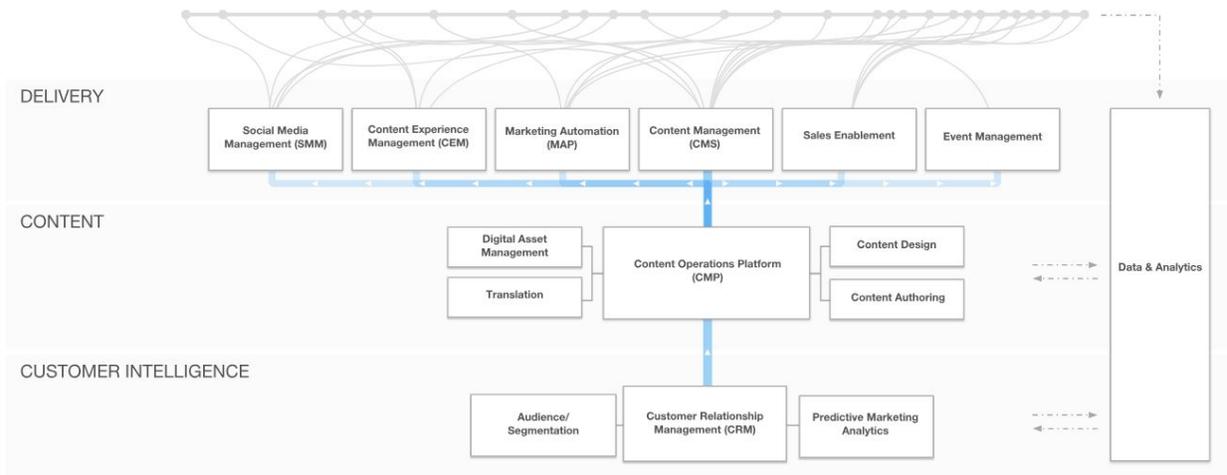kapost

MarTech Review and Rationalization

Marketers Face Barriers to Delivering an Exceptional Customer Experience

There are thousands of technology solutions on the market designed to support planning, execution, and measurement of marketing and sales activities that occur in your organization. From leveraging personalization technologies, to A/B testing your messaging across channels, to locating the right content to support your next sale, every marketing and sales function has a specific set of technology needs for accomplishing critical jobs to be done.

Selecting, optimizing, and integrating your technology solutions is a difficult task that requires an understanding of people and processes, as well as capability requirements. There are many possible combinations of technology that can be used to accomplish your goals—but you certainly don't have unlimited budget. The success of your investments also depends on how well technologies are adopted and leveraged.

Execution challenges occur when individual teams utilize disparate technologies, and scaling solutions across functions is often met with resistance because individual teams are tied to chosen tools of their own. Some organizations are limited by legacy systems that dictate which capabilities and integrations are possible. These challenges become increasingly complex as marketers communicate with customers through a growing number of channels, and are also responsible for capturing data and measuring performance across the entire customer experience. Barriers and inefficiencies created by under-performing technology or broken business processes make it extremely difficult to deliver a cohesive message to the right customer at the right time, or measure the impact of content on the customer experience.

Streamline and Optimize Your Technology Investments

The MarTech Review and Rationalization workshop provides an opportunity for stakeholders to define the ideal marketing technology architecture required to deliver on strategic objectives. Through facilitation and guided discussion, technical experts from Kapost's Professional Services team will help you:

- Uncover capability gaps and overlap in technology solutions
- Identify opportunities for technology integration or consolidation
- Surface opportunities to define or clarify business processes
- Understand how integrations or new implementations impact customer experience
- Determine an ideal combination of technology solutions and investments that supports your marketing strategy

Address Challenges to Delivering an Exceptional Customer Experience

Participants in this workshop also have the opportunity to uncover and address challenges faced by organizations as a result of an underperforming technology stack, such as:

- Personalizing the customer experience to engage customers with the right content at the right time in the buying journey
- Understanding content attributes that influence buyer engagement
- Reacting to changing needs of buying audiences
- Curating content to leverage valuable assets and avoid outdated or low-performing content
- Aligning content reporting to other important marketing metrics for your organization
- Aligning multiple business units and functions in a single content operation

Outcomes You'll Achieve

MarTech Review and Rationalization is designed to help stakeholders confidently plan for current and future investments in people, processes, and technology that support advancing maturity in the content operation. Outcomes and deliverables of this workshop include:

- *MarTech Roadmap Prioritization Matrix* and development of a phased roadmap to be used for future planning purposes
- *MarTech Architecture Diagram* that outlines the functional design of the content ecosystem architecture
- *Content Data Flow Diagram* that outlines how technology architecture is aligned to desired workflows
- *MarTech Rationalization Findings Report* to document the current state of your organization's marketing stack, and recommendations to achieve your desired future state