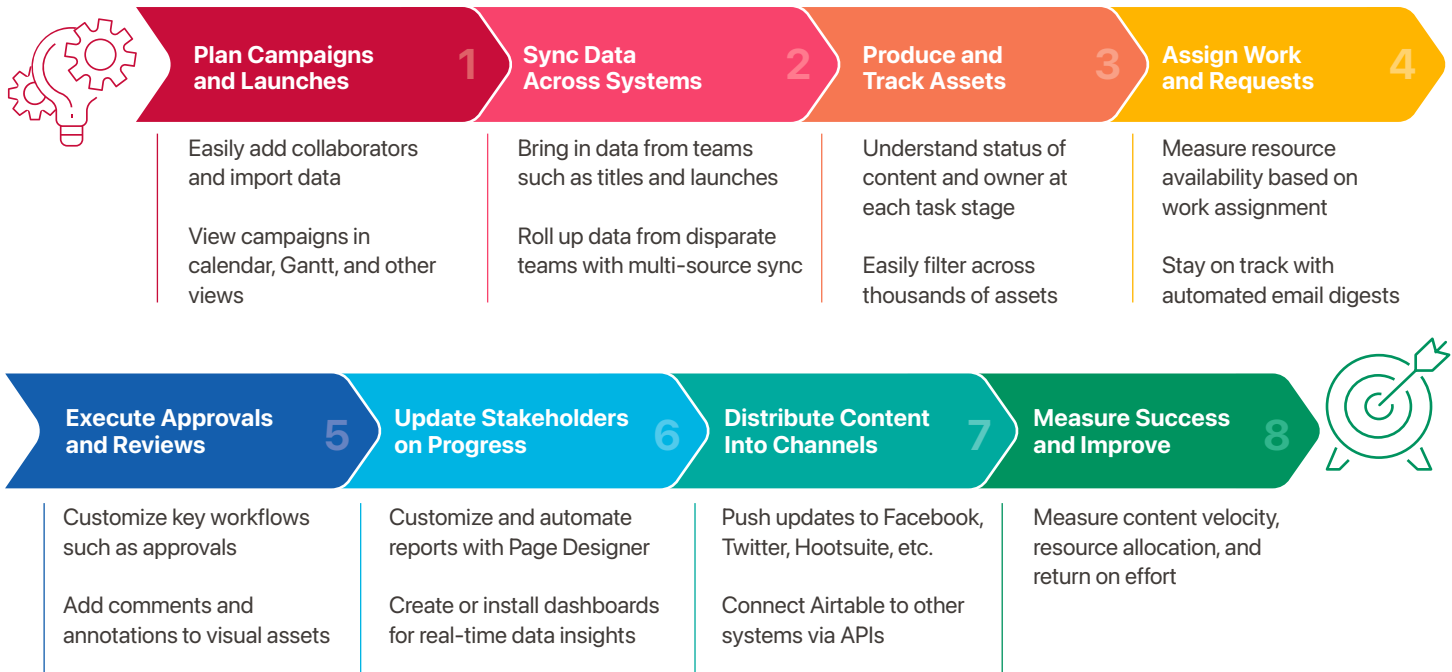


Airtable for Content Operations

Airtable eliminates the chaos of content operations at scale, so teams can focus on the creativity that truly sets them apart. See how Airtable empowers content teams with dynamic workflows so they can seamlessly manage every stage of the content lifecycle and deliver high-velocity, high-quality work.

How Airtable Supports Every Stage of the Content Lifecycle



The Airtable Difference

Content operations teams need more agility and adaptability than ever before due to constantly changing content, campaigns, collaborators, and more. Airtable is a highly visual, flexible database that empowers teams to keep up with change by ensuring all your data is centralized and in sync.

Teams can view, analyze, and build workflows around truly up-to-date info in the ways that work best for them, streamlining every phase of the content lifecycle.

Views
Visualize Your Data
Grid | Calendar | Gallery | Kanban | Gantt

Apps
Bring Your Data to Life
Marketplace | SDK | API | Open Source

Automations
Configure Tasks & Workflows
20+ Triggers & Actions | Run Custom Code

Database
Create a Single Source of Truth
Sync & Inter-Base Linking | Enterprise Security & Scale | CSV Import & Export | Forms | 200+ Templates | 1000+ Integrations

Drill into efficiency and impact

Enable everyone to view data in the ways that best meet their needs with customizable dashboards and real-time visibility into content progress and KPIs.



Work smarter with automations

Spend less time on repetitive work with automation templates. For example, keep project stakeholders informed and on track with the email digest automation.

- Create a custom automation**
Define an event that initiates a notification, an update to your base, and more. Create
- Send a Slack message**
When a record is updated in Content production, send a Slack message. Create
- Post to Twitter**
When Publish date is today, post to Twitter. Create
- Send a weekly digest**
At 4:00 pm Monday, email records where Section is Feature. Create
- Create a new record**
When a Google Sheets row is created, create a record in Content production. Create

Campaign key	Status	Platform	Campaign	Results
Facebook-homeowners-2019-08-02	Live	Facebook	homeowners	Running
Google-homeSecurity-2019-08-10	Live	Google	homeSecurity	Running
Twitter-homeforHolidays-2019-11-18	Planned	Twitter	homeforHolidays	
Facebook-earlyAdopters-2019-10-09	Planned	Facebook	earlyAdopters	

Let your data do the work

Move beyond manual data sharing with data synchronization. Instantly sync data —such as content calendars and campaigns — across teams and tools to eliminate duplicative work. Enable teams to share and enrich data with a link, or collaborate on a shared view of table data.

Marketing Team

Operations Team

Event Marketing

Name	Venue photos	Address	Notes
1 Hamachi Sushi		770 Taber Place San Francisco, CA 94107	Jasmine suggested this restaurant and said it was great ambiance for this type of...
2 Jordan's Stakehouse		105 Margrave Place San Francisco, CA 94133	Great restaurant for a small group dinner as we can book the private room
3 Okos Mediterranean		90 Maiden Lane San Francisco, CA 94108	Selected this venue to test out having a meetup at a restaurant. Currently booked the outdoor...
4 Porchcam SF Office		49 Powell Street San Francisco, CA 94102	Office can host events from up to 75 people, though we'll need to get explicit approval to...
5 Rose Pavilion		314 Tangang Sora Street San Francisco, CA 94107	Large multi-purpose event space
6 SF Conference Center		1000 Beale Street San Francisco, CA 94105	Extremely large conference center (generally hosts events for up to 10,000+ people)

Event Planning

Name	Venue photos	Address	Notes
1 Hamachi Sushi		770 Taber Place San Francisco, CA 94107	Jasmine suggested this restaurant and said it was great ambiance for this type of...
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Ready to transform your content workflows?

Learn more about [Airtable for Content Operations](#) or contact your Airtable sales representative.