FINISH

THE MARKETER'S GUIDE TO A MARKETING OPERATIONS TECHNOLOGY ROADMAP

Deploying marketing operations technology helps companies realize significant efficiency gains – especially in organizations that sell and market to their end users through distributed local sales channels. A technology roadmap helps guide the initiative by accounting for all components of change and managing stakeholder expectations.



Marketing is one of the last remaining functions in business to not rely on a standardized software platform for back-office execution.

8 out of 10 marketers admit that they could be doing a better job to make back-office marketing execution more efficient.

CURRENT STATE CHALLENGES INCLUDE:

- Generic marketing materials fail to resonate with local audiences
- Branding is inconsistent across marketing and sales channels
- Local co-op/market development funding usage is ineffective
- > Deadlines are frequently missed
- > Localized marketing campaigns are resource intensive

PHASE 2

Develop Vision & Future State



One of the most common mistakes marketers make when investing in marketing operations is excessive customization in the new tool in order to support old processes exactly. Question which steps add value or whether data that is captured is really being used effectively.

IDENTIFY DESIRED OUTCOMES:

Top performers implemented Marketing Resource Management (marketing operations technology) in order to: ¹

- > Decrease marketing costs (95%)
- >Optimize spend across channels (86%)
- >Manage brand consistency (82%)
- >Improve marketing cycle time (75%)
- >Standardize repetitive processes (65%)



DESTINATION

Top performing distributed marketing organizations are setting a new bar for parity in the customer experience and capturing disproportionately larger market share then competitors. They produce on average 25% higher annual revenue growth than peers.

67%

OF TOP PERFORMERS
USE A MARKETING
OPERATIONS TECHNOLOGY

Top Performers are 5x more likely than Everyone Else to automate co-op fund management with technology and 6x more likely to support dynamic template marketing assets for local marketers.

PHASE 3

Document Your Marketing Operations Roadmap

82% of top performers use a phased approach to rolling out marketing operations technology.

Parse the roadmap into a series of measurable milestones that can be used to justify the next phase (too small you may not earn credibility; too big you risk taking on more than you can handle).

Solve for major pain points first, validate success and then hunt for more budget to take on the next priority.

For more In-Depth Marketing Operations Technology Roadmap guidance, read Gleanster's Deep Dive, "The Marketing Operations Technology Roadmap for Local Marketing Success". <u>Download here</u>.



