



# Marketing Operations Management Solution Components

You've invested in people, processes and marketing technologies, so why is it still so hard to demonstrate the success of marketing? Investment in marketing technologies, such as data analytics, campaign management, social media and email platforms has enabled marketing departments to produce a greater volume of increasingly sophisticated marketing activities and campaigns. Yet in reality, the use of these new technologies has added complexity to the day-to-day operational activities of a busy marketing department. In many cases the desire and technological ability to deliver ingenious campaigns is out of step with the operational bandwidth with tactical solutions like #slack or Trello used to provide limited relief. An effective Marketing Operations Management (MOM) solution will help you align your resources and eliminate operational headaches to improve the overall effectiveness of your marketing team. However, having already invested in numerous other marketing technologies, building a business case for a MOM solution needs to be considered. Unfortunately, there is no 'one-size-fits-all' template. Needs differ from one marketing department to the next. What may benefit some organisations may not be important for others. With growing demands on time, financial and human resources; and to bring more control to processes, marketing management are increasingly looking towards Marketing Operations Management (MOM) solutions to help. So, what areas of marketing can MOM be deployed, and in what ways can it provide value to the marketing department?

**Strategic Marketing & Planning** – marketing planning using MOM can increasingly be based on factual evidence of the results of marketing programs, campaigns, activities and tactics over time. Long and short-term objectives can be mapped out using MOM and cascaded to all resources that need visibility; achievements against objectives can also be published enabling strategic or tactical changes to be made where required on the fly. Once agreed marketing budgets can be allocated and published to individuals or teams and can be managed through MOM on an hourly, daily, monthly or any timescale because at all times the status of the budget can be seen and understood by senior marketing professionals. A full audit trail of activities and results are stored to provide a knowledge base from which future planning can be driven.



**Brand Management** – MOM provides the marketing department, distributed teams and external stakeholder (including resellers, agents etc.) with a single storage place for all corporate digital assets with full audit trails and management capabilities ensuring that even in highly dispersed organisations creative assets and brand identities can be managed and controlled more effectively.



**Product Management** – MOM provides considerable assistance to marketers in the area of product management. All assets (specifications, packaging, costs, revenues, third parties etc) can be clearly identified, linked together and be available to all stakeholders in the marketing supply chain. In this way new products can be introduced more quickly and efficiently, and existing products can be proactively managed as they progress through their individual product life cycles.



**Advertising, Sales Promotion and PR** – in large complex marketing departments with multiple suppliers the review and approve process of creative content that requires product definitions to be legally compliant and in line with industry regulations can often be a tortuous process taking many days or weeks to achieve (on major & minor marketing campaigns). MOM manages the flow and process of review and approve by providing a collaborative workspace ensuring that every party gets access to and can make comments or amends to marketing documents online, with full visibility of the project owner in timescales that are agreed and committed upfront. The full authorisation process can be tracked and managed to optimise & improve time to market of projects increasing profitability and competitiveness



**Channel Management** – one of marketing’s key responsibilities is supporting the organisations channels to market. MOM provides a holistic view of all marketing projects, initiatives and jobs across all channels allowing marketing to see the impact and contribution of their efforts and actions on all channels in the organisation. This visibility allows marketers to be proactive in managing channels in terms of resourcing, channel capacity and channel conflict.



**Staff, Processes and Knowledge Management** – Traditionally marketing has managed processes using Word, Excel and shared drives. Like all organisational teams, marketing can benefit from automation that streamlines and standardises repetitive tasks enabling resources to do more with less. MOM provides a high-level visibility of the activities across all marketers within the department, who is working on what project, campaign, tactic at any time. Senior management can quickly pick up on any project slippages or issues and can reapply resources as required based on clear prioritisation of the vast number of projects. MOM enables the optimisation of marketing resources consistently ensuring that the people involved are working on the projects and campaigns that deliver best return to the business. Knowledge capture inherent within the MOM means that even with high staff turnover, new staff can quickly pick up and manage projects successfully. In addition, external suppliers to the marketing process can be integrated via MOM to provide visibility of the status of projects outside the organisation itself.



**Marketing Performance Evaluation** - management reports and dashboards at all levels can be generated and presented by MOM delivering a real-time view of marketing achievements against objectives. A management reporting dashboard provides real-time views for each and every marketing project, campaign or tactic at any time and where combined with results from execution platforms can also provide a view of results of programs and initiatives in real-time. Imagine the strength of being able to see the profitability generated to the company as a marketing program progresses! Total visibility of the marketing budget position is critical for continuous planning and management of resources and for use in building future marketing budgets based on a clear and real view of what has been spent. One of the over-riding benefits of an integrated MOM solution is the total visibility it provides to all who need it to make decisions and to provide absolute evidence of return on marketing investment (ROMI) to the board and shareholders alike.

## Summarising the Benefits of MOM

Just as with other systems (CRM, ERP etc), the effective deployment, integration and user adoption of MOM solutions can provide the level of business benefits that organisations are seeking. These benefits can be summarised as:

- Defining and operationalising best practices for marketing projects
- Transforming the contributions by marketing team members into repeatable processes
- Implementing collaboration technologies to provide marketing teams with group-based communications and file sharing
- Capturing the contributions and human capital of team members and transforming it into reusable content
- Reducing time required to train new employees
- Eliminating duplicate efforts
- Enabling valuable professional resources to spend more time on higher value activities
- Speeding the time to market of marketing communications and campaigns
- Delivering competitive intelligence to improve decisions among marketing team members
- Improving the consistency and quality of deliverables
- Improving client response times by streamlining creative approval processes, reducing cycle times, providing personal / group notification, tracking, escalation and audit trails.
- Enabling people across an organisation to easily collaborate (and learn) on marketing efforts and initiatives worldwide with 3rd parties and vendors
- Providing a means to establish quantifiable and balanced performance metrics for individual or multiple marketing campaigns

