

WHITE PAPER

Marketing Operations Tech Stack Essentials

Five Growth Agents for Better Marketing
Performance and Productivity

CONTENTS

Foreword	3
<hr/>	
The Marketer's Dilemma	5
<hr/>	
What is Marketing Operations?	6
<hr/>	
Five Growth Agents Of The Ideal MOps Tech Stack	7
<hr/>	
Growth Agent No. 1: Marketing Planning and Budgeting	8
<hr/>	
Growth Agent No. 2: Work Management	10
<hr/>	
Growth Agent No. 3: CRM	12
<hr/>	
Growth Agent No. 4: Marketing Automation	14
<hr/>	
Growth Agent No. 5: Measurement & Analytics	15
<hr/>	
Go Best-of-Breed for the Best MOps Results	16
<hr/>	
Best-of-Breed MOps Stack Delivers Results and Growth	18
<hr/>	
Meet Rising MOps Needs with a Plan of Action	20
<hr/>	

Foreword

It's no secret that the concept of traditional marketing is waning as new customer behaviors and new technologies inject a new sense of purpose and business alignment into marketing. At the center of this change is a company's marketing technology stack. In 2011, Scott Brinker, editor of chiefmartec.com, began charting the number of technologies available to marketers. The number was 150. By May 2017, that number had grown to 5,381. This is a mind-boggling number of solutions and provides evidence of marketing's evolving relationship with technology.

The rise of MOps is directly connected to this growth in marketing technology – more software leads to more data, and more data leads to the need to put it to good use. The charter of a MOps group is to improve the efficiency (doing things right) and effectiveness (doing the right things) of marketing in meeting financial goals such as ROI and contribution to pipeline and revenue.

Doing Things Right = Efficiency

Driving efficiency is a core tenet of every operations team. Marketing can be considered akin to manufacturing in that marketing's job is to produce tangible MQLs that convert to revenue. If we stay with this analogy, how efficiently that MQL is produced can be a game change for an organization. Think about how much "waste" a typical marketing organization generates over the course of a week, a month, a quarter or a year. Waste is generated in every part of marketing – planning, building, executing, communicating, reporting, etc. We have to all admit that project management, process streamlining, and finding more efficient ways to produce ANYTHING is not a natural marketing talent.

In many companies, this is the first charge of a MOps group – get rid of the waste, streamline processes and optimize current resources. In pursuit, the MOps group brings not only operational talent to bear but also key technologies that move efficiency improvements into the status quo of marketing.

Doing the Right Things = Effectiveness

The second stage of the MOps charter has to do with effectiveness, or doing the right things. Marketers are often caught in the loop of "this is the way we've always done things". Once the MOps group has most of the efficiencies in place, they begin to look at the higher-level picture of what marketing could be doing differently. This view is very much based on running marketing like a business in order to effect top-line revenue growth. The MOps group is often charged with creating new processes, new metrics, new alliances and new results.

As MOps leads the overall performance of the marketing organization (both in cost reduction and revenue contribution), they use key technologies as the foundation for marketing performance management. In many instances, this is the first time marketing has been run like a business with a view to overall performance tied to metrics that matter to executives. Accepting this as a discipline and a practice helps marketing truly transform from being just a cost center to a revenue center.

The Rise of the Marketing Operations Function

It's apparent that the MOps function is growing quickly and making a significant impact in redefining marketing's contribution to the business. I first wrote about ***The Rise of the Marketing Operations Function*** in 2016 and since that time, I've worked with many marketing operations leaders as they pioneer this new element of marketing. Establishing the right core technologies as the foundation and ensuring the right MOps talent is essential to success.

In this paper, the folks at Allocadia and Workfront team up to show you what those core MOPs technologies are. They identify five baseline responsibilities for the MOps group, and four platforms that help manage them all. These platforms – your core MOps tech stack and foundational pieces of your larger marketing tech stack – will help you fulfill the efficiency and effectiveness mandate that you bear. If you're starting from scratch, this will help you leap to the top of the heap when it comes to MOps performance. If your stack is partly built, it will help you fill in the missing pieces. And if you're already fully equipped, then this paper will help you defend your technology needs should they ever come under scrutiny.

Debbie Qaqish
Chief Strategy Officer
The Pedowitz Group

The Marketer's Dilemma

No matter where we look, the marketing jungle just keeps getting more difficult to navigate. Modern marketers - smart people who easily blend right-brained creativity with left-brained logic and analysis - face a longer, steeper path in pursuit of growth. While they may have more budget than they've had in years, the job's not getting any easier.

