

Marketing Operations is the engine that drives Sales funnel performance

Whether you are a tech company, a service organisation or a charity, you need to cultivate relationships with target customers, decision-makers and influencers in the most cost-effective and efficient way, resulting in:

- Excellent, qualified leads
- High quality brand and value proposition awareness

Successful organisations team-work the Sales and Marketing functions as one collaborative working group with specific and shared tasks but the same overarching objective; the cultivation of business relationships, resulting in new revenue.

Collaborative and Shared Approach

Marketing Operations (right) involves a range of key tactical components and activities that require the combined skills and expertise of Sales and Marketing.

Team-working certain aspects of these activities will result in better Leads, quality Contacts, and a Pipeline with higher conversion rates.

Online engagement, in particular, is a battlefield where new business will be WON or LOST. No professional should underestimate its power to create and nurture fruitful business relationships and, crucially, quality leads.



This graphic is not exhaustive, but indicative of the breadth of Marketing Ops

Prospect Engagement and Relationship Cultivation are 'all involved' activities. In successful organisations traditional Sales and Marketing functions are giving way to '**Integrated Sales & Marketing**' practices, effective and cohesive in the global marketplace.

Key Issues:

- **High-Performance Sales and Marketing** practices are fully interdependent. Sales relies on **indispensable online and offline marketing content** to push relevant messaging and effect Sales Funnel growth. In addition, Sales is **dependent on effective Marketing Ops** management of the Top of Funnel (ToFu) and support for the Bottom of Funnel (BoFu) prospect consideration and evaluation phases. **In some organisations entrenched positions within Sales and Marketing teams may need to be addressed in order to bring about permanent change.**
- **Sales and Marketing** are increasingly dependent on **technology, enabling effective access to Ideal Customer Profiles (ICPs)** and the management of prospect and customer data in pipeline automation, acceleration of revenue acquisition and analytics enabling '**data driven decision making**'. Your tech stack should be designed to support and enable this trend.
- **Integrated Marketing and Sales effectiveness** is a goal towards which organisations should work aggressively in order to sustain competitive advantage. **Marketing Operations Excellence** is a critical success factor of **true Sales Enablement**. Creating a transparent framework of processes, people and systems, spanning Sales and Marketing, is a **MUST HAVE not a NICE TO HAVE.**

Marketing Operations 360

Marketing Ops Evaluation

Marketing Ops 360 is an Enforma speciality, since we bring over 20 years of marketing and sales-enablement experience to bear on the issues your business is currently experiencing.

Enforma has developed a range of unique Marketing Ops 360 Evaluation and Gap Analysis tools. Our Evaluation builds a shared understanding across all stakeholders, using both qualitative and quantitative data in a structured way, resulting in a roadmap to a predictive marketing practice.

PHASE 1

Capture, Assess, Report

- We meet with the business owners and management team to understand the current issues and concerns, and identify areas where performance is not meeting corporate objectives.
- Using the data captured in this process we customise and refine our evaluation tools, and carry out video call interviews with all stakeholders. These interviews last between 1 and 1.5 hours and include scope to stray from the core questions where a specific point needs to be explored in detail. We recommend that all interviews are anonymised to ensure that participants are able to speak freely.
- We gain a picture across the various teams interviewed, leading to clear themes and areas that require improvement. We take the information from the interviews and prepare an initial report for discussion, and agree Corporate priorities and next steps.
- After prioritisation has been agreed, we prepare a detailed remediation plan for your teams to implement.

PHASE 2

Implement & Embed

- Optional; we work with your Marketing and Sales teams to close the gaps identified, and embed the improvements recommended as a result of the Evaluation.

We estimate a period of 3 to 4 weeks to complete Phase One of the Marketing Ops 360 Evaluation.

We estimate a period of 10 to 12 weeks to complete Phase Two, Implementation and Embed.

Marketing Operations 360

5 Minute Assessment

How does your Marketing Ops Maturity stack up?

We invite you to take 5 minutes to assess the Marketing Ops Maturity of your organisation. This is just one of many steps in the Evaluation that we conduct across businesses. Organisations that score high in Maturity are scalable and poised for growth, displaying best-in-class strategy, tactics, processes, data and reporting. Organisations that score low in Maturity show little evidence of planning and processes, resulting in chaotic decision-making and limited scalability.

This is just one of a series of tools we use to present the results of the Marketing Ops 360 Evaluation.

This section allows us to aggregate the qualitative results of our interviews against 5 levels of behavioural Maturity in the Marketing Operations practice, in relation to Scalability.

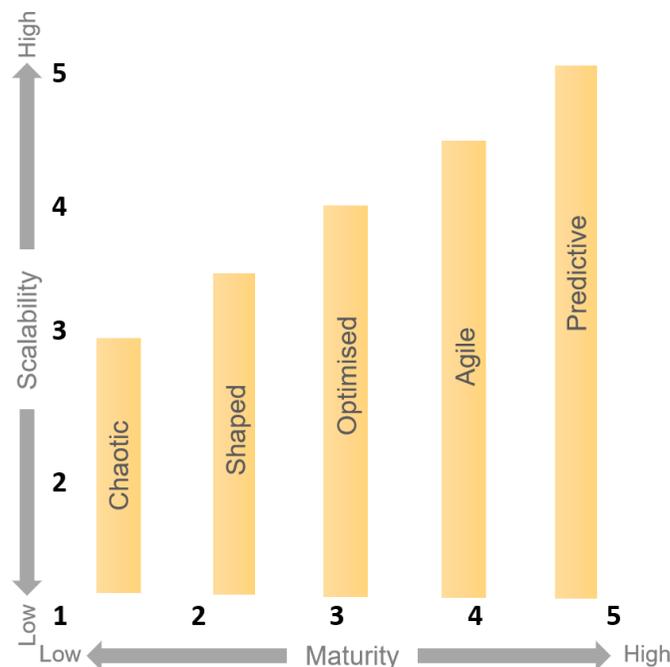
Interview participants span all stakeholder groups; Senior Management, Sales, Marketing, Product Marketing and Product Management teams

The questions are a blend of Marketing and Sales best practice, processes, people, and systems.

This section of the Evaluation provides an aggregated view of very detailed questions designed to score 'current state', and pointing the way to 'desired state'.

These results facilitate a thorough gap analysis, leading to detailed recommendations and remedial steps.

Marketing Ops Maturity Assessment



Traits of Predictive Maturity Level:

- Best-in-class strategy, tactics, process and people applied
- Business intelligence, quality data and reporting
- Data-driven decision making
- Predictable results with early problem recognition
- Plan fully integrated with Product Mgmt, Sales, etc

Traits of Agile Maturity Level:

- Owned/shared vision, strategy and tactics
- Flexible methodologies, aligned goals
- Continuous improvement and success
- Repeatable best practice with market and CRM data quality

Traits of Optimised Maturity Level:

- Integrated systems, process & thinking
- Adopted processes with quality data & reporting
- Data-driven decision making implemented across Marketing and Sales
- Planned action, balanced with proactive responses

Traits of Shaped Maturity Level:

- Strategies and goals defined but not applied uniformly
- Understood/documented process to 50-60%
- Prone to reactive behaviour
- Occasional Marketing Ops review meetings

Traits of Chaotic Maturity Level:

- No written Strategy
- No tactical plan
- Poorly defined processes leading to constant reinvention
- Ad hoc efforts with no short or long term benefits
- No Marketing Ops review meetings
- Reporting/data quality not enabling data-driven decision making/proof of ROI

Ready to talk?

MARKETING OPS 360 EVALUATION

