

WEBINAR SERIES

SET UP MEASUREMENTS NOW TO EXECUTE BETTER TOMORROW

DESIGNING THE

MARKETER'S DATA SET

FOR BETTER EXECUTION

FEATURING ROSS GRABER,
SENIOR RESEARCH DIRECTOR

SiriusDecisions ▶

JOIN THE LIVE DISCUSSION

#MOpsWebinar

Speakers



Sam Melnick
VP, Marketing
Allocadia



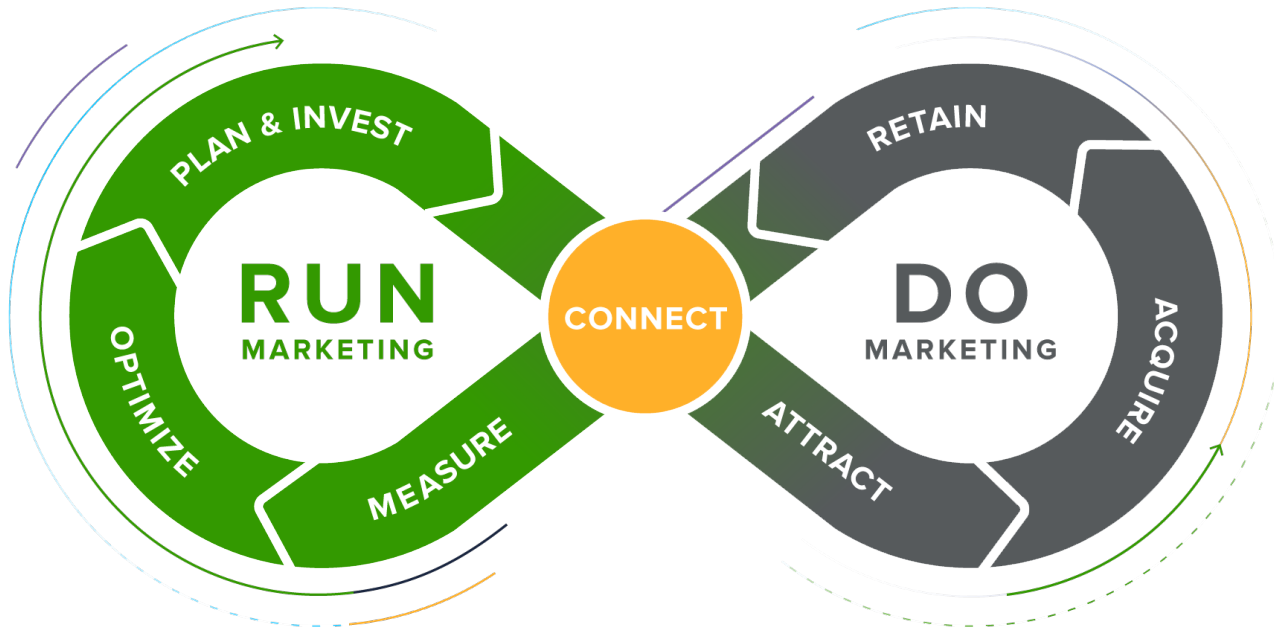
Ross Graber
Senior Research Director
SiriusDecisions