Here's why:

More channels: Search, digital, social, email, video, plus all the traditional channels used to reach prospects and customers. It sometimes feels as though a new marketing channel emerges every other year, commanding our attention and dividing our resources. In fact, we have witnessed a veritable explosion in marketing channels over the past 15 years unlike anything that occurred in the previous 100.

More tools: With more channels comes more technology. There are 39% more marketing technology vendors competing for your budget in 2017 than there were in 2016 - more than 5,000 at last count. How do you decide where to invest in such a crowded space? (editor's note: that's exactly what we're going to help you with in this paper).

More data: With more technology comes more data. But it's not just about volume as this report points out; it's also about the velocity, variety, and value of your data. No wonder we're seeing more data scientists working in or near large marketing teams.

More competition: Lastly, your customers have more choices than ever before. You compete directly with other vendors in your space, and you compete indirectly with everyone else. Growing and sustaining share of mind and share of wallet is not a pursuit for the faint-hearted.

All this 'More' does present a dilemma: how to achieve your goals in this increasingly challenging environment. Yes, marketing is harder than ever. Yes, the stakes are higher. But all this also creates an opportunity for successful marketers to attain a position of impact and authority that they've never had before.



Growing and sustaining share of mind and share of wallet is not a pursuit for the faint-hearted.

That's where Marketing Operations comes in.

What is Marketing Operations?

The term '[Marketing Operations](#)' (MOps for short) was introduced by analyst firm IDC in 2005, following “a detailed analysis and framework for the staffing requirements and responsibilities for this role's contribution to the marketing organization.” By 2011 MOps had earned broad adoption across a range of industries. Initially driven by “the proliferation of marketing technology and increased pressure from the C-suite to prove the value of marketing and contribute to the bottom-line”, MOps is [the rational response](#) to the marketer's dilemma outlined above, because MOps helps marketing teams be better organized, more efficient, and more agile.

SiriusDecisions conducted research that found "90 percent of responding organizations have established marketing operations as a separate sub-function within marketing, prioritizing across a broader set of responsibilities including measurement, planning, technology and data management. Doing so enables the marketing operations function to stay focused on the CMOs priorities and divide its time between shorter-term activities (e.g. supporting quarterly pipeline quotas) and longer-term strategies (e.g. managing processes to target new markets).¹”



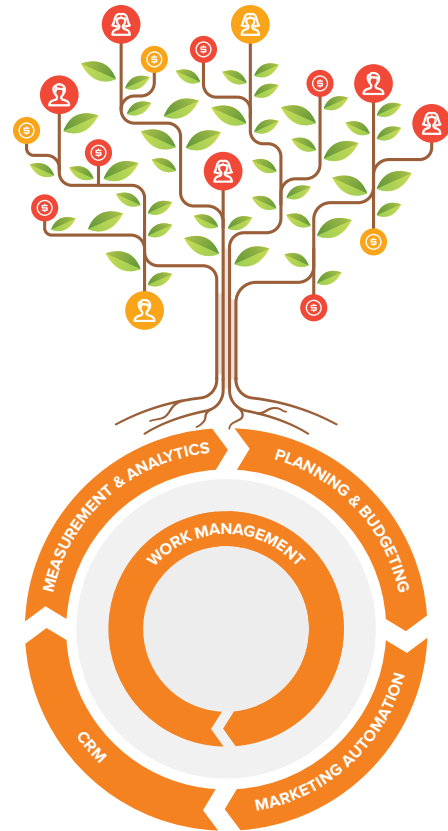
“Marketing Operations fosters meaningful dialogue, better collaboration and more seamless and harmonious execution”

Put simply, MOps is essentially the CMO's right hand, responsible for managing the processes, technologies, and data that Marketing uses in pursuit of its goals. According to [business2community.com](#), MOps is “likely to be a wild blend of creative left-brain thinkers and buttoned up right-brain statistic ninjas, all working in harmony.” The tactical elements of the MOps role typically include:

- Planning and budgeting
- Standardization
- Technology
- Alignment with Sales and Finance
- Performance measurement

It's easy to see from this list how essential MOps is to the proper structuring and execution of everything Marketing does. But playing this role and fulfilling the promise of better organization and execution requires a great deal of planning and organization itself. When choosing the technologies to help you achieve MOps success, start with five vital growth agents.

