

Accelerate B2B Marketing's Business Impact

Following an [Uptempo webinar](#) featuring guest speaker Katie Linford, we asked her to share some tips:

1

Embrace a marketing operations culture of customer obsession.

Businesses who prioritize their customers the most will prosper this year despite the challenging economic climate. Customers and prospects must be at the heart of everything you do in order to drive growth and retention. Partner with other teams who collect these CX measurements (such as CSAT, ROI, and customers' views on the ease of doing business with your organization) to broaden your dashboards to include customer obsessive metrics as support for this.

Example: An enterprise global software company developed a new CMO dashboard, including key customer-focused metrics used to visualize demand, reputation, sales enablement, and readiness. The marketing organization saw considerable improvements in insight-based decision-making and reduced their reporting speed by 90%.

2

Respond faster with more frequent, iterative planning and budgeting.

More planning leading to greater responsiveness may feel like a contradiction, but its key to pivoting when needed with intent and in the right direction. The strategy you used to increase demand last year is no longer applicable, you might no longer have access to some of your previous approaches, and funds might be getting tighter. To maintain strategic flexibility as the markets change, you must restructure the planning process to focus on the insight-based balance of long-term and short-term opportunities by identifying the markets that should be harvested, paused, or exited.

Example: An enterprise open-source software company saw immediate value in the organization's ability to accelerate decision making, validate its presumptions, and align on common goals after adopting a new end-to-end planning process that included a cross-functional assessment of readiness to execute its growth strategy.

3

Evolve insights through a strong a relationship with portfolio marketing.

Market performance measurements have traditionally been handled by marketing operations; while market and competitor knowledge has been given by portfolio marketing. Historical performance information alone isn't enough. To ensure senior leadership is getting the complete picture and needed insights to make informed decisions about marketing's strategies, you must fill the gap between the two data sources and improve your working relationship with portfolio marketing.

Example: A cross-functional team at a leading global information services company collaborated to develop insights-based processes that prioritized initiatives that would drive the greatest value for the business. As a result, the use of content by sales increased by 13%, marketing-sourced opportunities increased by 11%, and the length of the sales cycle was shortened by 10 days.

4

Expand (or introduce) agile process methodology.

Agile marketing has been used to enable teams to be more effective when collaborating and executing their work. It's often used in digital marketing, content creation, and web teams. This approach allows teams to improve work quality, productivity, and accountability. It provides a flexible approach to respond to changing customer needs, promotes ownership of the work effort, and enables fast strategic shifts in approaches to the market. If your marketing organization has not adopted agile, look at setting up a pilot to test the methodology.

Example: After implementing agile, the global content team for an enterprise open-source software company cut collateral process time by 73%; while increasing job satisfaction and improving staff retention.

5

Establish an outcome-focused vision for your tech stack.

Marketing operations' is in a unique position to understand stakeholder needs across the business as well as marketing's current capabilities. Combining this with insights puts marketing operations in the ideal place to drive the vision for an optimized, and innovative tech stack. Marketing operations may be the most experienced team to identify and justify investment in technologies that can drive growth (e.g., personalization, chat, intent monitoring), as well as deploy and maintain them over time to get the most value. This requires you to have tight alignment with the demand management team, and a clear understanding of the company's business objectives.

Example: A comprehensive marketing technology audit performed by a vulnerability management company resulted in a 52% YOY savings, which were used to fund new initiatives, tools and systems that helped the organization see true marketing ROI across all its technology investments.