

## **Writing Sample: Email Nurtures: Case Studies + Ebooks**

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### **CASE STUDY: STANCE**

#### **SUBJECT LINE**

A: Marketing without messiness

B: Get requests out of emails and into production

#### **BODY**

Dear [Name],

Marketing doesn't have to be messy.

Yet without process, creative requests come in from every direction - email, chat and "drive by" desk visits. Reviews are forgotten. Deadlines are missed.

Such was Mia Vierra's situation before lifestyle brand Stance chose Asana.

Now creative and content are tracked, managed, and executed all in one place.

That means higher creative output. And no more missed deadlines.

[See how \[Company\] can cut production time by 50% and check-in meetings by 60%.](#)

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### **CASE STUDY: SONY**

#### **SUBJECT LINE**

A: Creativity without chaos

B: Tired of searching for details in emails?

#### **BODY**

Dear [Name],

Creativity doesn't have to be chaotic.

Yet without process, production time rises and creative output drops.

Such was Walter Gross's situation before Sony Music chose Asana.

Now requests and creative are tracked, managed and executed all in one place.

Which means more exposure for legendary Sony artists like Dylan and Jackson. And that's music to the ears of listeners and leadership alike.

See how [Company] can [save 60 hours a month and boost production 4x](#)

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## **CASE STUDY: SONY**

### **SUBJECT LINE**

A: How Sony 4x'd creative production

B: Are "drive by" desk conversations driving you crazy?

### **BODY**

Hi [Name],

The [Anatomy of Work Index](#) found that 61% of our day is taken up by "work about work" – like searching for information, unnecessary meetings, and duplicated work.

Without one place for all creative, Walter Gross at Sony Music knew campaign productivity was stuck.

So he moved everything onto a work management tool.

Campaign production is now up 4x while saving his team 60 hours per month.

[Check out the full case study right here.](#)

Here if you have questions,

[Name]

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## **CASE STUDY: DOW JONES**

### **SUBJECT LINE**

A: Dow Jones marketing saves 10% of their workday with Asana

B: Tired of hoping marketing tasks will get done by deadline?

### **BODY**

Dear [Name]:

Marketing teams still manage projects from chat and email.

That means invisible ownership, siloed details, and unknown status.

Before choosing Asana, Rossa Shanks and her remote team at Dow Jones were facing a similar situation.

Now, with one centralized marketing hub, ownership is clear, details are readily available, and status updates are instant.

And that means more time for what matters most - human connection.

See how [Company] can [save 10% of its workday](#) with Asana.

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## **CASE STUDY: INVISION**

### **SUBJECT LINE**

A: InVision brings new products to market 3x faster with Asana

B: Build a repeatable go-to-market template on one platform

### **BODY**

Dear [Name]:

Marketing teams still launch products without a centralized tool.

That means hidden plans, missing information in chat and email, and overlooked critical steps.

Before Asana, Mike Waecker and his remote marketing team at InVision weren't able to keep up effectively bringing products to market.

Now, with one work management tool, his team collaborates better and launches faster.

And that means fewer marketing late-nights and more creative magic.

See how [Company] can [bring new products to market 3x faster](#) with Asana.

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## **CASE STUDY: INVISION**

### **SUBJECT LINE**

A: How inVision Launches campaigns 3x faster with Asana

B: The new way to manage campaigns

### **BODY**

Hi [Name]:

Not all work management tools work.

Clunky tools create more problems than they solve - more chaos and stress with no greater productivity.

InVision's marketing team was facing this dilemma when Mike Waecker joined as Senior Project Manager.

Now with Asana, marketing campaigns can be seen in one view, status updates are real time, and everyone knows who's doing what, by when.

"Asana has enabled us to reduce planning time by 66%," says Mike "and scale from 40 to 200 campaigns a quarter."

[Learn how \[Company\] can launch campaigns 3x faster.](#)

Your partner for working better,

[Name]

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## **CASE STUDY: INVISION**

### **SUBJECT LINE**

A: How InVision brings new products to market 3x faster

B: Put an end to weekly status meetings forever

### **BODY**

Hi [Name]

Not all work management tools work.

InVision's clunky tool was creating more problems than it solved - more chaos and worry with no greater productivity.

So Mike Waecker organized his 80+ team onto a work management platform.

Launches are now 3x faster with 17% more campaigns a quarter.

Better still, communication and collaboration is centralized and seamless.