Five Growth Agents Of The Ideal MOps Tech Stack



With the remit of MOps established, we turn to a discussion on the right tools for the job. If only 9% of marketers feel they have a complete and fully utilized tech stack, there is clearly a lot of room for improvement. Since marketing is part art and part science, there is no single way to design a martech stack. But there are five core areas that must be well covered to satisfy the demands of the MOps team:

1. Building, communicating, and managing marketing plans and budgets
2. Unifying the people and assets involved with delivering marketing activities
3. Tracking leads, opportunities, and customers
4. Digital marketing for customer acquisition and engagement
5. A platform for measuring the impact and ROI of Marketing and all its moving parts

In this section we'll explore why these 5 areas are key MOps growth agents, and what to look for when choosing the relevant solutions. We'll follow the lead from Scott Brinker at chiefmartec.com who tracks the evolution of marketing technology, and who emphatically stated recently that heterogeneous (i.e. best of breed) marketing stacks have become the norm.

Growth Agent No. 1: Marketing Planning and Budgeting



There's an expression that says 'If you fail to plan, you plan to fail'. Every CMO and MOps leader will firmly acknowledge that nothing should happen in marketing without a plan. Let's break down how a plan typically comes together and how a dedicated planning and budgeting platform in your MOps stack will provide these capabilities to help streamline, simplify, and standardize.

Step 1: Translate corporate objectives into marketing objectives. Every objective you identify - revenue based or otherwise - must be tied directly to a corporate objective. That's essentially how your CMO gets measured. Objectives should be SMART: specific, measurable, attainable, relevant, and time-bound. Mature marketing organizations will also assign top-down spend targets at this level, providing clear parameters to the team for how they should build their bottom-up plans.

Step 2: Break down marketing objectives into channel or functional objectives. This ensures deeper alignment down to the tactical level, and typically takes the form of quarterly SMART goals and KPIs. Depending on business structure, some marketing organizations will set spend targets at the channel level as well.

Step 3: Round out marketing plans against other dimensions such as product, segment, persona, buyer journey stage, and other attributes that reflect what's important to the business. This sets the stage for deep analysis into how plans are taking shape and where spend is set to occur across the entire team. This is also where standardizing around naming conventions and taxonomy come into play, allowing easier roll-up reporting across marketing channels and/or campaigns. As a bonus, consider planning out your ROI as well by modeling the anticipated revenue of every marketing activity in your plan to make sure you're hitting your pipeline target. You can also give marketers the ability to build out their plans for different budgeting scenarios - for example getting a 5% budget lift - so they won't have to scramble to make decisions.

Step 4: Track actual investments against plan.

When the new fiscal period starts, give marketers the ability to track their intended and actual investments against plan so they always know where they stand on committed and available budget. This gives them the flexibility to adapt on the fly without risking over- or under-spend. The more you can automate data on committed spend (e.g. has a purchase order) and occurred spend (e.g. has an invoice), the more confidence, independence, and agility you'll give your marketers.

Editor's Note: DO NOT try doing this in spreadsheets! Despite being high-value, low-cost, ubiquitous tools, spreadsheets were never meant to serve as databases. Marketing teams typically use dozens of spreadsheets not because they're the right tool for the job, but because they're free and easy to access. But 'free' comes with sacrifices; what you gain in ubiquity you lose in collaboration, alignment, integration, and data cleanliness. Eliminate issues arising from inconsistent language, version control, data integration, reporting, and security by getting out of spreadsheets and into a more purpose-built planning and budgeting platform.

Not convinced that MOps should own the planning process? [Read this story](#) to learn why.

Before we can dive into measuring the results and impact of all your campaigns and activities—which should ideally happen in the same platform where plans and budgets are made so as to provide clear 360-degree visibility to marketers—the technology baton has to pass to work management, and from there to demand generation.

“Our marketers have become more accountable and better stewards of the dollars allocated to them. We can show progress and results in real time.”