Join the Conversation

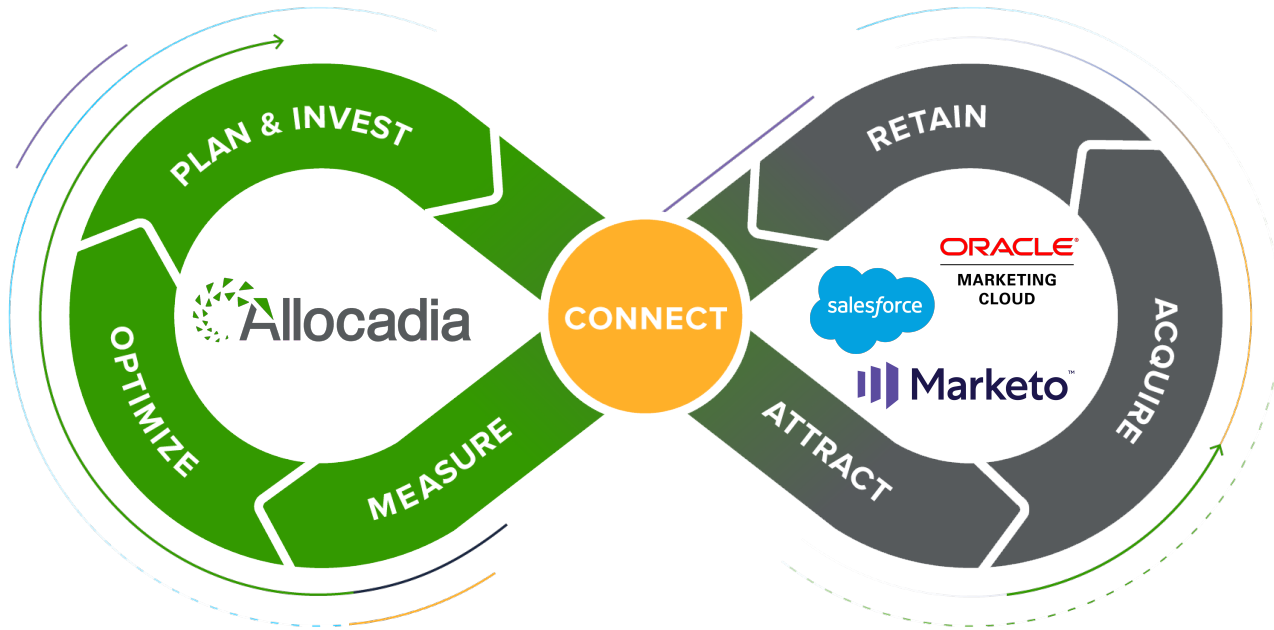


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Marketers Must Focus on Both Sides of Marketing



Allocadia Helps Marketers Run Marketing Like a Business



About Ross Graber

Senior Research Director in the Marketing Operations Strategies service at **SiriusDecisions**

- Passionate about helping b-to-b marketing organizations create meaningful systems of measurement that accurately reflect marketing's contribution to the business.
- Focuses upon developing and operationalizing the approaches leading organizations use to demonstrate accountability, understand results and make improvements.
- His research has spanned the marketing operations discipline and includes data, process, people and technology.



Executive Summary

- **Key issues**

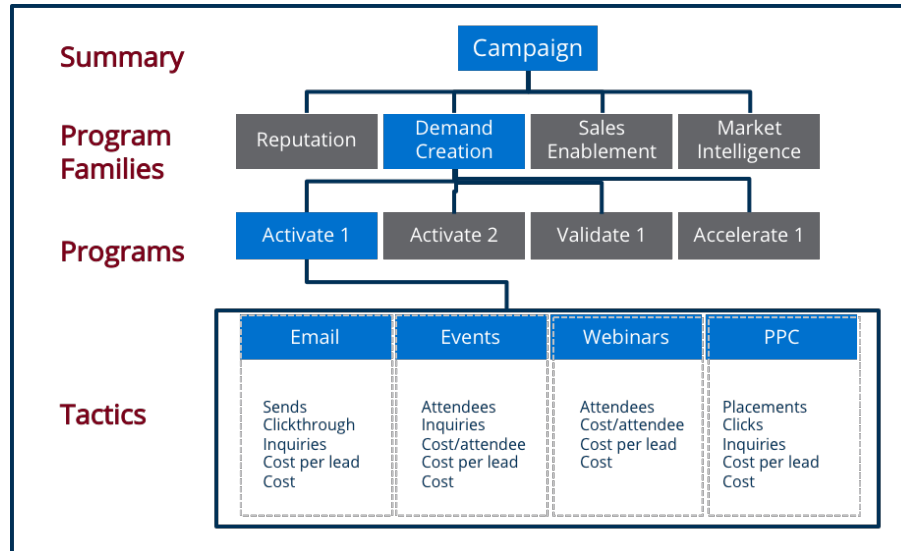
- B-to-b marketing leaders struggle to develop accountable systems of measurement capable of fully demonstrating performance
- In response, b-to-b marketing leaders have signaled their intent to increase investments in analytics technologies
- While response detection, data aggregation and modeling are all business needs, an ineffective planning approach represents the primary point of failure

- **What you will walk away with**

- A core framework for aligning marketing plans with measurement
- A view of the process and technologies needed to support aligned measurement
- An understanding of the optimal role played by marketing operations leaders

What's Going Wrong With B-to-B Measurement?

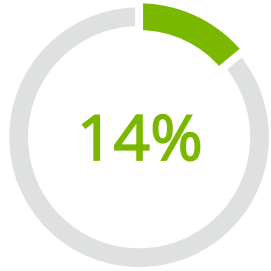
SiriusPerspective: Buyer's journeys are multi-faceted, buying groups are complex, and campaigns are hierarchical – expecting technology to present a universal view of performance is currently science fiction.



