




# 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.



## DESTINATION

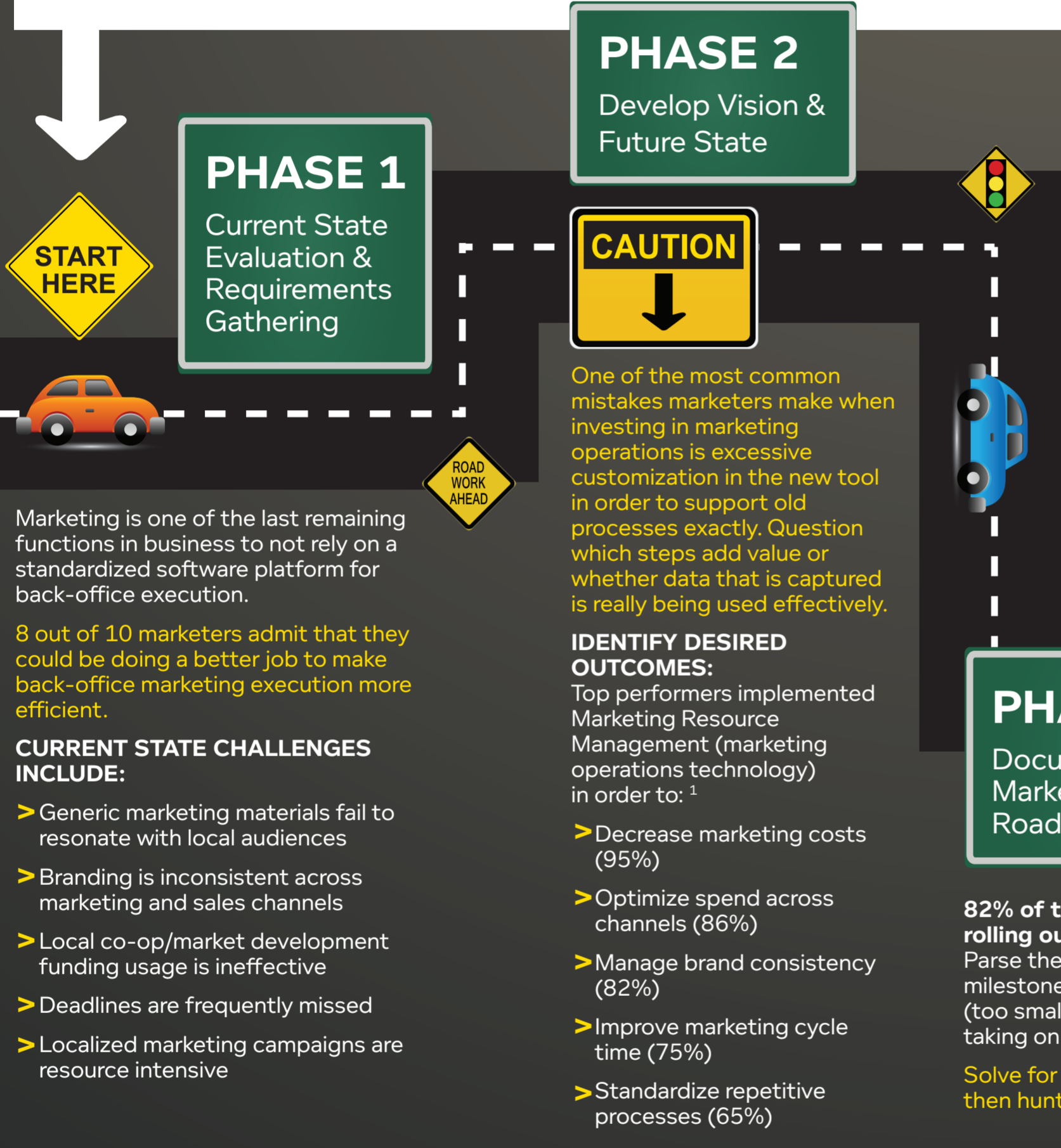
Top performing distributed marketing organizations are setting a new bar for parity in the customer experience and capturing disproportionately larger market share than competitors. They produce on average **25% higher annual revenue growth** than peers.

# 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.

**FINISH**



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

For more In-Depth Marketing Operations Technology Roadmap guidance, read Gleanster's Deep Dive, "The Marketing Operations Technology Roadmap for Local Marketing Success". [Download here.](#)

Ranked **BEST**

by clients via Gleanster

READ THE REPORT

1 – Source: Gleanster Deep Dive, "The Marketing Operations Technology Roadmap for Local Marketing Success", January, 2015.