-Charles Schwab executive in charge of marketing technology

[Read this story](#)

Growth Agent No. 2: Work Management



Whether your team's focus is on operations, lead generation, online paid promotion, content marketing, creative design, or another marketing discipline, it's likely you've experienced chaos and frustration [managing your workflow](#). This typically arises when your team lacks the processes necessary to coordinate efforts more efficiently and effectively. Two excellent examples are meeting growing demand for digital content and a work platform designed for digital natives. Both will improve the predictability and delivery speed of your projects. It is critical for MOps to provide an automated, standardized set of work management processes that focuses marketing teams on the right work, with time to do their best work, to increase the results across productivity, quality and predictability. There are six critical capabilities for a modern digital marketing workflow that alleviates bottlenecks, gains more time for digital creation, and enables agility in the face of changes in priority and opportunities.

1. Centralized request management lets you capture and prioritize all ideas and requests to simplify demand management and more accurate planning. This gets you out of the siloed processes and tools used by each different team so everyone can be effective with end-to-end visibility into what is going on for a project or campaign. It also eliminates wasted effort replicating similar processes and explaining different processes between teams that could be better spent creating valuable content and campaigns.

2. Project and approval workflow templates standardize work practices across projects and teams, and eliminates time spent coordinating processes and chasing down approvals. They also enable end-to-end management of the workflow from idea through to delivery. Marketing teams spend vast amounts of their precious time on administrative activities instead of creative work. This will free up more time for you and your team to focus on creative conversations and creative work development for increased productivity with higher quality results.

3. Intuitive resource management tools simplify resource planning and scheduling to easily manage capacity for current and future projects. You can eliminate scrambling to find “anyone” to help, even if they’re not the best person for the job, or overloading teams with work because you don’t know how much work is on their plate. These tools will let you show in real time who is assigned what work, and what capacity they have to take on new work to consistently create high quality deliverables on-time. They should include capabilities to automatically relate and track resource planning to the marketing plans and budgets.

4. Real-time collaboration with built-in messaging threads let you flexibly collaborate and manage projects across teams in the context of the work. This enables project members across teams to be optimally effective with a continuous clear line of site to the deadlines, desired outcomes, feedback and status updates for a project to guide their contributions in a fast and simple way.

5. Integrated collaborative digital review and approval capabilities centralize and consolidate feedback on the work for easy sharing and tracked approvals. Streamlined management and distribution of assets delivered from the work should also be integrated to complete the end-to-end work management. You will be able to provide clear visibility into all types of proofs and feedback to all the right reviewers, so you will no longer be sorting through conflicting feedback and doing costly re-work that can throw delivery schedules and results off track.

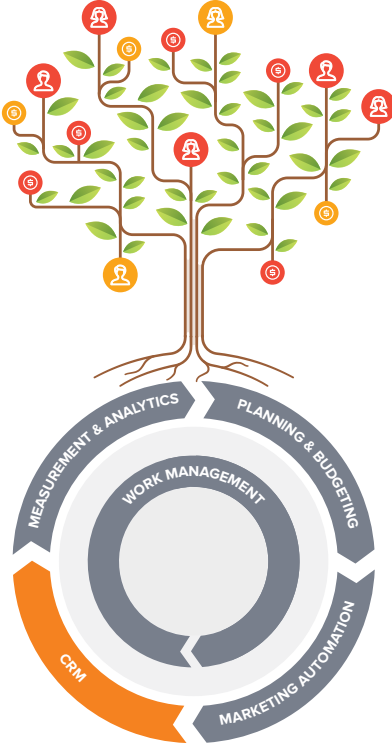
6. Flexible, real-time reporting, such as dynamic dashboards and custom reports, automates the evaluation and communication of project status and analysis of success. The ability to integrate status reporting with marketing project budgeting and performance data offers brings deeper visibility to drive insights and actions for current and future project success.

“Our team members love Workfront because they just want to know what they should be working on when they come in for the day. Workfront has also saved them a significant amount of time because the back and forth in email has stopped, and their days are no longer full of interruptions, trying to find what they need to complete a task. Everything is in Workfront for team members to start work, finish tasks, and move on to the next project.”

-Maryland Tracy, Web Traffic Manager at BBVA Compass

[Read this story](#)

Growth Agent No. 3: CRM



If you have more than 10 colleagues, [chances are high you're already using a CRM solution](#) to track your business. Sharing with the Sales team, marketers make extensive use of CRM to connect campaigns to leads and accounts, and as the source of pipeline and revenue data that factor into performance and ROI measurement. If you're not using CRM, then the time to adopt it is now, as it's essential to scaling your business, maintaining transparency into sales and marketing activities, and tracking a wide range of data points that help define your business. In fact, Gartner predicts that by 2021 [CRM will be the largest area of spending in enterprise software](#). Here's how marketers use CRM:

1. A detailed view of the customer. Your CRM platform will let you track many details about each and every customer, by name and by company: contact information, social media accounts, physical addresses, organizational hierarchy, and more. You can also track their purchases and support requests, order statuses, and most importantly to marketers, every single interaction you've had with them. Since every customer-facing team in the company uses CRM, there's no better unified source of customer information than your CRM platform.

