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WEBINAR

# How to Orchestrate MarTech Harmony: The Who, What, Why & How Behind Better Marketing Ops



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Chief Marketing Officer  
*NewsCred*



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Founder & Editor  
*ChiefMarTec.com*



# Agenda

1. The Role(s) of the Marketing Technologist
2. Top Marketing Challenges, 2020
3. Blending Process & Tech
4. Q&A

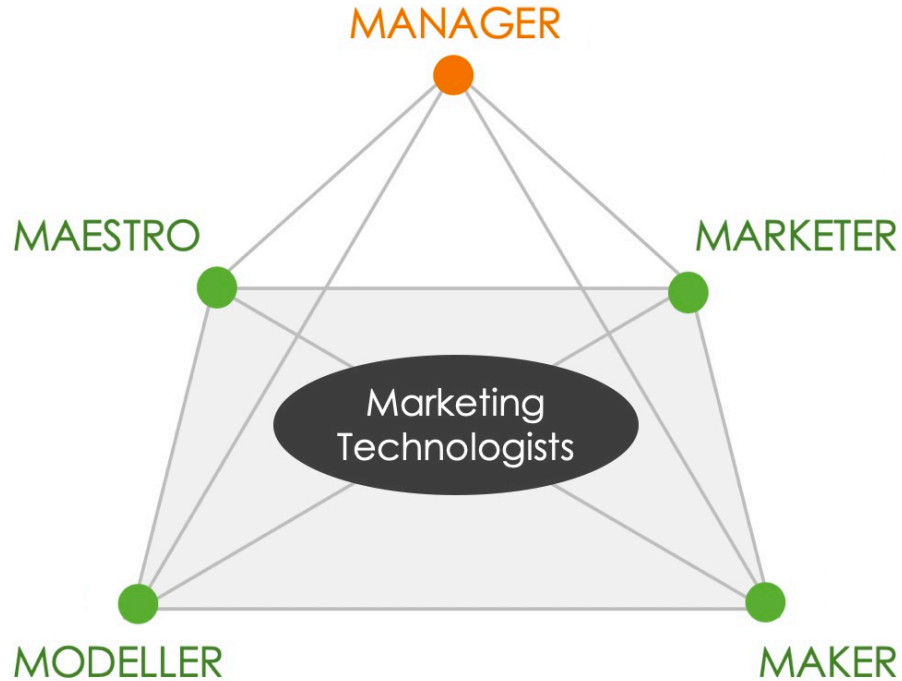


**Marketing Operations  
are the heartbeat of  
successful marketing organizations**

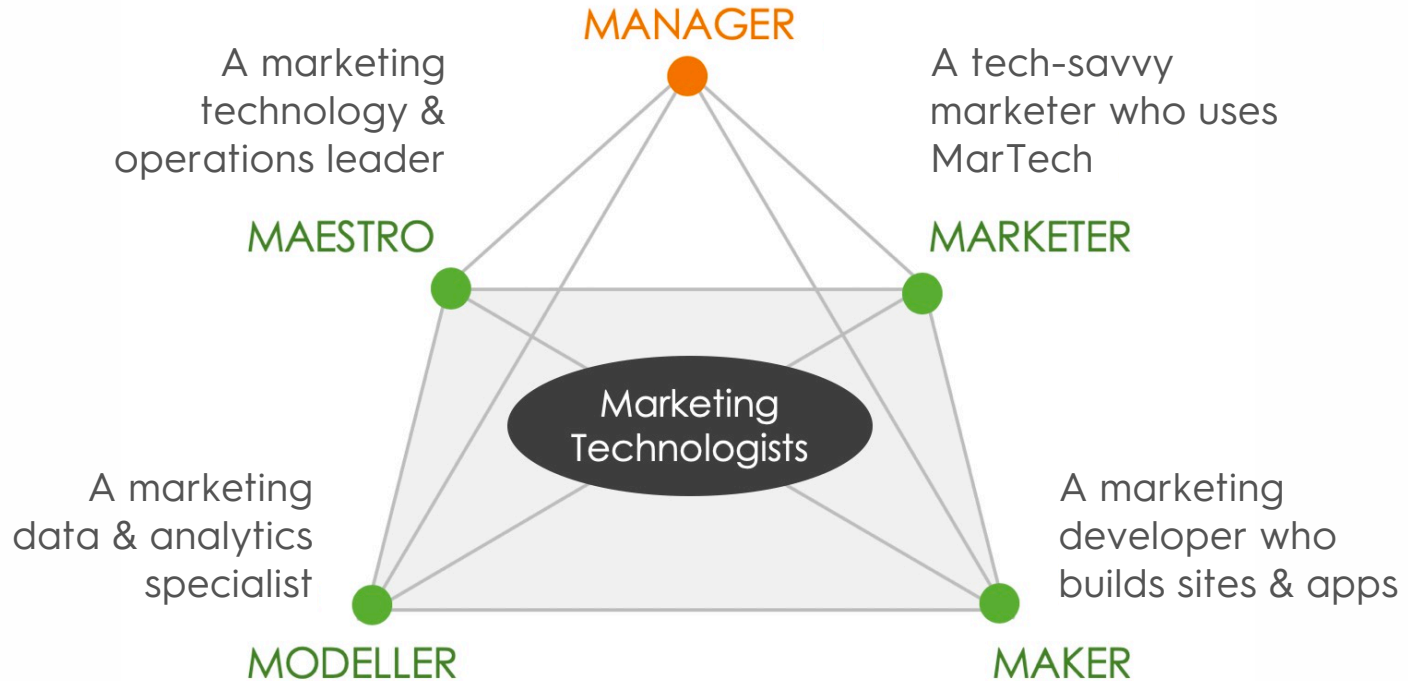
# Defining the “Marketing Technologist”

