E-BOOK

UNIFYING YOUR
MARTECH STACK

REASONS TO
DEVELOP YOUR
CURRENT
MARTECH STACK

MARMIND

PREFACE

Regardless of industry, every marketer has the need for some technology. It's impossible to ignore it. Whether you're in manufacturing or software engineering, there are tools and technologies that have been built to make your life easier. Great.

Or is it? According to a Chiefmartec.com 2020 report, there are over 8,000, yes, eight thousand, martech tools on the market right now.

The sole purpose for the existence of marketing technology, or martech, as it's simply known, is to enable us to scale our work effectively, efficiently, and easily. But with so many tools on the market, there are more questions raised than answered; what's the perfect mix? How do I integrate? Do I need to hire additional expertise? How much will it cost me? And, most importantly, where do I start?

Although we don't have a one-size-fits-all answer to all of these questions, we at least want to deliver on the promise of making your life as a marketer easier. In this ebook, we cover the main focuses of marketing today, the role technology plays, and give examples of how you can build a martech stack that will stand the test of time.

BY ANDY CULLIGAN ^{CMO}

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THE 7 FOCUSES OF MODERN MARKETING

As we see it, there are 7 key areas of focus for marketers, each with a need or dependency for specific tools. All of these areas form an end-to-end process for today's marketer. MARMIND was built as a means to connect all 7 of these areas of focus.

Here are the 7 core areas of focus

1. PLANNING
2. BUDGETING
3. CONTENT
4. MANAGING PRODUCT INFORMATION

5. PUBLISHING CONTENT THAT MATTERS
6. ANALYSIS
7. INTERPRETATION OF RESULTS

• • •   **END2END MARKETING PROCESS**   • • •

1 PLANS
Planning multi-channel campaigns

2 BUDGETS
Budgeting multi-channel campaigns

3 CONTENT
Content factory Central storage of media assets

4 PRODUCTS
Managing product information & providing it for multi-channel distribution

5 PUBLISHING
Segmenting and publishing campaigns on different channels

6 ANALYTICS
Evaluating consumer behavior and measuring purchase intent

7 RESULTS
Real-time monitoring and continuous performance optimization

1. PLANNING

Benjamin Franklin said, "if you fail to plan, you are planning to fail". And he was right. There are two common types of marketing teams when it comes to planning:

a) Overthinkers -   A plan is only as good as its execution. Thus, overthinking an issue typically leads to low execution levels.

b) Underthinkers -   Those who don't plan at all and just execute tasks as they arrive are usually destined for poor marketing performance.

There is a third type, and unfortunately, this isn't as common as you would think: those with a clear plan, objectives, budgets, timing, and ideas on how to execute and measure results.

Many of the marketing teams MARMIND works with have disjointed processes, resulting in marketing planning taking place in different silos. To keep it simple, let's use marketing channels as an example. Typically a marketing team will have one person responsible for email, one for social, PR, paid marketing, etc. With every responsible person creating their own plan for the upcoming month, quarter, year, there is a high probability of message inconsistencies. Solving this issue typically boils down to collaboration.

Marketers have many planning tools available, but very few keep track of each individual plan, enabling collaboration across numerous team members, all in one place. By enabling cross-team communication during the planning process, you remove the planning silos, allowing for omnichannel marketing execution: a consistent message across all marketing channels.

Customer Quote:

mondi

"Without a central marketing plan, you spend a lot of time on coordination and keeping each other up to date. We wanted to make better use of this time – but there is only so far you can get without a clever tool like MARMIND."

- MARKUS WIDMER HEAD OF THE CUSTOMER EXPERIENCE TEAM AT MONDI

The tech we see being used for planning:

MICROSOFT 365

When we say "planning with Microsoft", we mean the tried-and-true method of classic Excel and Powerpoint strategy. It works perfectly fine for campaign calendar tracking (Excel) and compiling your creatives and plans in a legible way (Powerpoint).

However, things get a little tricky when it comes to collaborating with a team, despite Microsoft's proprietary communication tool - Teams. If you value your own and your team's sanity, we advise you to be cautious of multiple versions of slides and spreadsheets. Not doing so can result in the wrong creative going live, a campaign being released too soon, or too late, just to name a few.

JIRA

Jira is an issue and project tracking tool used by many enterprise organizations to help software teams to manage, track, plan and release software. First introduced around 2002, Jira has had much time and experience to perfect its software. Its strong suits lie in planning team sprints, managing tasks, tracking team performance, and giving visibility across the entire development cycle.

The reason why so many enterprises favor Jira is its flexibility in creating workflows. Each team works a little differently, so while the software offers several out-of-the-box workflows, organizations particularly enjoy the option of creating full customizations for their teams.

SLACK

Slack is the choice internal communication tool of many fast-growing tech companies worldwide. And for good reason. It allows for easy communication and collaboration in and between teams across many devices, making it perfect for large enterprises and small businesses alike.

Whether you need to pass along a memo, share a file, or assign tasks and direct workflows, you can do everything in one user-friendly place with Slack.