2. Campaign management. We all know that marketing campaigns span channels, and aren't just limited to email. If you truly want complete visibility over campaign performance—for example to include leads you picked up at a trade show or via direct mail—you need a system that can track data at the campaign level across all channels. Your marketing automation tool isn't built to do that, and it definitely isn't built to help salespeople manage opportunities as they progress through the pipeline.

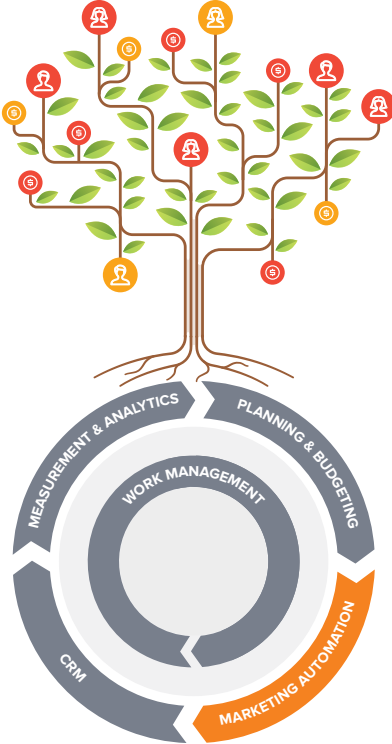
3. Funnel metrics, pipeline and revenue tracking.

Your CRM system will help you track and manage customers as they move through the sales cycle, letting you see exactly where everyone is between when they first land on your radar to when they make a purchase. You'll be able to track their velocity to understand where the sales cycle slows down, and where you tend to lose people most frequently.

4. Attribution data. You'll be able to identify which campaigns and activities are working at bringing customers in, moving them along the cycle, and closing the deal (and even more sophisticated views that are beyond the scope of this document.) For an objective read on attribution, [read what SiriusDecisions has to say about it.](#)

CRM is a major investment for your company, jointly owned by you, the sales team, and the customer success team. It's absolutely critical for proper performance management because it's where pipeline and revenue data resides, and it's where your campaigns are tracked. So take the time to find the right platform, and take even more time to get it set up the way your company needs it to work.

Growth Agent No. 4: Marketing Automation



At the core, a marketing automation platform helps marketers scale up their demand generation activities to a level that far surpasses the manual reach of the marketing team. So what is it exactly? It's a system for planning, segmenting, executing, and tracking digital marketing activities including email, social media, and - depending on the platform you choose - landing pages, lead scoring, and more. On average [51% of companies](#) are currently using marketing automation, and more than half of B2B companies (58%) plan to adopt the technology. The benefits of marketing automation are real:



Increased marketing effectiveness through smarter landing pages (think auto-complete for return visitors), automated nurturing (think different paths based on who they are and what they do on your site), better lead profiling (think appending data from other sources), and more consistent campaign execution. What would you do if you could divert [12.2% of your marketing overhead](#) into demand generation?



Increased sales effectiveness made possible by scoring leads based on their level of interaction with your content, and nurturing them across their sales cycle. Where would you be if your sales team was [14.5% more productive](#)?



Elimination of routine, boring administrative tasks such as email list organization, email distribution, connection to CRM data, and reporting. [The majority of users](#) state time savings as the biggest reason to use marketing automation.



More resonant messaging through better segmentation and personalization.



91% of marketers agree that marketing automation is “very important” to the overall success of their marketing across channels.²

Growth Agent No. 5: Measurement & Analytics

Implicit in the role of the CMO - and hence MOPs - is reporting on marketing performance. After all, you wouldn't stop at building and executing a plan without measuring its impact.

