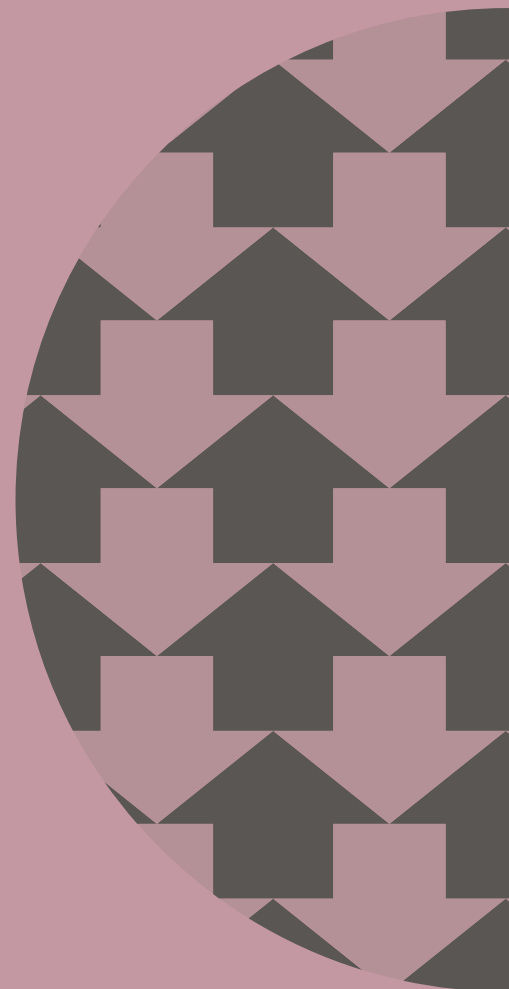# DELIVER.
Point of View Paper

The future of
marketing efficiency:
Innovative custom applications and integration

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Agencies and marketing departments frequently rely on disparate applications and tools to take a campaign from brief through delivery and optimization.

Often manual steps are in place to progress through the entire process resulting in additional effort and inconsistent hand-offs.

The number of applications used by agencies and marketing departments continues to increase. According to the Salesforce State of Marketing Report in 2020, it stands at over eight in use on average. That's up from nearly five in 2016.

Bringing these disparate applications together and consolidating wherever possible can greatly increase the efficiency and accuracy for the entire marketing process.

STRATEGIC LANDSCAPE.

Getting a handle on your marketing tech stack provides significant impact throughout the organization.

Creative and marketing teams can greatly increase efficiency by eliminating manual processes and time wasted trying to find briefs, content, and everything else needed to get a campaign out of the door. That time can then be spent on tasks that are more meaningful to the individual team members and the entire marketing department.

The right applications/integrations can enable and increase collaboration within and across departments. This maintains alignment throughout the process for creative ops, marketing ops, and all the way through to sales.

An integrated marketing tech stack unlocks enhanced data management for internal optimization and external insights. Reveal and address bottlenecks throughout the marketing process with connected solutions. Guide content creation with marketing data for continued campaign optimization increasing overall impact of the marketing department.

Total cost of ownership (TCO) of marketing technology can even be reduced by consolidating applications and reducing licensing and maintenance costs through integrations.

SOLUTION.

How best can you introduce custom integrations and applications into your tech stack to take advantage of the efficiencies and other benefits outlined above?

Technology is just one part of the entire solution. An analysis of all key business levers will ensure your integrations are targeted and new applications are only being introduced where needed.

Consider:

TECHNOLOGY: *What are the current applications in use across the marketing technology stack? Are there any integrations already in place? Are there missing capabilities or redundant applications in use?*

WORKFLOW: *How does work get done? Where are there manual steps in the process? What bottle necks exist? What's stopping teams and individuals doing their best work more efficiently?*

PEOPLE: *How are your teams structured and what application(s) are they using? Are teams using 'unsanctioned apps' because the company provided applications don't meet their needs?*

DATA: *How trustworthy is the data in your business? How easy or hard is it to access the data you need, when you need it? Do you feel the data serves you or causes more issues?*

Creating a full process map and detailing the people and technologies in use at each step will reveal the key touch points for integration and opportunities for application consolidation and/ or replacement.

These initiatives can now be prioritized based on impact, interdependencies, speed of delivery, and more. A full roadmap for tech stack optimization will communicate the overall timeline and when teams/departments will achieve efficiencies, collaboration, etc.

TECHNOLOGY GROWTH EFFECTIVENESS ACTION PLAN.

Our Technology Growth Effectiveness Action Plan is helping customers optimize their entire marketing technology stack using innovative applications and targeted integrations.

We quickly increase efficiency across all departments, improve collaboration, and unlock the data being produced through:

Technology assessment

We start with a comprehensive assessment of the people, process, and technology in use. Through a series of discovery sessions with key stakeholders, and SMEs across all departments a full picture of the people, process, and technology is developed.

Solution recommendations

Are there applications being under-utilized, over-utilized, or possibly not at all? Are there redundant applications or applications that are still in use due to inertia but are no longer meeting requirements? A plan for consolidating, replacing, and introducing new applications will be delivered to begin the optimization of your marketing technology stack. Full design of integrations to connect current and future applications and automate processes wherever possible.

Deployments and migrations

Take action on the recommendations and begin the transformation of your technology stack with full-service deployment of new applications and migration from legacy applications where relevant. Then bring it all together with targeted integrations and automations.

Onboarding, support and monitoring

Our teams will provide training materials and sessions for onboarding your users to the new platforms. We continue to provide support and even monitoring of the technology stack to ensure it is operational and always maintained.

Our Technology Growth Effectiveness Action plan helps you answer the following questions:

➡️ *Which application can I adopt or automate first to achieve the quickest efficiency?*

➡️ *How can we phase the application and integration rollout to minimize impact to our teams?*

➡️ *What data points can I capture and measure across our internal process to reveal bottlenecks?*

SERVICE DELIVERABLES.

Our action plan for growth provides key deliverables to evaluate, plan, and execute your tech stack optimization.

CURRENT AND FUTURE STATE PROCESS MAP — as part of the technology assessment a set of diagrams showing the impact of proposed applications and integrations.

SOLUTION RECOMMENDATIONS — documented overview of recommended application consolidations and/or replacements along with integrations/automations and the impact of each.

SOLUTION DESIGN — detailed overview of application(s) deployment/configuration and integration workflow(s).

THE PROCESS.

Typically, our initial assessment and solution recommendation takes one to two months depending on scope and availability of key stakeholders. Application deployments and integration timelines will vary based on scale and complexity. They can generally be phased to get users started on the new solutions as quickly as two to three months.
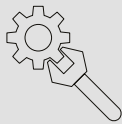
STAGE 1

Discover — an initial technology discovery utilizing questionnaires and interviews will be conducted, along with analysis of data and industry/category research. This allows us to understand your unique symptoms and business challenges.
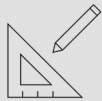
STAGE 2

Design — we design your custom solution and gain handshake agreement so you can start implementing solutions immediately.

STAGE 3

Build — deploy applications, integrations, and automations per solution design and agreed priorities and phases. Onboard users and move to full-service support.

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GROWTH. BY DESIGN.