Company Marketing Automation Rationale and Adoption Planning
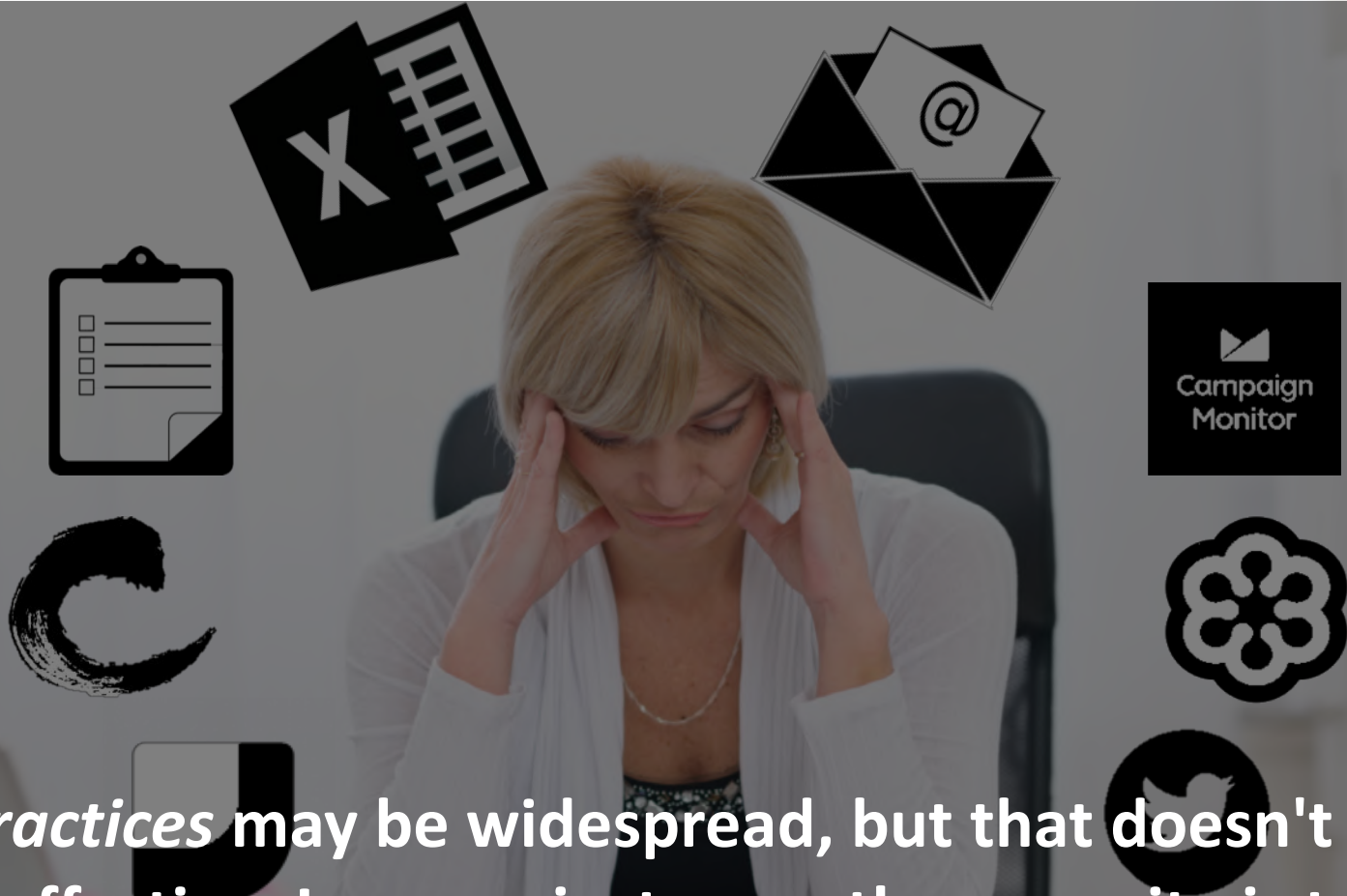
Increasing efficiency, reducing risk, and maximizing ROI of marketing activity

Why Marketing Technology (MarTech)?

"If you want to get more ROI from your marketing budget, the best thing you can do is invest in technology and processes that free up your team from repetitive work that drains your talented resources." – Ed King, CEO of Openprise

"*Best practices* may be widespread, but that doesn't mean they're effective. In many instances the opposite is true: best practices can be outdated, harmful, and a hindrance to innovation." – Freek Vermeulen, Professor of Strategy & Entrepreneurship at The London School of Business

Data Silos across the customer journey

Contact
Profile

Company
Profile

Engagement
History

Interest
Areas

Applications
& Products

2nd Level
Contacts

"**Marketing has to break down the proverbial silos to achieve the speed and dexterity needed to follow the [customer journey].**" **– Erich Joachimsthaler, Author of** *Brand Leadership: The Next Revolution in Building Strong Brands*

"Marketers need to be where customers are." – Charlie Metzger,
Executive Vice President of Palace Sports & Entertainment

"Marketing organizations need to mine internal and external data to understand who their customers are, what they are looking for, and what they value about their relationship with the company." – Laura Beaudin, Partner at Bain & Company

Risk: Lack of Attribution Insight

"Having the right tools in place can help marketers measure the impact of their work, yet 51% use only Excel spreadsheets and haven't yet implemented a marketing automation tool." – Laura Forer, Editor of MarketingProfs

Risk: Limited Agility

"**The right MarTech stack helps organizations achieve a unified view and understanding of prospects and customers across platforms, enabling *better and faster engagement and conversion*.**" — Marketo, MarTech Stack Study, 2018.