- Businesses are good at understanding summary level performance
- Organizations are also reasonably adept at detecting tactic responses
- It's everything in between that presents a challenge - why?

**Ineffective approaches
to planning!**

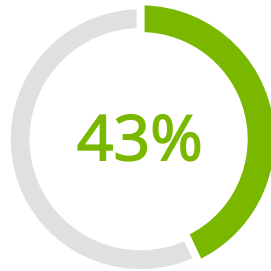
According to SiriusDecisions Research



Only 14% of b-to-b organizations say they have an aligned planning process across product, marketing and sales

CMOs report their top transformation issue is marketing planning and strategy

#1

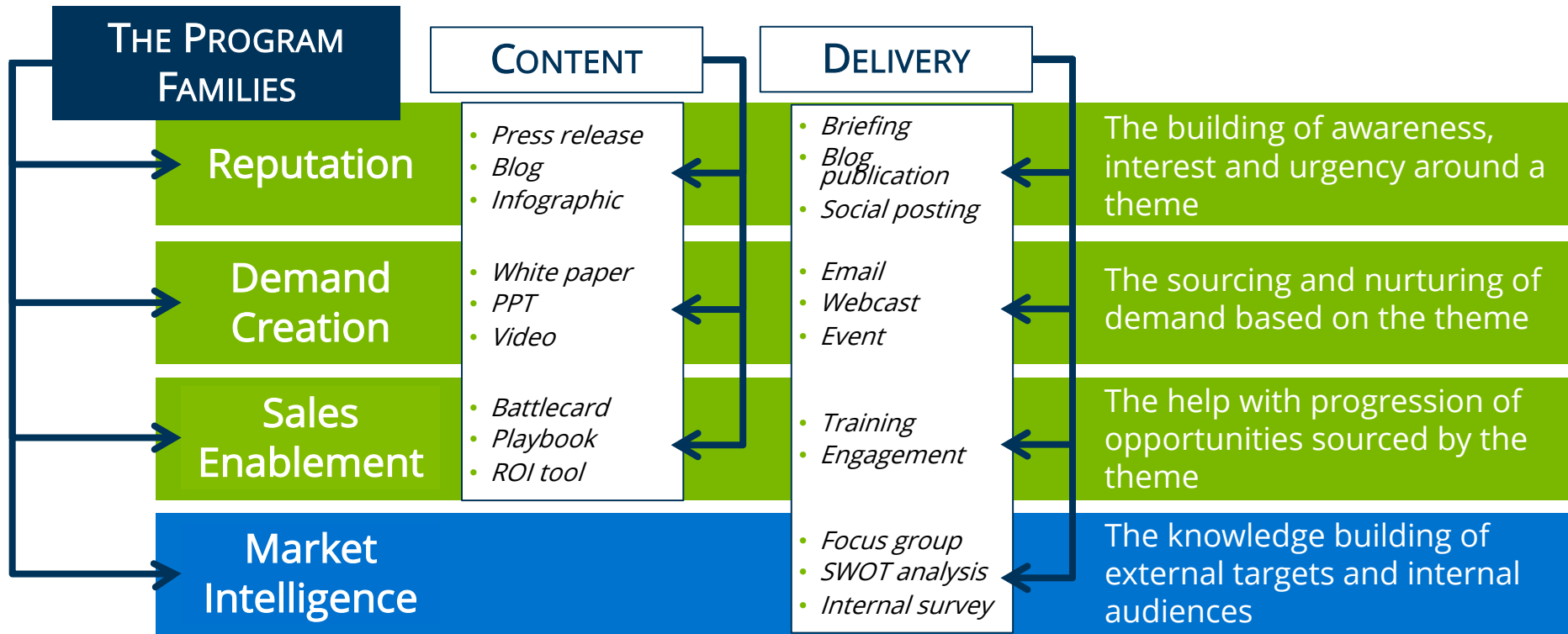


43% of CMOs plan to increase marketing planning and strategy headcount over the next two years

Sources: SiriusDecisions 2017 Sales Planning Study, SiriusDecisions 2017 Global CMO Study