2. BUDGETING

One area of the marketing process that brings very little joy to many marketers is budgeting. Often, it turns into a long-winded negotiation between the company's marketing and finance departments. And though, given enough time, the parties will reach a final unanimous decision, marketers still have to face down and make sense of the endless amounts of spreadsheets involved.

Again, the marketers we work with here at MARMIND are no different. One of the core features for our customer base is being able to create budgets directly in the MARMIND platform.

The tech we see being used for budgeting:

SAP ERP / SAP MARKETING CLOUD

SAP ERP is one of the most prevalent enterprise resource planning programs on the market. Thanks to its modularity, businesses can pick and choose which aspects of the software they wish to incorporate into their processes. The tool is also cloud-friendly by design, allowing marketers to access everything they need quickly and easily in one place.

SAGE INTACCT

This financial management tool is one of the most popular tools with accounting teams across the globe. Similar to MARMIND, Sage emphasizes the importance of removing the traditional spreadsheet accounting from budgeting.

3. CONTENT

Content is the life-blood of marketing. To truly reach the hearts of your customers, you need to produce compelling content, be it websites, images, blogs, or videos. However, even Rome was not built in a day, and creating good content takes time and teamwork. Thus, cataloging and sharing your content effectively with customers and your team is a must for any good marketer.

## The tech we see being used for content management:

BYNDER

Falling under the DAM (Digital Asset Management) moniker of tools, Bynder focuses on creating a seamless cloud-based space for organizing, sharing, and even publishing your content. Marketers around the world favor Bynder, thanks to its user-friendly features, including permissions, ensuring each team member only sees what they want and need, as well as its quick and easy file-sharing system.

CELUM

Like its competitors, Celum is a DAM (Digital Asset Management) tool synergic with most common tech stacks and capable of hosting immense amounts of assets. However, it's best-known for its deep organizational capabilities. With Celum, marketers can categorize their content in a variety of ways, including content type, tags, intended use, etc. Helping them in their efforts is Celum's proprietary AI, which, based on machine learning, can suggest the best-fitting tags for any asset.
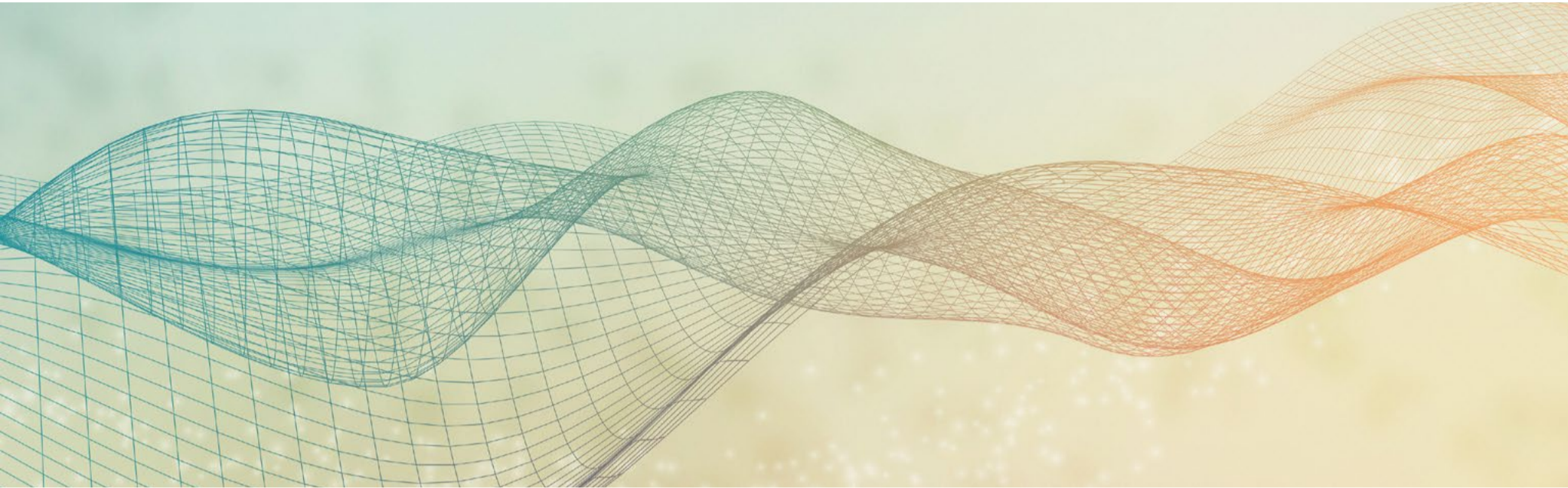
4. MANAGING PRODUCT INFORMATION

Keeping track of all the products you sell or manage can be overwhelming. And understanding their specifics to communicate features and value to your team and customers is even harder. Luckily, marketers can choose from many PIM (Product Information Management) systems to take some of that weight off of their shoulders.

The tech we see being used for managing product information:

PIMCORE

Pimcore's core principle is higher quality data in less time. It adopts a multifaceted approach to PIM (Product Information Management) by giving marketers a multitude of tools with a single idea in mind - to centralize and harmonize all marketing, sales, and technical product information in one place.

Many industry veterans appreciate the platform's simple drag-and-drop function for adding new information, automatic machine translation into foreign languages, and excellent scalability.

