

Support Enterprise Marketing with World-Class IT



The marketing landscape must be supported by a smart technology strategy.

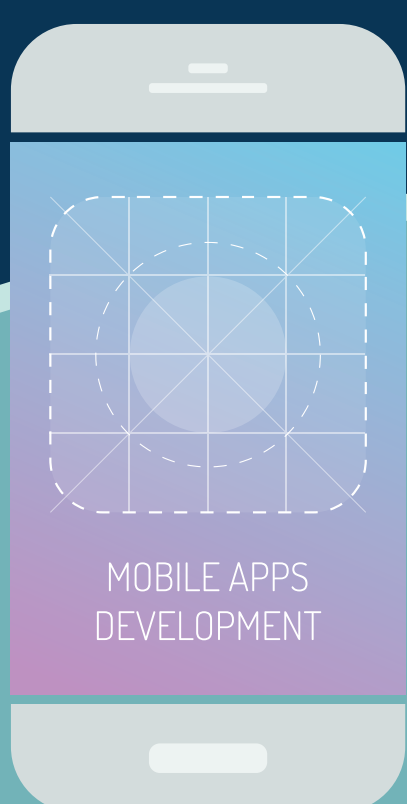
Evaluate which marketing services are right for your organization and review IT support requirements.

The Situation

- Marketing has evolved to focus on channels that are driven by technology. The functionality of marketing automation software has increased to enable superior efficiency and better results.
- IT is failing to provide the technology that Marketing needs, resulting in marketing underperformance, shadow IT, a deteriorating relationship between departments, and a demand for IT involvement in day-to-day marketing operations.

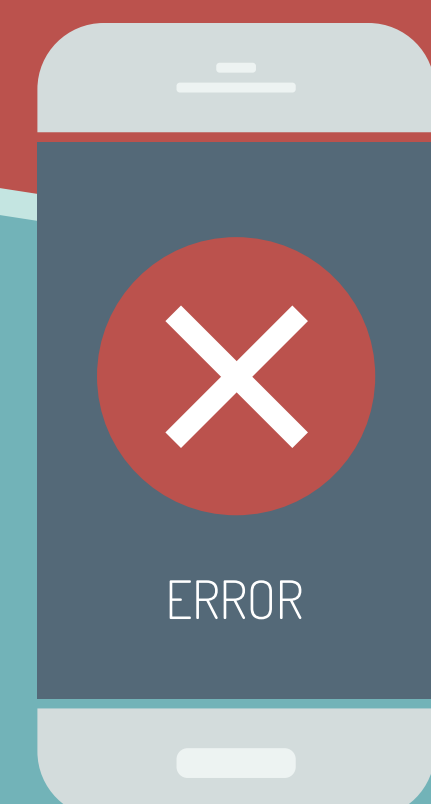
Complications

- There is a limited understanding within IT about what marketing automation technology is, how it can benefit the organization, and how IT can assist in procurement and integration.
- IT and Marketing struggle to get budgetary approval for marketing automation, email marketing, and lead management platforms.
- Even when technology is procured and implemented, poor governance often leads to underperformance.