[See the full case study right here.](#)

Your partner in getting things done,

[Name]

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## **CASE STUDY: AUTODESK**

### **SUBJECT LINE**

A: Autodesk's Customer Events team is 50% more efficient with Asana

B: Monitor progress across multiple projects in one place

### **BODY**

Dear [Name]:

Project management organizations still operate without a centralized platform.

It results in inefficient planning, unnecessary email, and slow request response times.

Prior to Asana, Joël St-Pierre and his marketing team at Autodesk were facing a similar situation.

Now, with one central source, emails are fewer, request responses are faster, and everyone is happier.

And that means more time for improving workflows and templates for even greater productivity.

See how [Company] can [be 50% more efficient](#) with Asana.

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## **CASE STUDY: AUTODESK**

### **SUBJECT LINE**

A: How one Autodesk team is 50% more efficient with Asana

B: The #1 obstacle to efficiency

### **BODY**

Hi [Name],

Only 24% of employee time is spent on meaningful work according to [The Anatomy of Work Index](#).

The rest is consumed by “work about work” - like coordination emails, tracking down information, or figuring out who's doing what.

Joël St-Pierre at Autodesk knew their had to be a better way.

So he switched his 30+ team to a work management platform.

Emails are now down 75% while request response time is up 5x.

[Check out the full case study right here.](#)

Your partner in efficiency,

[Name]

P.S. Curious what work management can do for you? [Start a free trial](#), or better yet, schedule a call.

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## **CASE STUDY: DEPUTY**

### **SUBJECT LINE**

A: Deputy improves company alignment with Asana

B: How teams work from “one source of truth”

### **BODY**

Hi [Name]:

More tools just means more “work about work” - switching apps, unnecessary meetings and searching for information.

For Joseph Fuller at Deputy, that meant more work for his IT team managing tools and tracking employee access.

Now, with the whole company on Asana, work is clear, collaboration is fluid, and everyone is aligned.

“Asana makes it much easier,” says Joseph “...to ensure everyone is rowing in the same direction.”

[Check out how \[Company\] can get its team rowing in the same direction too.](#)

Your organization for organization,

[Name]

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## **CASE STUDY: FIRECLAY**

### **SUBJECT LINE**

A: Fireclay Tile’s marketing team saves 600 hours a quarter with Asana

B: Less email, more meaningful work

### **BODY**

Hi [Name]:

Some marketers still manage teams from spreadsheets and email.

That means productivity dragged down by siloed information and unnecessary meetings.

As Creative Director at Fireclay, Jamie Chappell knew her team could be more efficient.

Now, with Asana's work management tool, all campaigns, communications and files are right where you'd expect - in once place.

Fewer emails and meetings means more time for meaningful work.

[See how \[Company\] can 2x productivity today.](#)

Your partner in getting things done,

[Name]

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## **CASE STUDY: DOW JONES**

### **SUBJECT LINE**

A: How one Dow Jones team saves 10% of their workday

B: The new way teams work

### **BODY**

Hi [Name],

The [Anatomy of Work Index](#) revealed that the U.S. is missing more deadlines (36%) than any other country, exacerbated by remote work.

Thankfully, when Covid-19 hit, Julia Lancaster's team at Dow Jones was already on a work management platform.

Her 100% remote team experienced zero disruption (while saving 10% of their work day).

"We can be separate yet still connected in a unique way," says Julia.

[Read the full report here.](#)

Your partner in productivity,

[Name]

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## **CASE STUDY: DISCOVER**

### **SUBJECT LINE**

A: How to switch your culture from stress to relief

B: No more emailing 15 people to learn where the delay is

### **BODY**

Hi [Name],

Email and spreadsheets are powerful, yet they were never meant for orchestrating work.

Mike Singer at Discover knew coordinating monthly production of thousands of videos with these tools alone was neither scalable nor sustainable.

So he shifted his 400+ team onto a work management platform.

All production is now visible in one place, cross-collaboration is clear, and task hand-offs are seamless.

“It was a cultural shift into stress relief,” says Mike.

[Check out the full case study right here.](#)

Your organization for organization,

[Name]

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## **CASE STUDY: BEVERAGE AG**

### **SUBJECT LINE:**

A: Less email more communication

B: Communicate clearly

### **BODY**

Hi [Name],

As your company grows, so does the need for clear communication.

Yet more email, chat, and meetings means less clarity.

That's why Linus Sternberg was quick to move his entire company - Beverage AG - onto Asana.

Now, communication flows through one platform.

