

## 5 Quick Tips to Improve Your MarTech Stack

Success for any B2B organization, across all sizes and industries, requires a core set of enterprise softwares and technologies to manage channels, automate processes, and optimize each stage of your customer's journey. Facing a landscape with upwards of 5000 vendors to choose from, operations professionals need a strategic approach to finding, evaluating, selecting, and operationalizing marketing technology. Here are 5 quick tips to think about when building out and utilizing your MarTech stack.

### DID YOU KNOW?

More than **25% of CMOs** blamed weaknesses in their martech strategy on insufficient budget, resources or capabilities

Only **9% of marketers have** a complete, fully utilized martech stack

MarTech makes up on average **26% of marketing's budget.**

24% of CMOs said that **marketing technology strategy, adoption, and use is one of their top 3 weaknesses** in their company's ability to drive customer acquisition or loyalty

**49% of Marketing Leaders** surveyed said high costs was the reason for disqualifying vendors, and 44% eliminate vendors due to functionality gaps

#### Sources

1. Gartner's Annual CMO Spend Survey, 2019-2020
2. "Why Marketers Choose B2B Marketing Automation Platforms." 09/2018 Gartner G00372956.

### 1. Identify current gaps and align your technology accordingly

Define where a gap in your experience exists and evaluate relevant vendors. Maybe your email marketing is lacking, or your analytics are subpar. Going into the buying process with knowledge of your gaps can mean the difference between excess tech and a carefully curated MarTech stack.

### 2. Forecast returns early-on to ensure C-level buy in

Set expectations on what you can reasonably measure with ROI calculations. Marketers must be prepared to define the scope of an ROI calculation, and whether these returns can be accurately attributed to each new integration. This will pay dividends when making the case for budget allocation.

### 3. Consolidation is key

The ultimate goal in building out your stack is to maximize ROI on each individual software purchase. A good way to keep costs down and remain within budget is consolidation. Eliminating unnecessary redundancies can help drive efficiency, not to mention the benefits it has on the data that flows between these systems. Whenever possible, avoid point solutions and opt for the products with functionality in different areas of operations (e.g data management, data cleansing, data enrichment, data discovery, etc.)

### 4. Do your research

Deciding where to invest limited funding should be a calculated, non-emotional process. Peer-to-peer sites like G2Crowd aggregate reviews and product specs, giving marketers no excuse not to do their research when evaluating new vendors. When in doubt, request a demo and have a checklist ready to see if this software aligns with your business goals and fills your technology gaps.

### 5. Create a deployment plan with a dedicated leader

Always ensure your marketing technology leader has a plan to launch new marketing technology, including team-training, administration, and vendor relationship management. Many organizations have created positions dedicated to just this, from marketing operations manager all the way to Chief Marketing Technology Officer, to drive operations and ensure success in all new enterprise technology ventures.