- **Who** are these professionals?
- **What** are they focused on?
- **How** do they execute on their work?
- **Why** do their roles matter?

# 4 Key Personas of the Marketing Technologist



# 4 Key Personas of the Marketing Technologist



# Understanding Roles & Responsibilities



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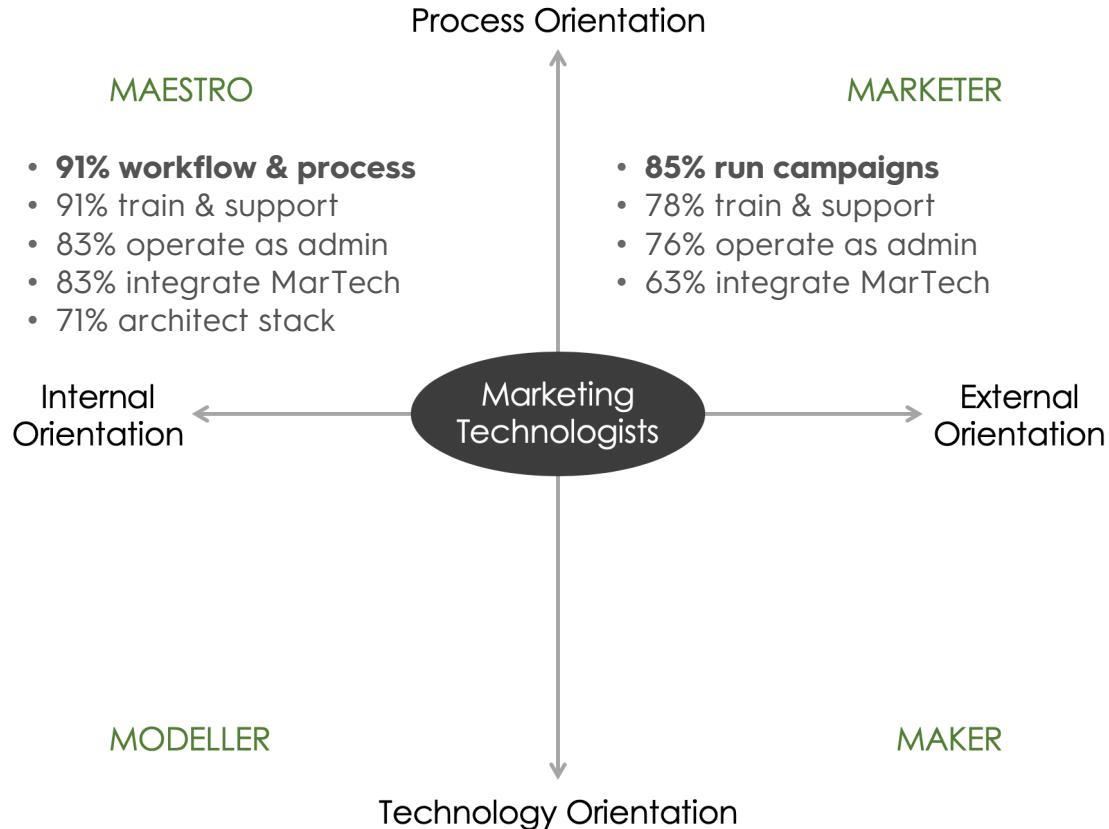
LIVE POLL

**Which persona are you?**

# Dissecting the Maestro & Marketer Personas



# Dissecting the Maestro & Marketer Personas



# State of Marketing, 2020

Industry survey, commissioned by NewsCred



**Sirkin**  
RESEARCH

What are the top  
challenges facing  
your marketing  
team in 2020?