That means fewer emails, chat and meetings and more transparency, understanding, and productivity.

[See why 95% of Beverage AG workers choose Asana.](#)

Work better,

[Name]

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## **CASE STUDY: MESSE DUSSELDORF**

### **SUBJECT LINE**

A: Process = productivity

B: Be more efficient

### **BODY**

Hi [Name]

As an organization grows, processes break down.

That's why Messe Düsseldorf switched - from email, sticky notes and spreadsheets - to Asana.

Now, all tasks, deadlines and responsibilities live in one place and can be set easily and transparently.

When teams are organized and efficient, even when distributed, there's no limit to what you can do.

[See how \[your company\] can be more efficient in Asana.](#)

Work together apart,

[Name]

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## **CASE STUDY: PGA OF AMERICA**

### **SUBJECT LINE**

A: Digital transformation through collaboration

B: Digital collaboration

### **BODY**

Hi [Name],

According to a Harvard Business Review survey, 47% of global leaders plan to invest in collaboration platforms over the next 12-18 months to support distributed work.

The reason is simple: 46% of those same leaders believe culture - including effective collaboration - is the biggest barrier to digital work.

Luckily for PGA of America, engineering was already using Asana to track projects as part of the organization's digital transformation.

So when Kyler Rose, Marketing Services Manager, saw Asana's ease of use, his business team jumped in.

With engineering and business united on one platform, collaboration is now fluid and precise.

And that means PGA of America can continue to drive digital transformation down the fairway, including the PGA Championship's newest ticketing and registration platform.

"We wouldn't have such a great connection with different departments," says Kyler, "if it weren't for Asana."

[See how Kyler and his team did it.](#)

Your partner in collaboration,  
[Name]

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## **CASE STUDY: VMWARE**

### **SUBJECT LINE**

A: Simplify planning and development

B Work simply

### **BODY**

Hi [Name],

At Tanzu Observability, work was managed in different tools - engineering in Jira, spreadsheets for everything else.

Redundant meetings and chance hallway conversations were the norm.

Unsurprisingly, the Anatomy of Work Index found that such "work about work" takes up 60% of our workday.

A better way to manage work - across the entire company - was needed, and Asana filled the bill.

While development work continues to be managed in Jira, higher-level projects, timelines, and history are now tracked in Asana.

And with Asana's integration with Jira Cloud and Slack, updates are synced automatically across all platforms.

That means Tanzu Observability can build more best-in-class tools for best-in-class developers.

[See how they did it here.](#)

Make work meaningful,

[Name]

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## **EBOOK: THE ULTIMATE GUIDE TO MANAGING CONTENT PROGRAMS WITH ASANA**

### **SUBJECT LINE**

A: The ultimate guide to managing content programs with Asana

B: Scaling content shouldn't be like scaling Everest

### **BODY**

Hi [Name],

The more your business grows, the harder it can be to manage content.

Unscalable processes, information silos, and not knowing who's doing what by when.

That's why Jenny Thai, Head of Content, ate her own cooking and organized her team onto Asana.

Content is now centralized, templated, and automated, and that means monthly production is up 2x, frustration is down 3x, and everyone is delighted.

[See how Jenny's small but mighty team at Asana crushes content.](#)

Your partner in doing more with less,

[Name]

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## **EBOOK: THE ROI OF WORK MANAGEMENT PLATFORMS**

### **SUBJECT LINE**

A: Why work management platforms create more engaged employees

B: How teams do their best work

**BODY**

Hi [Name],

95% of US workers believe a work management tool improves productivity according to [The ROI of Work Management Platforms](#).

The reason is simple: hyper-organized work means everyone knows who's doing what by when, including oneself.

And with work management at the center of your stack - Outlook, Slack and Zapier - work flows smoothly and easily.

That means more deep work and less busy work so everyone can do their best work.

[Get the full insights here.](#)

Your partner in meaningful work,

[Name]

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**ASSET: THE FUTURE OF WORK: UNLOCKING INSIGHTS WITH UNIVERSAL REPORTING****SUBJECT LINES**

A: Your data your way

B: Data anytime anywhere

**BODY**

Hi [Name],

Leading is hard.

Leading without data is even harder.

That's why we're excited to introduce Universal Reporting.

All the information you need - across projects, teams and departments - without sending a single email, scheduling a meeting or crossing your fingers.

And it's all right inside your favorite work management platform - Asana.

What can Universal Reporting do for you?