STIBO SYSTEMS

With a title like „Master Data Management", it's no surprise Stibo systems have been an industry mainstay for several years now. The platform's focal point is business and process evolution.

Stibo Systems' PIM (Product Information Management) tool enables marketers to cultivate a one-stop-shop for all their relevant product information, scrubbing meaningless fluff and preparing for roll-out with industry-standard compliance in mind.

5. PUBLISHING CONTENT THAT MATTERS

Many laymen would falsely assume that a marketer's job ends with hitting "publish". However, we know better. What follows instead is hours upon hours of assessing performance, tracking KPIs, and distilling actionable take-aways. And although it can be harrowing, the process is all the worse for any marketer who chooses to approach the task without the help of a quality tool.

The tech we see being used for content publishing:

HUBSPOT

Like all good marketing tools, HubSpot takes marketing's many disjointed stand-alone processes and weaves them into a single platform. In one fell swoop, marketers can choose which aspects of their content they want to track and publish it right then and there. However, most valued among its users are HubSpot's excellent analytics tools, which cut straight to the meat of the issue without the need for any additional leg-work.

SALESFORCE MARKETING CLOUD

From the creators of Slack comes the Salesforce Marketing Cloud. One of the first advantages users experience is the seamless synergy between the two tools. But more than that, Salesforce's benefits lie in its holistic approach to not only tracking your published marketing campaigns but the customers as well.

Offering a holistic "360-degree-view" of each client, Salesforce-using marketers have come to appreciate the ability to track content-related interactions. Understanding how customers interface with your published material lends itself well to making data-driven improvements to your content, custom-fit to your audience's needs.

6. ANALYSIS

Anyone working in marketing for a prolonged time is sure to have seen more than their fill of dry, hard-to-follow spreadsheets. Luckily, today's market adoption of dashboards has greatly improved the quality of life of marketers attempting to find valuable information and make data-driven insights. But which dashboard should you choose?

The tech we see being used for analysis:

GOOGLE ANALYTICS

A long-standing industry giant, Google Analytics is both beloved and feared for the immense amount of tools and highly-specialized dashboards it offers. When creating the platform, Google threw "quality over quantity" to the wind and made something extremely varied and versatile while not sacrificing the depth of their solution either.

Google Analytics is notorious for being difficult to grasp, especially for "newbies", but its faithful users swear by its visually-pleasing dashboards and high-quality data insights suited to their businesses' needs.

ADVERITY

Unlike its competition, Adverity takes a much appreciated beginner-friendly approach to data analysis while also sustaining the more complex tools and functions for those who need them. The platform boasts proprietary AI which helps with discovering hidden trends and potential opportunities. To add to that, Adverity offers a wide selection of out-of-the-box dashboards and flexible reporting widgets.

7. INTERPRETATION OF RESULTS

The final step towards marketing success is to interpret the results of your most recent campaign and see the fruits of your hard labor. From that, you can optimize budgets, spendings, etc. However, this is a complex task that requires proper equipment to do it correctly.

The tech we see being used for result interpretation:

TABLEAU

Tableau is a result interpretation software that seeks to aid its user in visualizing and understanding instead of delegating the latter to machine learning. The platform's focus lies in creating an intuitive user experience with which anyone can get the insights they need while growing their skills. Plus, with all other industry-standard functions and form-factors present, it's no surprise Tableau has a sizable fanbase.

POWER BI

With a name like "Power Business Intelligence" (BI), Microsoft leaves no room for confusion about this software's intended use. Equipped with a powerful machine-learning system, the tool intends to streamline the analysis process as much as possible, going as far as giving users the option of "asking" it questions.

Beyond the data-oriented intelligent assistant, pre-existing Microsoft customers will come to appreciate the seamless incorporation of data and collaboration opportunities from Microsoft's extensive Office software suite into Power BI's many visually-appealing dashboards.

YOU HAVE THE TOOLS. NOW WHAT?
UNIFY YOUR STACK

Book a Demo

MARMIND

IN CLOSING

Almost every function, team, and department within a company uses some specialized software, be it web-based or otherwise. Now imagine putting all the software, plugins, and apps into one basket. Lose the ones you don't need, and intertwine the rest into a one-stop-shop for every stakeholder's every need. What do you get?

That's right, an **MRM**.

A Marketing Resource Management (MRM) tool enables you to unify and streamline all your current and new marketing tools and turn them into an intelligent "best-of-breed" platform. A platform that takes your end-to-end marketing process - all the tech we mentioned so far, and acts as the glue that keeps it all together.

Instead of adding new tools on a case-by-case basis, future proof your martech strategy by compiling everything into a flexible platform ecosystem. In doing so, you'll create an environment built around all your marketing needs, and optimized for full control and smooth operation.

[Learn more]

Everything in one end-to-end platform that can be built around the needs of your marketing departments for repetition.

"A Marketing Resource Management (MRM) solution is to your martech stack, simply put, the same as a cover is to a book. It encompasses all its parts, neatly organized in one place for everyone to access and make use of. "

- ANDY CULLIGAN CMO

MARMIND