- + Fortune 2000
- + U.S.-based Director and above
- + Key marketing functions:
  - CMOs & S/VPs
  - **Marketing Ops**
  - Demand/Growth
  - Product Marketing
  - Integrated Marketing
  - ...and more



# Top Marketing Challenges



## #1: Visibility

**68%+**

have **difficulty creating, managing, sharing** & updating the marketing plan

**80%+**

**lack a single, unified calendar** to visualize all marketing campaigns & content development



## #2: Control

**73%+**

have **poor control over resource bandwidth** & competing priorities

**50%+**

are **unable to manage** the approved marketing budget against the plan



# Top Marketing Challenges



## #3: Execution

**25%**

of marketers' time is **actually spent on creating** campaign assets and content

**74%+**

of marketers say it takes them **12 weeks or more** to launch a single campaign



## #4: Measurement

**75%+**

of marketers **are unable to measure** marketing team performance (operationally)

**82%**

of marketing leaders are **unable to attribute** campaign or content activity to revenue



These underlying **operational challenges** introduce marketing inefficiencies



Lack of cross-team visibility



Lack of operational control



Inability to measure work or performance



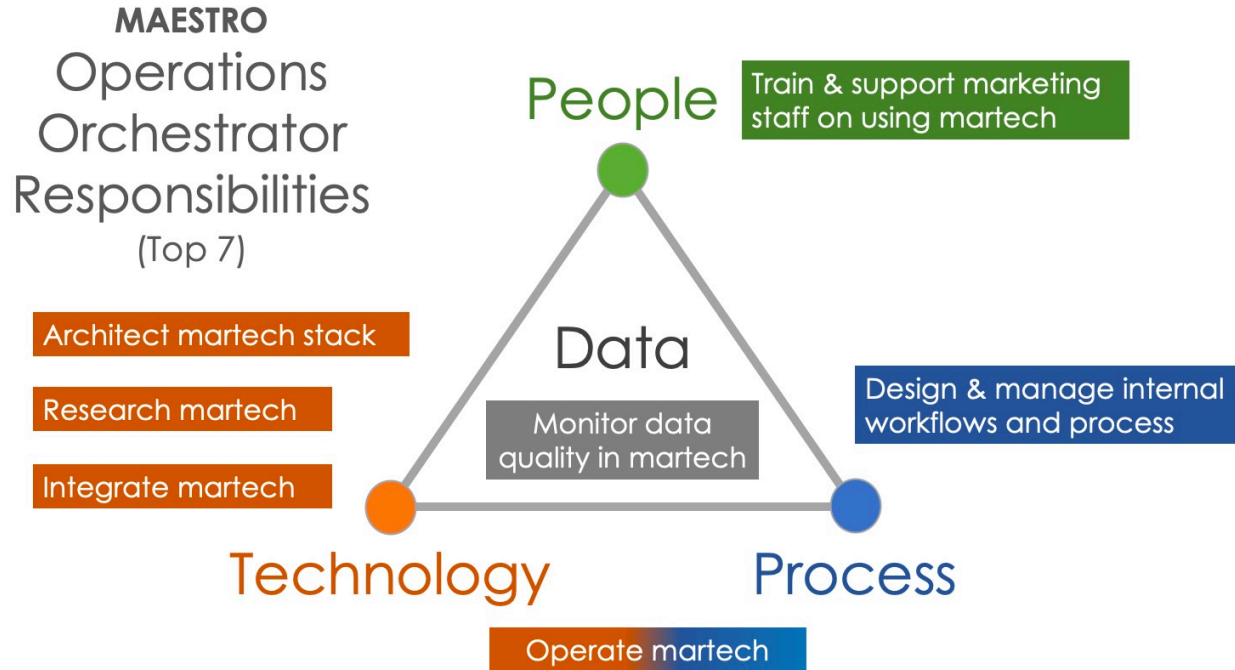
Broken processes & disparate tools

**Suboptimal Marketing**



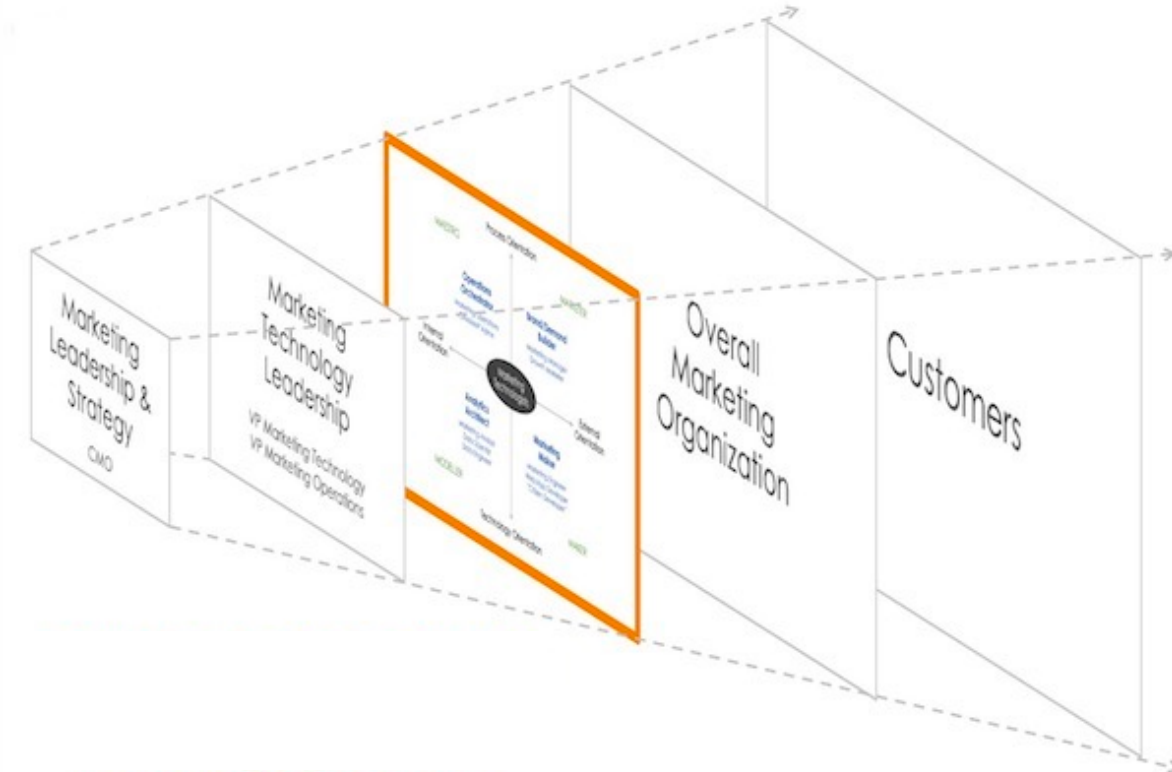
# The Importance of the Maestro...

## Unifying People, Process & Tech for better execution





# ...& Harmonious Marketing Ops The Lynchpin of Successful Marketing Campaigns



# Summary & Key Takeaways

1. **Assess the Who, What, How, & Why:** better MOPs begin with a deep understanding of those within your function
2. **Evaluate how your function fits in:** successful go-to-market campaigns require top-down alignment
3. **Use purpose-built tools:** a maestro's processes are only as good as the technology they're using



# NewsCred Perspective

## Blending Process & Tech

# The **Reality** of Modern Marketing Tech

**78%**



**87%+**

of marketers must **use 5 or more tools** to plan, manage, & execute their campaigns

of marketers say it'd be beneficial **to have a single tool** to manage their marketing activity