As you go about expanding your marketing technology stack beyond the foundation of your core MOPs components, you'll encounter a data overload challenge. As [Growth Hacking CMO](#) puts it, "Collecting data has never been a problem. It's streamed towards us constantly. And the technologies we develop are inherently collecting more and more—big data is getting bigger and bigger." To overcome this challenge and synthesize your data into a coherent, cross-channel story, you then have two choices: invest in a business intelligence tool (or use an existing one) that can gather and report on data from any number of other systems, or cut through the clutter and use the central system of record already in place and designed exclusively for marketing performance measurement. That would be Growth Agent No.1, your marketing planning and budgeting platform.

The benefits for using this platform to measure results are numerous:

- That's where you set your goals and objectives, so you've already laid the groundwork for performance measurement
- You've already connected it to your other core MOPs stack components, and to your CRM platform from where the results metrics are drawn
- It has out-of-the-box reports (or easily customized ones) that will make easy work of tracking and reporting on all your marketing KPIs
- You won't need to involve an IT, data science, or BI team to help you get the insights you need

If you're looking at a Marketing Performance Management platform that doesn't offer all of the above, you should reconsider. In today's connected cloud world, there is no reason why your core martech components cannot share key data reliably and accurately right off the shelf, or with no more than minimal integration configuration. This will help you keep a lid on technology costs and give you the control you need to get what you want.



Go Best-of-Breed for the Best MOps Results

You can cover all five growth agents in your MOps tech stack with four core technologies:

1. Marketing Performance Management for planning, budgeting, and measurement
2. Work Management
3. Marketing Automation
4. Customer Relationship Management

It's impossible to address all these requirements with one solution from a single vendor, but you can find some that combine one or two. But choosing a suite from a single vendor comes with a price. If you've been around enterprise business long enough, you know that when it comes to mission-critical applications there's rarely such thing as 'off-the-shelf' software--SaaS or otherwise. Every deployment will require some degree of vendor- or reseller-led configuration or extension, if not outright customization. The more complex your MOps and/or your business ecosystem--the less likely you'll be to find a suite that fits your needs without significant compromise. So the [real question](#) becomes "Do you agree to accept the integration decisions a vendor made in its construction of an application suite, or are your requirements unique enough to justify the selection and integration of independent modules?"

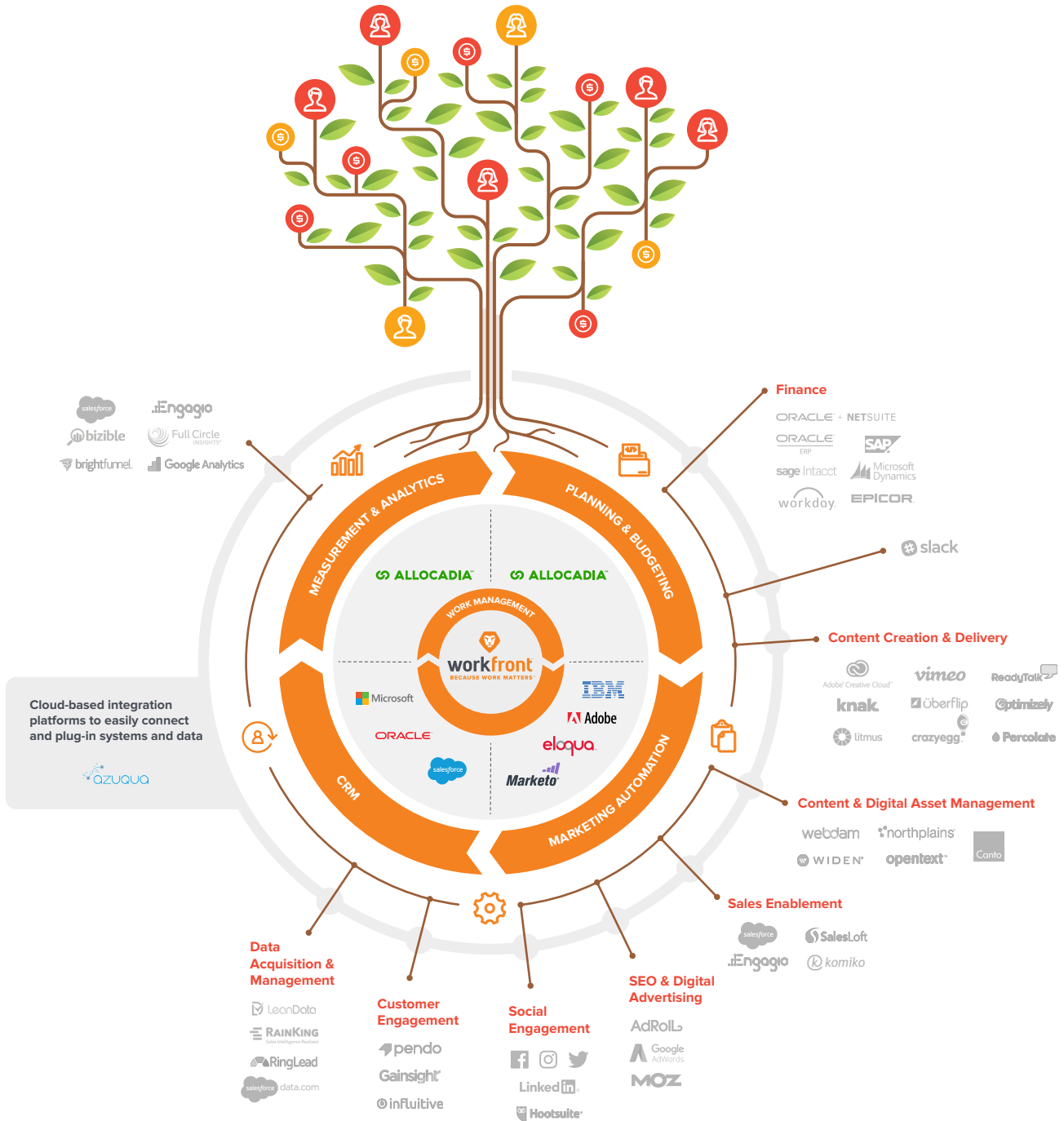
You do need to assess your own resources and capabilities for working through customizations and integrations, without forgetting about the customer experience (particularly important for the marketing automation side of your stack).