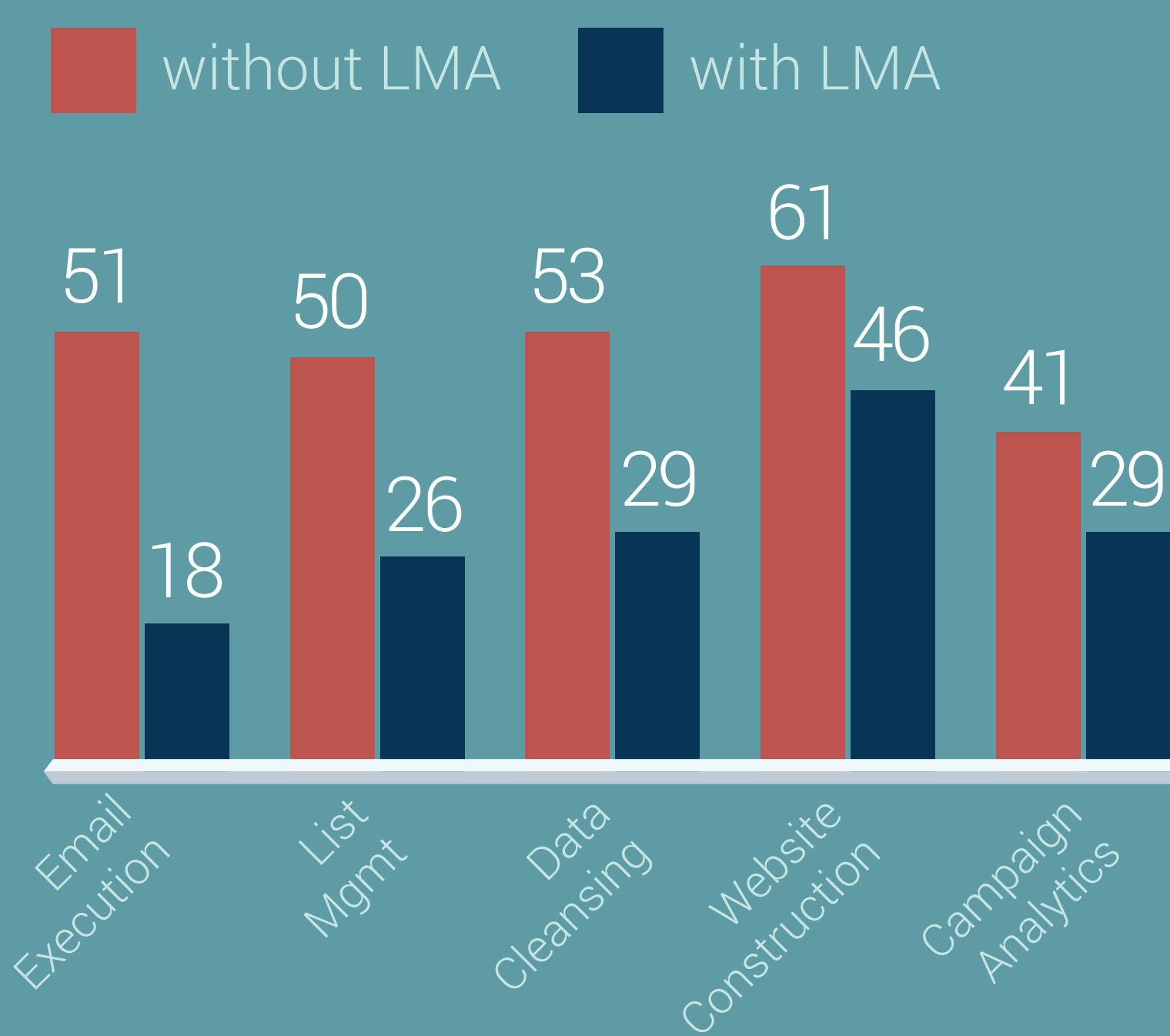


IT is failing to provide marketing with automation technology, resulting in underperformance and strained resources.

Your organization needs to **implement MA technology** to enable marketing success