Source: NewsCred 'State of Marketing 2020'  
*Sirkin Research*



# Introducing the Work Management Solution to power better marketing operations



Real-Time  
Source-of-Truth



Modularized &  
Interoperable



Performance &  
Content-Focused



Easy-to-Use &  
Collaborative

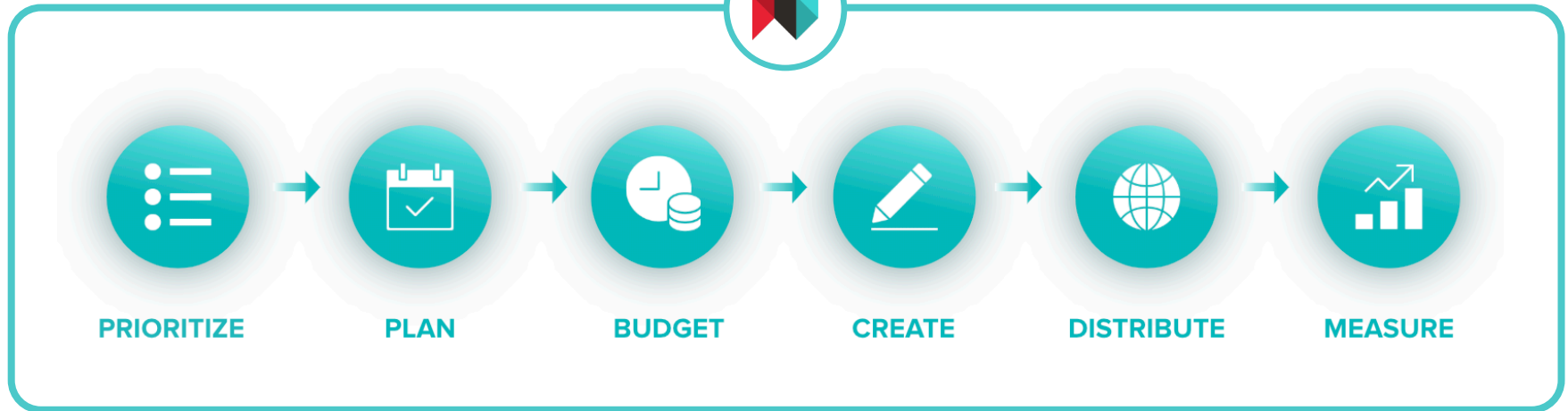


Agile & Powered  
by People

**Purpose-Built for Marketers**



# Better visibility, more control & faster execution across the entire marketing campaign process





# NewsCred Marketing Work Management Software

- + **Real-time** campaign & editorial calendars
- + **Strategic** planning & budgeting tools
- + **Shared** creative briefs & content editors
- + **Enterprise-grade** integrations
- + **End-to-end** performance analytics

The image displays two overlapping screenshots of the NewsCred software interface. The top screenshot shows a campaign calendar for 2019, with a task list on the left and a task progress bar for 'The Swifter You Run, The Further You Fly'. The bottom screenshot shows a detailed campaign brief for 'The swifter you run, the further you fly' with sections for Value Proposition, Objective, Audience, Attachments, Content Pillars, and Target Audience.

**Swift North America**

2019

Campaigns / Tasks / Events

- New Sneaker Launch
  - Turning Dreams Into Swift Reality
  - Mind Over Miles
  - The Swifter You Run, The Further You Fly
    - Article | The 10 biggest benefits of speed training
    - Identify celebrity influencer
    - Schedule photoshoot
    - Landing page design and development
    - Article | Swift's Guide to Proper Running
    - Agency photoshoot
    - Promote influencer
    - Video | Inside Look
    - Digital ad creative
    - VIP email invite for
    - Social media camp
    - In-store sneaker lau
    - Changing the game s
- More than Swift Sneaker
  - More than swift shoes
  - More than swift shoes
  - More than swift shoes

**Swift North America**

Campaigns > Swifter You Run NA >

**The swifter you run, the further you fly**

Our bedrock campaign for 2019 will touch every possible customer touchpoint. This brief outlines our strategies, tactics and deliverables for NA markets, and will serve as our north star for the campaign.

Brief Tasks Events Analytics History

**Swift NA 2019 Master Brief**

**2019 Swifter You Run NA Campaign Brief**

**Value Proposition:**

- The swifter you run, the further you fly

**Objective:**

- Drive Swift brand awareness, preference and engagement with M/F 18-35 young working professionals
- A Pan-NA launch campaign which drives reappraisal of Swift through media coverage, sharable content and ideas which generate talkability
- Lead generation & attributed sales

**Audience:**

**Owner**

Jane Smith  
jane.smith@swift.com

**Attachments (17)**

- swift...
- corpor...
- final dr...
- data L...
- city.png
- Austl ...
- swifts...
- Barbar...
- Isabell...
- Jack ...
- Jerom...

**Content Pillars**

- Marathons
- Training
- Health

**Target Audience**

- Casual Runners
- Expert Runners





**Global Enterprise CMP Leader**



**#1 Marketing Work Management Software**

- + Empower marketers to **work better and faster, together**
- + Provide **visibility and control** to marketing and sales teams
- + Increase **brand equity** and revenue
- + Improve the **customer experience**

### FORRESTER®

Named a Strong Performer in Forrester MRM Wave 2020  
Named a Leader in Forrester B2B CMP Study 2018

### Gartner.

Named a Leader in Gartner's Magic Quadrant CMP 2020, positioned highest and furthest for 3 consecutive years

#### 200+ ENTERPRISE CUSTOMERS







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# Thank you!

## Questions?



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