It comes down to where you're willing to trade off and compromise, and how much you're willing to spend. Empirically, suite solutions are more expensive, take longer to implement, and because they reach across teams, are often adoption-challenged due to varying states of readiness of each team they touch (politics aside stemming from a solution being 'forced' upon part of your team). This makes best-of-breed more desirable. Add to that the confidence that comes in knowing that you're getting the most up-to-date combined capability set across all your needs, and you've now future-proofed your tech stack. On the risk-management side, should one point solution not meet your needs, it's far easier and less expensive to replace that than an entire suite.

When choosing among best-of-breed vendors, it pays to look more closely at those that have already demonstrated their ability to integrate and work well together, to simplify implementation and ongoing management of your stack.

Beyond the MOps Essentials: Design Your Living Marketing Technology Stack

Proven Implementations by Allocadia and Workfront



Best-of-Breed MOps Stack Delivers Results and Growth

For Marketing Leadership

Achieve a spend vs. target variance of less than 0.5%



Accurate forecasting and real-time visibility into actual spend will help you stay within 0.5% of your annual marketing budget, as it did for [Palo Alto Networks](#).

Increase time-to-market by up to 70%



Manage the end-to-end workflow, from idea to delivery, in one solution for more agile response to market opportunities and threats. Optimize repeatable processes to increase on-time delivery by 30% and decrease time-to-market by up to 70%.

Reduce production costs by up to 60%



Automation and standardization help you can speed up processes and cut costs to stay on plan and reinvest into more innovative content and activities that drive growth. Workfront users have reduced the cost of production by up to 60%.

Reduce cost-per-acquisition by 25% or more



By connecting the dots between its investments and associated returns, [The Learning House](#) was able to reduce cost-per-acquisition by at least 25% across all clients.

For MOps and Creative Teams

Increase planning efficiency by 40-60%



A unified, standardized, and more structured approach will save your team as much as 40-60% of the time they take to build plans.

Reclaim 30% more time for innovation and creativity



Free up time by centralizing and streamlining all work and workflows. With Workfront, customers find they have 30% more time for creativity and innovation that can differentiate from competitors to attract more customers and revenue.

Ensure consistency



Consistently create high-quality work with processes and workflow standardization that saves time. Deliver the best work on every project to grow your results, the credibility of your team and the value of your brand.

Free up 10-12% of marketing budget spent on under-performing activities



With insight into what's working and what isn't, you'll be able to divert more money into higher-performing activities to drive more revenue.