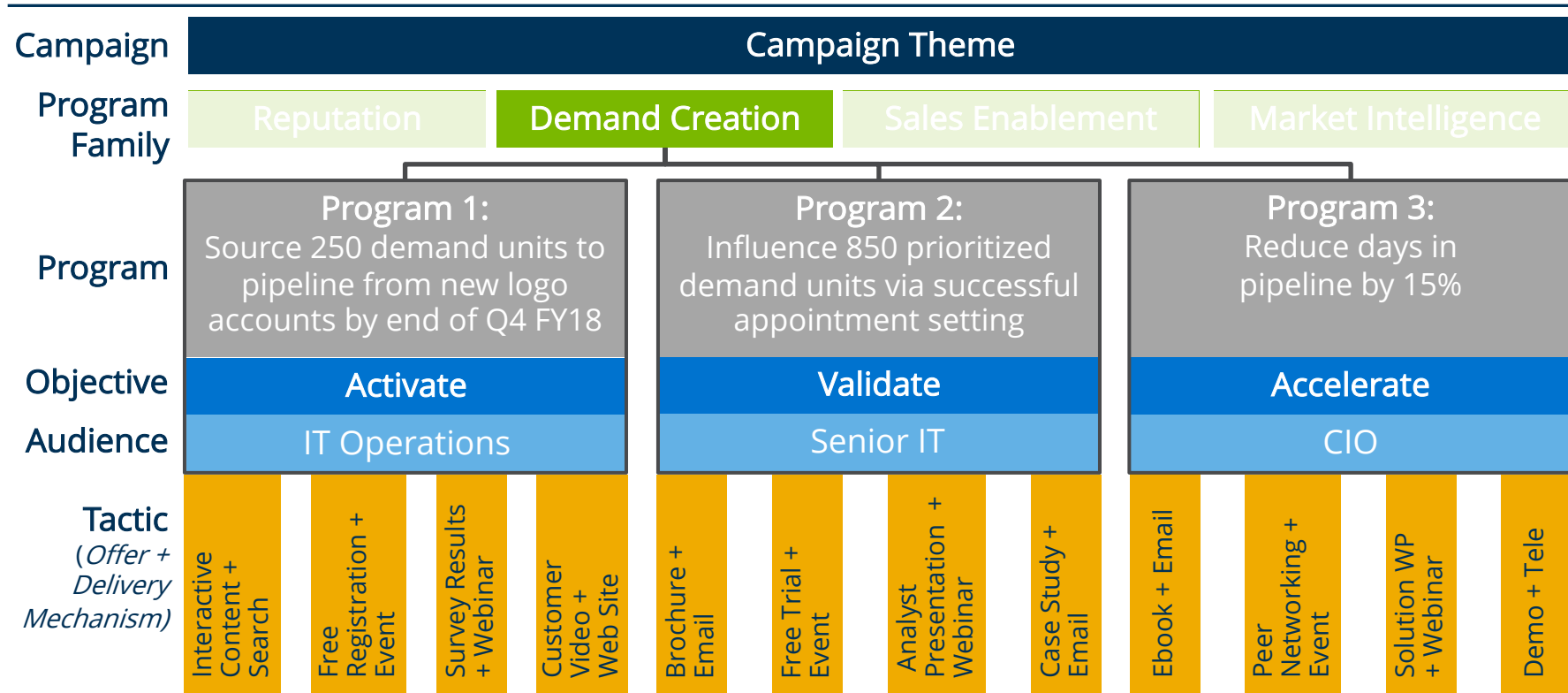
Campaigns Provide Structure Ahead of Execution

SiriusPerspective: Campaigns organize sales and marketing efforts around a defined audience and buyer need; thus helping to align resources and actions to business goals.



