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.



OUTCOMES:

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

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.



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

 Generic marketing materials fail to resonate with local audiences

CURRENT STATE CHALLENGES

could be doing a better job to make

efficient.

INCLUDE:

back-office marketing execution more

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

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>.



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