Best-of-Breed MOps Stack Delivers Results and Growth

For Marketing Leadership

Increase Customer Engagement



Enable better targeting, experiences and lead management across multichannel marketing with a marketing automation platform. 68% of marketers say automation has increased customer engagement and over half say up-selling has increased³ to boost both customer acquisition and retention efforts.

Attract more leads, convert more opportunities



67% of B2B marketers say they see at least 10% increase in sales opportunities through lead nurturing, with 15% seeing opportunities increase by 30% or more.

Boost sales quotas by 65%, and realize a 41% increase in revenue



The ROI on CRM is approximately \$5 to every \$1 invested. Imagine if you can get that from every investment you make!

“For Pitney Bowes, Allocadia is the engine that integrates and organizes our marketing investments and ROI data in one place so we can see the insights that create meaningful results for us.”

-Anna Alexander, Finance & Operations Manager, Pitney Bowes

[Read this story](#)

For MOps and Creative Teams

80% lead increase with 74% time savings



Marketing automation removes repetitive tasks from marketers, freeing time for innovative growth and results optimization, and eliminates human errors in campaign execution. Marketers have benefited with time savings of 74%³ and 80% saw their number of leads increase.⁴

Increase conversion rates and improve overall customer experience



Achieve 300% more conversions and improve customer service by 47% with CRM.

“The team is working smarter and more efficiently. Rather than reacting to requests, we now have time to share strategies within our own group and redefine projects with more creative solutions. Workfront has given us more freedom and made us a more strategic partner to the business.”

-Maureen Boyle, Director of Creative Services and Events, Cars.com

[Read this story](#)

Meet Rising MOps Needs with a Plan of Action

As Debbie Qaqish, Chief Strategy Officer with The Pedowitz Group says, “It’s clear that Marketing Operations is a dynamic, fast growing and essential part of today’s B2B marketing organization.”⁵ To grow revenue, marketing teams face explosive demand for planning, delivering and measuring of more varied campaigns that connect with target segments. MOps’s critical role in marketing performance makes building the right MOps stack a key priority; it’s essential to enable the larger marketing team to achieve its objectives.

Recent Marketing Operations research by SiriusDecisions shows that, “as the marketing operations function continues to prove its value, investment in marketing operations functions continues to increase. With this investment increase, marketing operations functions need to ensure that they spend wisely to further advance the marketing strategy. A successful marketing operations function assists accurate and relevant decision making to feed marketing planning and coordinated processes. It also enables the marketing department to align with sales and product functions⁶.”

Here are three simple steps you can take now to boost your marketing team’s productivity and deliver the performance and growth your business needs for today’s digital pace and customers:.



1. Prioritize the MOps and marketing ecosystem challenges you need to address now and over the next three years to feed your organization’s growth. Use the challenges outlined in this paper as a guide to get you started.



2. Create a plan for your MOps stack to provide the standardization, visibility and automation you need to boost productivity and performance. Leverage the capabilities and MOps stack best-of-breed architecture presented here to help you design or optimize your stack and prioritize capabilities.



3. Get expert guidance to fill in the details. Reach out to solution experts at Allocadia or Workfront for consultations and demonstrations on how these solutions can fit your specific workflow, integration and business process needs. Request a Workfront demo and solution consultation at workfront.com/demo. Request an Allocadia demo and solution consultation at allocadia.com/get-started.

Works Cited:

1. The Pulse: Marketing Operations Organization Design and Resourcing, Research Brief, SiriusDecisions

2. Marketo & Ascend2 “Marketing Automation Strategies for Sustaining Success” (2015)

3. Marketer vs Machine (2015), Adestra

4. VB Insight “Marketing Automation, how to make the right buying decision” (2015)

5. Pedowitz Group Rise of the Marketing Operations Function <https://goo.gl/HsQj1Z>

6. The Pulse: Marketing Operations Organization Design and Resourcing, Research Brief, SiriusDecisions



Run Marketing with Confidence

Knowing where to spend your next marketing dollar is a lot more complicated than it sounds. Choose confidently with Allocadia Marketing Performance Management, the cloud planning, budgeting, and measurement platform built for results-driven marketing teams.

- Build marketing plans that align perfectly with company objectives
- Track planned and available spend in real time
- Integrate your tech stack for streamlined execution
- See at a glance what's working and what isn't, and how much it cost
- Optimize and prove marketing's impact on the business

Learn more at:

allocadia.com/get-started



Copyright © 2019 Allocadia Software Inc. All rights reserved.
allocadia.com