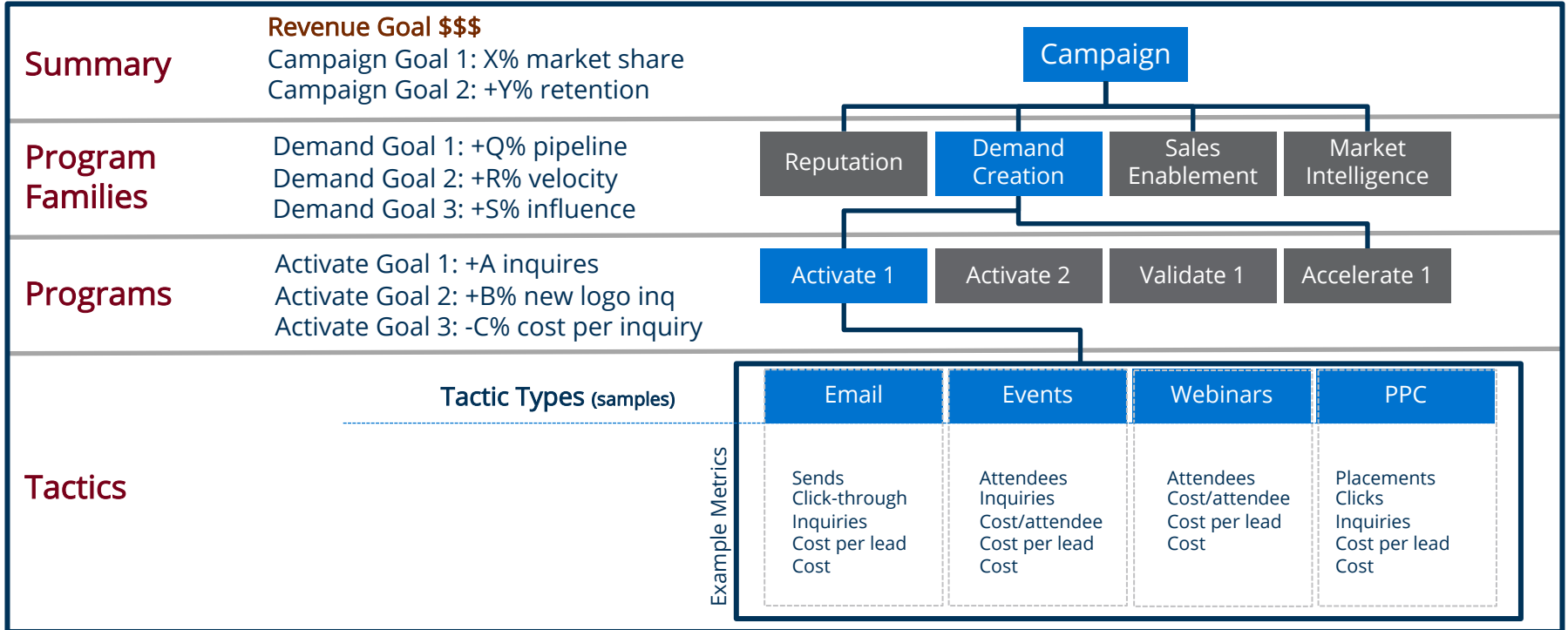
Design Programs To Accomplish Specific Objectives

SiriusPerspective: Program planning within campaigns will further specify what needs to be accomplished and how marketing resources will be applied.



Clear Objectives Enable Precise Measurement

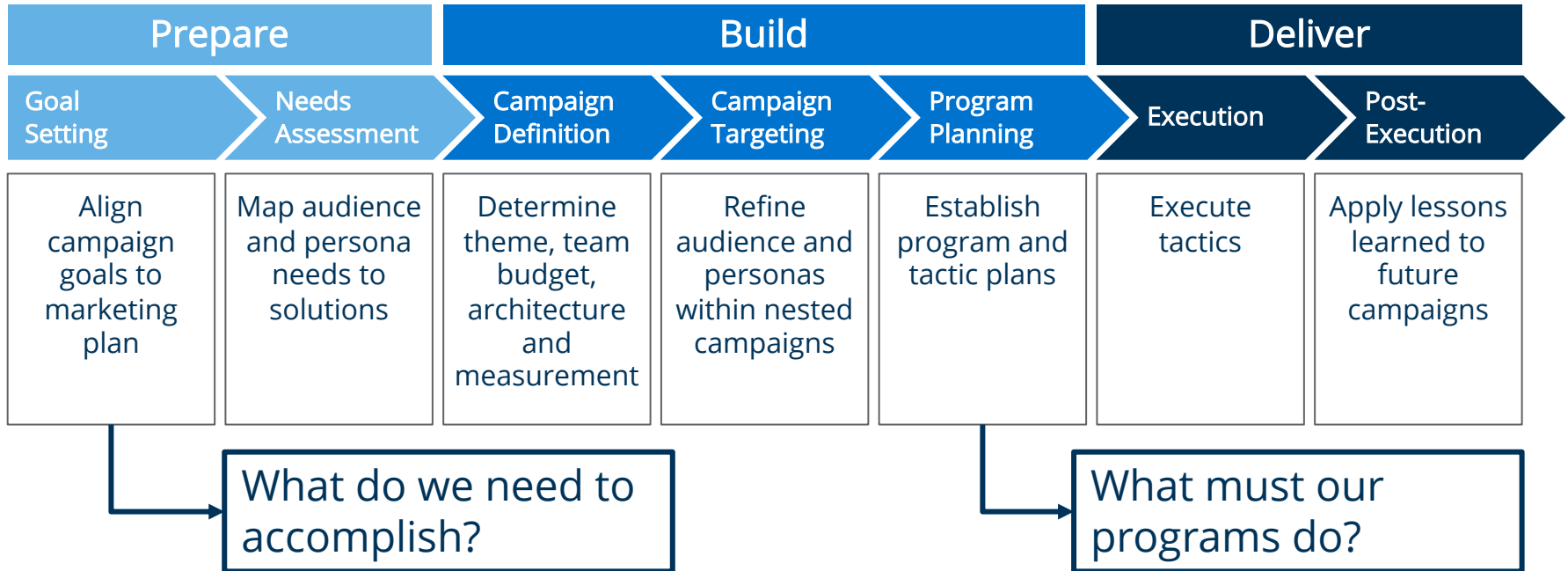
SiriusPerspective: Tactics success must be viewed within the context of campaign, program family and program goals – otherwise, performance is only a measure of responsiveness.