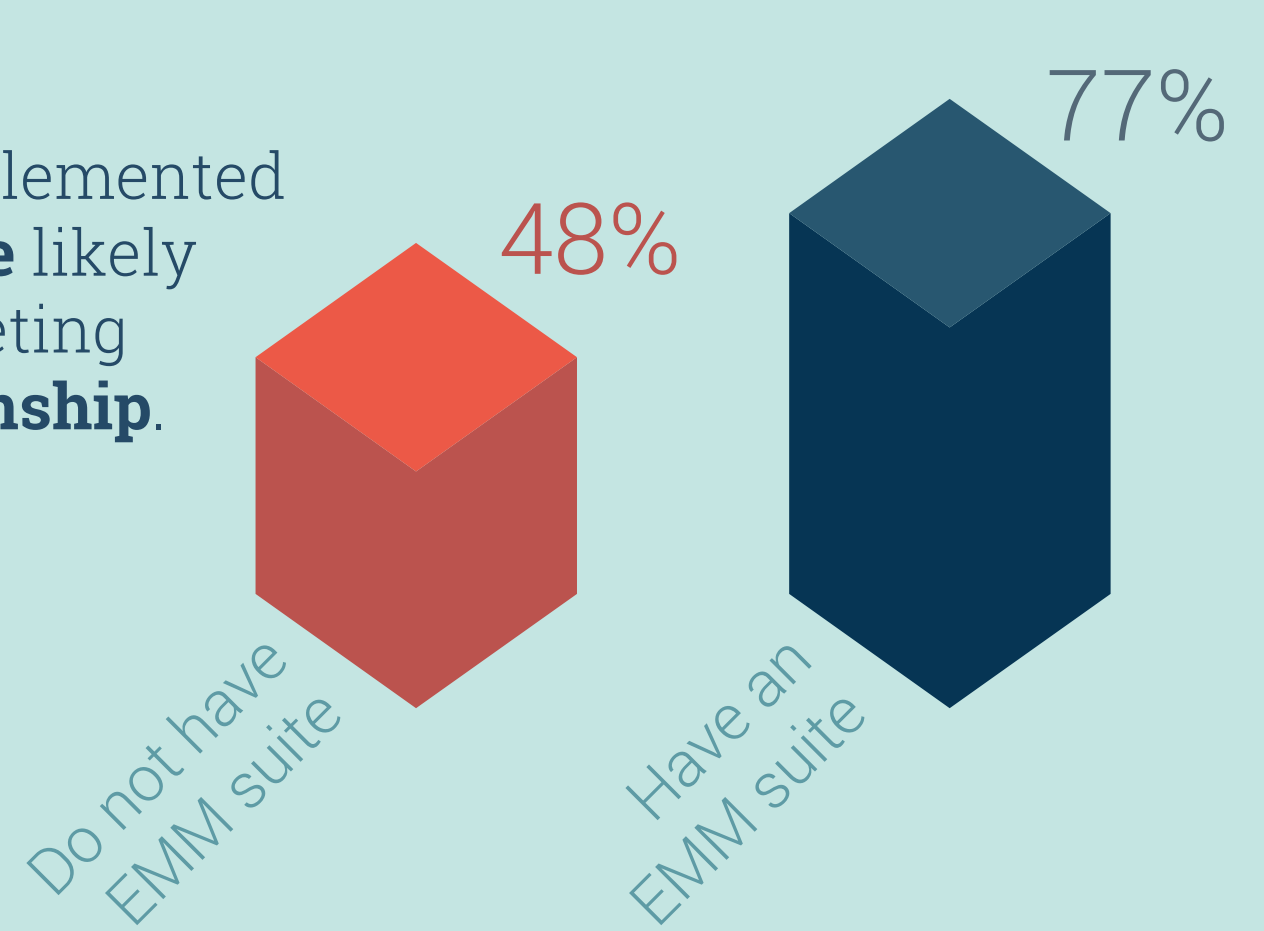
Frequency of IT Involvement (%)



This means marketing can work **more efficiently** and IT is able to use **resources** for other tasks.



Organizations that have implemented an EMM suite are **29% more** likely to agree that IT and Marketing have an **excellent relationship**.



Plan of Action

- Lead the marketing automation enablement effort by identifying the precise technology that the organization needs.
- Get stakeholder buy-in by promoting the key benefits of the technology and presenting the business case.
- Champion vendor selection by comparing vendor proposals to organizational requirements and cost constraints.
- Craft smart policies to ensure good governance and develop a strategy for user training and technology deployment.



Step 1 Determine Investment Appropriateness

When a critical mass of channels, products, and customer segments is reached within an organization, EMM suites become necessary to reduce complexity and take advantage of untapped opportunities like cross-selling. As the number of product lines and marketing channels increases, so does the level of complexity. Without an EMM suite, organizations are missing out on valuable customer intelligence as this information is kept in separate silos.

Step 2 Create a Selection Strategy

Err on the side of caution when it comes to mandatory requirements. A vendor may be much less expensive if it only provides basic service, but you need to ensure that the solution is meeting all your needs before an investment decision is made.

Remember that vendor selection is somewhat iterative; in three years, another vendor may be the best fit for your organization. **Redo the selection process on a biannual basis.**

Step 3 Implement and Establish Good Governance

Process and Policy Change: **IT gets blamed when technology underperforms.** Failure to establish good governance can lead to low adoption rates and poor performance. **IT must take an active role in establishing good governance.**

Prepare Users: **Properly trained end users promote adoption and improve results.** Always keep training materials updated and available. New employees, new software integration, and internal promotions all create opportunity for teaching employees to align the LMA platform with their roles and responsibilities.

Deployment and Optimization: Data quality is critical for effective implementation and future return on investment! **Data quality can be the deciding factor in how successful a marketing campaign can be.** IT should be familiar with best practices regarding data quality. Poor data quality can lead to increased costs, inadequate financial reporting, and damaged customer relationships.