

Part 6:
Sophisticated
MarTech to
Supercharge
Sales

what did your marketing budget buy you?

Part 6: Sophisticated MarTech to
supercharge sales and marketing

The Marketing Technology Landscape, published by chiefmartec.com and its editor Scott Brinker, is the most frequently cited source of the rapid growth of MarTech. The 2023 edition lists more than 11,000 MarTech applications in 49 categories.

In a market worth skyward of \$344.8bn, it only goes to emphasise the indispensable nature of MarTech in businesses focusing on demand creation.

Yet, according to Gartner, even those deploying MarTech, marketing leaders reportedly harness only around 58% of their stack's potential.

That's a lot to get your head around.

If you're an established vendor business you'll most likely have what you need at your disposal, but if you're a technology start-up, a channel partner or a Distributor, probably not so much.

If you expect a partner channel to do your sales work for you, what are the implications of that?

Part 6 of our series helps you consider what all this means and when enough is enough for modern demand creation.

1. Decision paralysis in the MarTech arena

Overwhelming options:

A multitude of offerings claim to address automation pain points, but commitment doesn't equate to success.



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Complexity and training:

The intricate market often confounds businesses. Even those investing in core training grapple with staying updated, making it challenging to select, integrate, and deploy optimal solutions. Expert consultations before decisions are often overlooked.

Balancing sales and marketing needs:

Sales teams dream of an all-encompassing CRM while marketing desires automation. Finding a balanced solution amidst expensive and overly-featured products is daunting.

2. Seeking strategy over short-term solutions

Software's purpose:

The intent behind software is to streamline operations, eliminating vagueness between departments like sales, IT, and marketing.

A mismatch in compatibility or exorbitant implementation costs risks spawning a

fragmented solution, diminishing efficiency, and ROI, and obstructing holistic reporting.

3. The Danger of the 'Frankenstack'

Temptations of novelty:

Adding new features doesn't guarantee better ROI. Overloading can spawn a chaotic 'Frankenstack', making cohesive reporting elusive.

Strategic planning:

A MarTech stack isn't just about tools but a well-planned collection to address business challenges and bolster revenue.

4. The conundrum post-investment

High hopes vs reality:

Once tools are chosen and campaigns launched, initial enthusiasm may wane. The software doesn't generate leads autonomously, necessitating ownership, expertise, and dedicated training.



5. Bridging sales and marketing

Alignment is key:

Despite larger budgets, bigger businesses often witness a rift between sales and marketing, diverging from the "marketing" ideal.

Operational hurdles:

Sales teams lament the dearth of quality leads and content, ideally in the domain of marketing. Gaps in processes breed friction between departments, leading to siloed operations.

SMBs and MarTech:

In smaller businesses, despite closer inter-departmental ties, absorbing new MarTech and integrating them often takes a backseat to immediate tasks.

6. Crucial MarTech investment tips

1. Distribution channel evolution:

Modern platforms like YouTube, Instagram, and Vimeo necessitate content adaptation, complicating tracking and engagement.

2. Managing content proliferation:

Investment in content must surge to meet buyer expectations, demanding a strategic marketing plan, varied content, and daily metric assessment.

3. Overseeing content display:

Abundant content requires meticulous management and visionary planning to maximize repurposing and ensure cost-efficiency.

4. Evaluating content performance:

Content must serve a specific role in the buyer's journey, and its productivity should be constantly measured.

5. Navigating metric challenges:

Grasp content impact through accessible metrics, like article visits or social media activity, while understanding deeper sales impact measurements can be intricate.

6. Steer clear of misleading metrics:

Ensure that lead scoring systems account for automated cybersecurity checks to maintain sales-marketing harmony.



Conclusion:

MarTech, in the right organisational setting, is a potent force.

It joins marketing and sales operations and intelligence into a seamless activity, with the capability to strip away irrelevance so the important buyer leads are at the top of the pile.



A win for buyers - a win for you.

Our three founders have had long careers specialising in Strategies for Growth, Communications, and Martech coming from diverse backgrounds in Technology and Retail Advertising markets.

We've witnessed the way technology buying has evolved, recognising the nuanced paths of today's decision-makers.

Today's buyers think differently; their decision-making paths aren't straightforward anymore.

Our deep understanding of the complexities, challenges and risks of not achieving adequate ROI on sales and marketing investment led to us creating this market-beating programme.

Market Activation™, is a programme designed to build buyers' trust and engagement with brands whilst supporting our clients by providing actionable data to create better-informed sales conversations.

By making ourselves accountable for the end-to-end process, we're able to guarantee the results from the start.

Through Market Activation™, we bring clarity, responsibility, and a sure-fire path to growth.

We hope you like it enough to ask us to show you how we can transform the value you get from your marketing investment in the form of better sales outcomes.

www.theamigosnetwork.com

Book a meeting with us and learn how to use sophisticated MarTech to supercharge sales:



Book a Meeting