Campaign Planning Requires Discipline

SiriusPerspective: A campaign planning process will facilitate the breakdown of higher level business goals into smaller goals, before resourcing a series of tactics.

SiriusDecisions Campaign Implementation Process

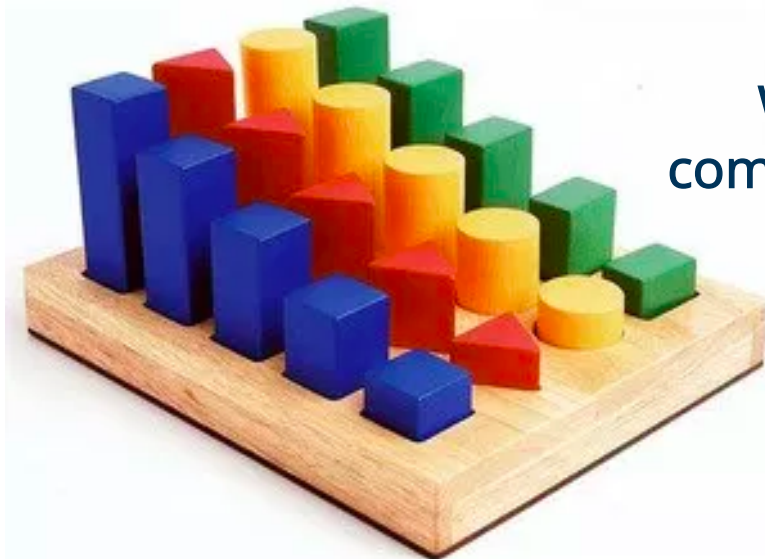


Categorization Is Essential

SiriusPerspective: Any real understanding of performance depends upon grouping and understanding tactics based on who they're for and what they need to accomplish.

Recommended minimum categorization:

- Campaign
- Audience
- Program
- Buying stage



Why do so many companies struggle with this?

Challenges Along the Way

SiriusPerspective: Without a deliberate planning process and technologies to support goal capture, goal distillation and the categorization of tactics, marketing measurement can't fulfill upon its visibility promise.



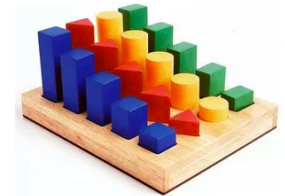
Planning Process

Following a systematic approach to campaign planning aligns activities and effort around agreed outcomes



Goal Capture

Quantifying goals at multiple levels of a campaign hierarchy is necessary to understand achievement



Categorization

Tactics must have an intended purpose and audience – scalable measurement requires reasonable tactic metadata

The Role of Marketing Operations

SiriusPerspective: Development of scalable process and supporting technology for cross-functional execution cuts across the priority pillar of marketing operations leaders.



Flagship Models

Closing Thoughts

- Accountable and insight-rich measurement is contingent upon a solid planning approach which conveys a context for achievement
- Disciplined planning requires a process-driven approach which aligns organizational functions and tactics around clearly stated goals
- Business systems need to be enlisted to facilitate the creation of these plans and build scale into the ways data gets categorized
- Effective marketing operations functions must play a role in establishing planning discipline and supporting technology

Questions?



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bit.ly/MarketersDataSet