

Marketing Operations Maturity Benchmark Results

Technology

Technology AD HOC Level Description

Although many modern marketing technologies exist, few technologies provide modern collaboration functionality. Those that do tend to be siloed and poorly integrated. Where technologies fall short, participants often augment with spreadsheets. Fortunately, leading MarTech providers offer digital cloud-based collaboration and work management technologies that are built for integration. Adoption of these technologies significantly improves both efficiency and effectiveness.

Based on your responses in the Marketing Operations Maturity Benchmark, your organization has an Ad Hoc level of readiness. This level may be described using the characteristics below.

Does this sound like you?

✓ Generic tools and systems that are not specialized for marketers are used in marketing.	✓ No set of specialized, digital task or work management technologies is in common use to enable the exchange of work or knowledge across workers and teams.	✓ No approved and shared MarTech roadmap exists and MarTech purchasing decisions are made in isolation and the full MarTech stack is unknown.	✓ Collaboration and video conferencing technologies don't exist or are not standardized across groups and teams.	✓ Simple decisions and actions require manual effort and no operational system of record exists for work activities and approvals.
✓ It is difficult or impossible to determine how work has moved through the organization.	✓ Many work activities require context switching between systems and transactions and workers don't know how to get tool and technology help.	✓ Many types of work can only be performed in a specific location.	✓ Worker, customer, prospect and partner identity is poorly managed in isolated systems without synchronization.	✓ Preferences are not managed, are managed in isolation or are not used.

Ad Hoc

Basic

Managed

Optimized

Approximately 43% of marketers surveyed still do not use any kind of modern MarTech to manage key marketing activities, hindering the marketing team's ability to meet objectives.
– Gartner, August 2020

Consider the following activities to achieve a **BASIC** maturity level:

BUSINESS RECOMMENDATIONS

- Implement marketing tools that are specialized for the unique needs of marketers.
- Implement collaboration and work management tools that help workers manage tasks, timing and conversations related to projects and jobs.
- Establish rules and standards about how work is managed, shared and dispositioned, and create procedures for doing things.
- Gain an understanding of what technologies are in place, how well they support business needs and how much they cost.
- Map out long-running workstreams from planning to production for common types of work and evaluate what systems are used to support them.
- Enable virtual work technologies including virtual meeting and workstream collaboration.
- Gain an understanding where data re-entry is required and unify tools with single sign-on.
- Establish marketing technology support services by support specialists that understand marketing tools.

TECHNOLOGY RECOMMENDATIONS

- Evaluate work management technologies.
- Adopt digital, cloud-based project management technologies.
- Create, store and share process, procedure and best practices in a knowledge base.
- Provide user support for marketing tools and technologies.



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