"The cost of bad data to organizations is estimated at an average of $13 million per company, per year - primarily related to wasted marketing spend and loss of sales productivity." **– Chris Lynde, CEO of Sales Scout**

MarTech's Role in Company Growth

"Marketing technology is central to making connections with precision and efficiency and to engaging customers at scale. – Sanjay Dholakia, Chief Marketing Officer at Marketo
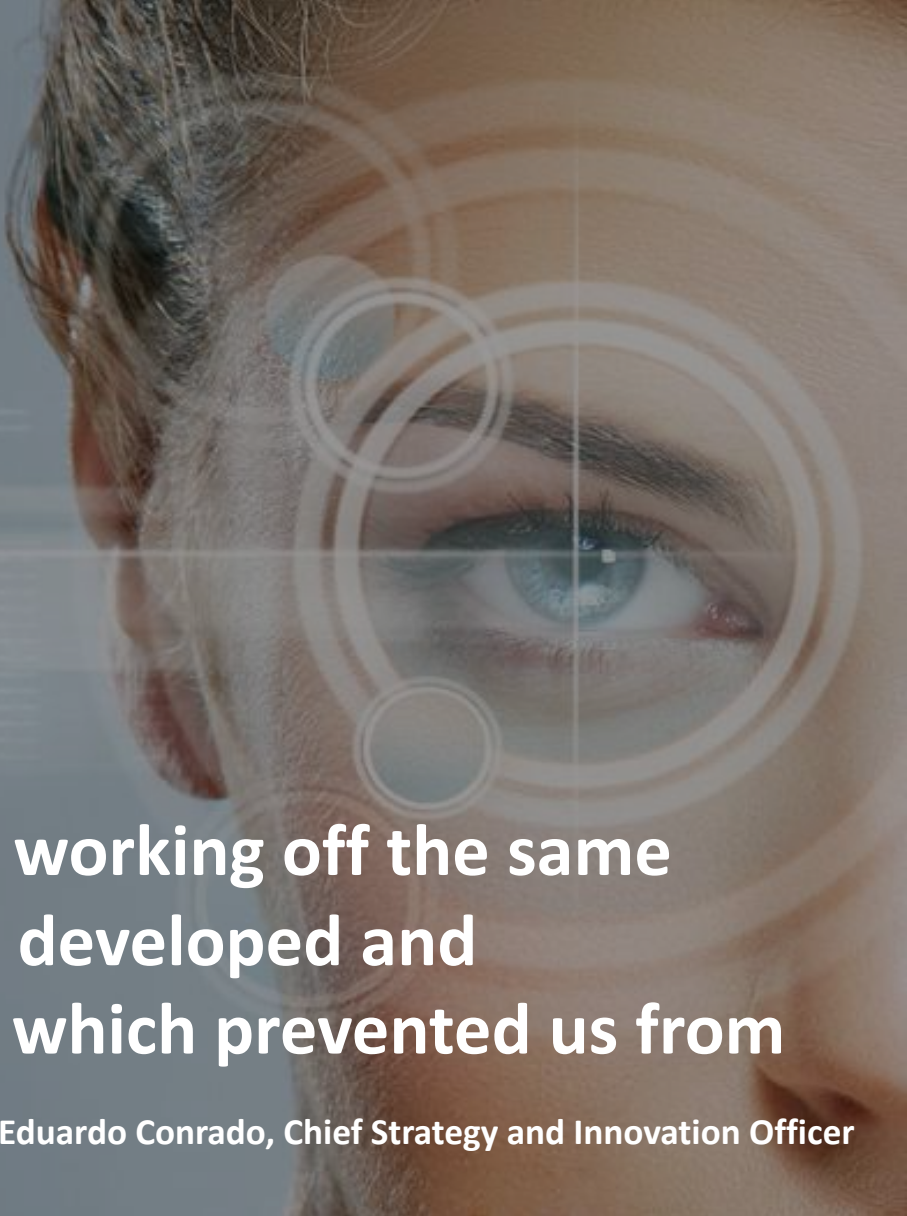
Actionable Business Intelligence

