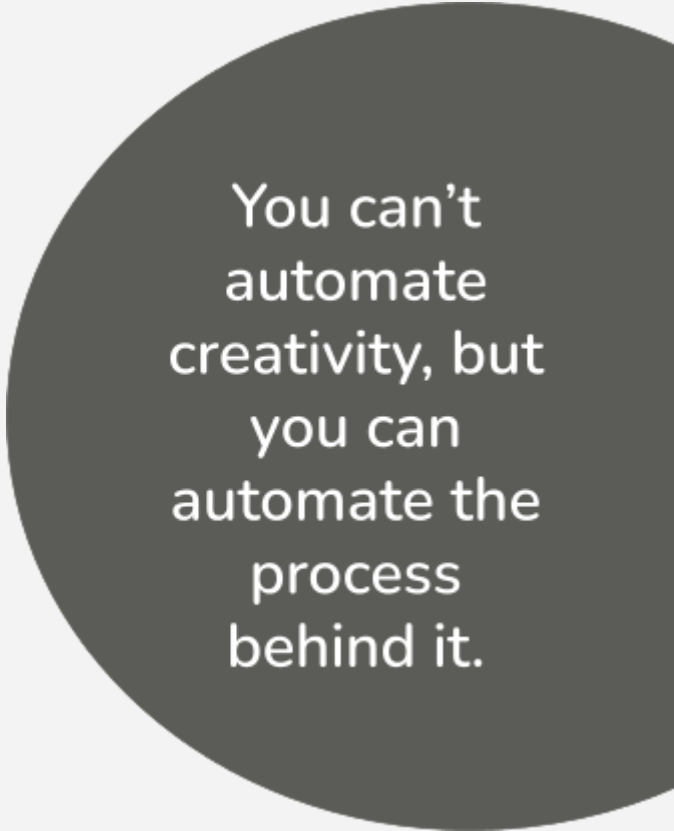
Creative teams often have the most resistance to automation because they don't want to lose out on the quality that comes from humans thinking creatively.

**When we resist automation, though, we miss out on the opportunity to automate everything around the process that actually inhibits creative work.** When you automate things like file delivery, communication, and tactical details, it actually creates a blank canvas to focus your creative process around.

Nothing can replace the magic of people coming up with original ideas, and automation can help inspire that process.

*Who benefits most from automations?*

- Graphic designers
- Copywriters & Content Writers
- Marketing Managers
- Creative Directors
- Creative, Design and Marketing Operations Leaders



You can't automate creativity, but you can automate the process behind it.

# Your System Matters

Automation reinforces the processes you already have in place. So, the best place to start is with an existing process. Having a central source of truth for your team's project information will also make it easier to create meaningful time savings without losing any information along the way.

## Foundational Elements

### What You Need to Get Started

1. **A defined process:** to automate a process, you need to have a process. The more clearly you break it down, the easier it will be to automate.
2. **A single source of truth for project information:** you can use many approaches to automate, but a central place with all your project information will make every automation simpler.
3. **A vehicle to automate with:** some tools have native ways to build your automations, or you can connect your apps with a third-party tool like Zapier. *A developer can also customize anything with an API integration.*

### Key Terms

**Trigger:**

An event that must take place to set the automation in motion.

**Action:**

The event which is set in motion by a trigger.

**Integration:**

How two different apps or databases talk to each other.

**RoboScript**

RoboHead's own no-code way of empowering automation in your process.

# A Better Platform

## Work Smart with RoboHead

For powerful time savings and improvements in the creative process, [RoboHead is the best solution.](#)

Built specifically for creative teams, RoboHead gives you control and insights into every phase of the process, including initial requests, team management, reviews, and final delivery.

### Why RoboHead?

- **Central source** for every part of your project
- Automation dashboards with **control** of what you do and don't automate
- Thousands of **native automations** in Robohead, and millions more available with Zapier to connect nearly **every tool you use**
- Direct integration with **Adobe Creative Cloud**, email and calendar tools
- **Dedicated support** from real people to help you start and collaborate with along the way

RoboScripts allow you to automate the complex, so following your process is simple for everyone.

Get started at [RoboHead.Net](https://RoboHead.Net)

# Automation for everyone

*While AI might offer additional ways to reduce time in the creative process, it isn't the only way. Here are practical ways RoboHead customers get time back with automation without losing control of their creative work.*

## **Graphic Designer:**

*When a new file version is ready for review, email it to all the reviewers.*

## **Social Media Manager:**

*When a post's final content is approved, upload it to Hootsuite*

## **Copywriters/Content Writers:**

*When a new project is assigned to me, make a Google Doc with the creative brief at the top*

## **Marketing Managers:**

*When a project is past due, email me the details*

## **Creative Directors:**

*When a project is turned in early, award kudos to the project owner*

## **Project Manager:**

*When a project is marked "complete," automatically deliver the files to the person who requested the project*

## **Creative Operations Leaders:**

*When a new project is requested, automatically generate a file name based on specific criteria*

# Relieve Your Headaches

The top 10 workflow frustrations that **RoboHead customers** solve with automation to inspire your own time savings:

## 1. Slow response on feedback

Collect feedback and approval from the right people at the right time with automated notifications and routing

## 2. Projects status not being updated

Automatically update project status to “in progress” on start date

## 3. Dissatisfied stakeholders

When a project is marked complete, send survey to initial requestor

## 4. Discouraged creatives

When a project is marked complete before due date, award kudos

## 5. Projects behind schedule

Every Monday, run report with projects behind schedule and email it to creative director

## 6. Lost Files

When a project is complete, save approved assets in library

## 7. Missed connections

Automatically send an email when a project gets canceled or placed on-hold

## 8. Bottlenecks

Notify Project Manager when tasks go overdue

## 9. Unrealistic Due Dates Requested

Automatically reject requests with a due date less than two weeks out

## 10. Too many requests for updates

When a project status changes, send an email to the requestor letting them know

Get Started with RoboHead! [Request a Demo](#) to start automating today.