

Efficient Marketing Workflows

Create efficiency from planning to execution



Marketers use more technology than any other department. As noted by Kleiner Perkins, “Marketing is at the top of the list with an average of 91 marketing cloud services, compared to an overall average of 51.” The problem is that many marketers purchase new technology with the hope of solving a specific problem without considering how it fits into the entire ecosystem, creating ever more siloes and further fragmenting workflows and systems.

With increased pressure for agility and speed to market, increased efficiency is mandatory. Marketers need to reduce time on manual processes and dedicate their time to more strategic activities.

“We have a mission to make marketing more efficient and it begins with driving improvements to marketing productivity.”

- JASON JOHNS, SENIOR MARKETING OPS MANAGER AT EQUINIX



Challenges

Double data entry. When marketers manually enter the same data in more than one system, they risk making mistakes.

Manual, time-consuming processes. Disconnected systems multiply manual tasks and fragment processes, aggravating marketers’ daily routines and crippling the department.

Poor marketer’s experience. Marketers’ frustration grows as they execute the same task over and over.

Lack of alignment. With processes fragmented across disparate systems, marketing teams remain siloed, inefficient, and blind.

Ad hoc processes. Without clearly defined processes, marketing teams create their own often competing ways of executing their plans.

“Allocadia helps Red Hat run marketing better by giving marketers more time to do marketing.”

- DAVID SCHERMBECK, SENIOR BUSINESS ANALYST AT RED HAT

The Solution

Allocadia enables marketers to become more efficient by streamlining workflows and reducing data entry needs.

- Kick-off marketing processes where it all starts—with the plan.
- Automatically create a unique Allocadia ID for every marketing activity and see a continuous thread of information about it across all marketing systems.
- Streamline workflows by integrating with other systems including project management, content management, CRM, and marketing automation.
- Create forms in Allocadia that trigger and automate actions in other systems.
- Facilitate purchase order or purchase request from within Allocadia.
- Kick off campaigns in CRM and Marketing Automation Platforms directly from Allocadia.

- Connect investment, budgets, and plans, to content management systems. Initiate projects in these systems from Allocadia.
- Initiate projects in project management systems by using Allocadia to trigger them.

“We wanted to make sure that we implemented a tool that would be used by the marketing team, and that would be trusted by the marketing team. Seeing how Allocadia is integrated with other systems was really important for us, because we knew that we wanted to get to that marketing ROI.”

- TIM WEST, SENIOR MANAGER, MARKETING OPERATIONS AT BOX

Key Benefits

Increase efficiency from planning to execution. Reduce data entry, automate workflows, and align marketing teams.

Create consistent processes. Define and automate marketing processes across systems and teams. Work more efficiently and remove competing processes.

“Allocadia has helped us overcome all the challenges we were having, while also creating the processes and visibility we need to run marketing more effectively.”

- CAREY RUTIGLIANO, DIRECTOR FP&A AT HORTONWORKS

Ensure clean data. Eliminate double data entry and reduce risk of error.

Create a great marketer experience. Reduce marketers’ tedious work and let them focus on their real, more exciting job.

Eliminate confusion. Reduce the number of emails with required tasks for each campaign. Every marketer can see the next task and who is responsible for it.

Act fast. Know if efforts are duplicated or if an activity needs support from another part of the business. Shift effort to something that’s more effective.