"Technology is central to the overall customer experience. It's the glue that connects the customer to the entire organization." – Andy Burtis, SVP of Corporate Marketing at McKesson
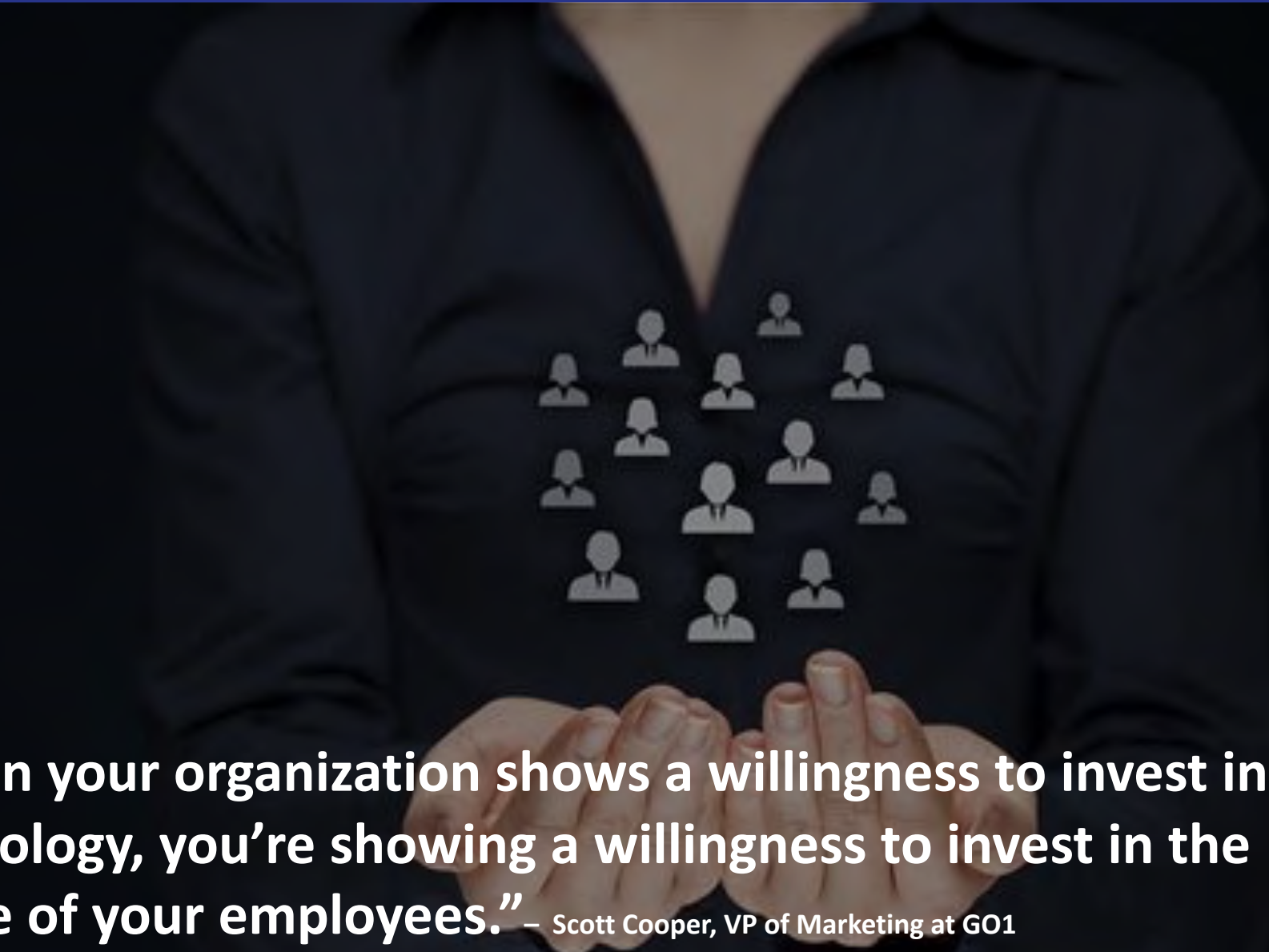
Strategic Clarity

"Marketing and IT were finally working off the same strategy. Before, each function developed and implemented its own strategy, which prevented us from being truly customer centric." – Eduardo Conrado, Chief Strategy and Innovation Officer at Motorola Solutions

"When your organization shows a willingness to invest in technology, you're showing a willingness to invest in the future of your employees." – Scott Cooper, VP of Marketing at GO1

Result: ⬆ Revenue and ROI

"Marketing automation drives a 12.2% reduction in marketing overhead." – Nucleus Research

"Companies that automate lead management see over 10% increase in revenue in 6-9 months." – Gartner Research

Cloud/SaaS Software Adoption Stages

IDENTIFICATION

1

- **Functional Stakeholder:**
  - Select candidate application based on business requirements
  - Research trial options, pricing, product reviews
- **IT Team:**
  - Information provided by functional team
  - Consultation as needed

EVALUATION

2

- **Functional Stakeholder:**
  - Register and begin trial
  - On-boarding and training with vendor
- **IT Team:**
  - Technical audit – CAIQ
  - Vendor Q&A with functional team

IMPLEMENTATION

3

- **Functional Stakeholder:**
  - Train team and announce to other functional areas as necessary
  - Migrate data and update workflows
- **IT Team:**
  - Consultation as needed