

Marketing Ops is Everything That Makes Marketing Happen

Global marketing teams face increasing pressure to plan and implement effective campaigns while navigating today's fast-changing business landscape. To succeed, global marketers need to think differently, react immediately, and execute campaigns quickly.

This requires both agility and effectiveness. Global marketing teams must collaborate from anywhere, and be supported by systems that enable automated workflows, visibility, access to content, and real-time results, all from a single platform (one version of the truth).

However, many global marketing organizations are still working with outdated marketing processes that inhibit workflow management and campaign planning and ultimately impact marketing effectiveness. Older marketing tools were not designed to deliver the scale and orchestration required of marketing today.

With CEOs looking to marketing as a critical driver of business growth, marketers have no choice but to modernize their marketing operations. No longer the backwater of the department, marketing ops is taking a central role in the intelligence, development, and management of the marketing function.

Today, marketing ops is everything that makes marketing happen. It is central, and it is strategic. It is the difference between marketing organizations functioning smoothly and responding to marketplace challenges and opportunities and those that are not.

In an independent research study commissioned by BrandMaker, 100 VP or C-level marketing executives at retail, financial services, and FMCG global companies with more than 500 employees shared their experiences and attitudes around marketing ops.

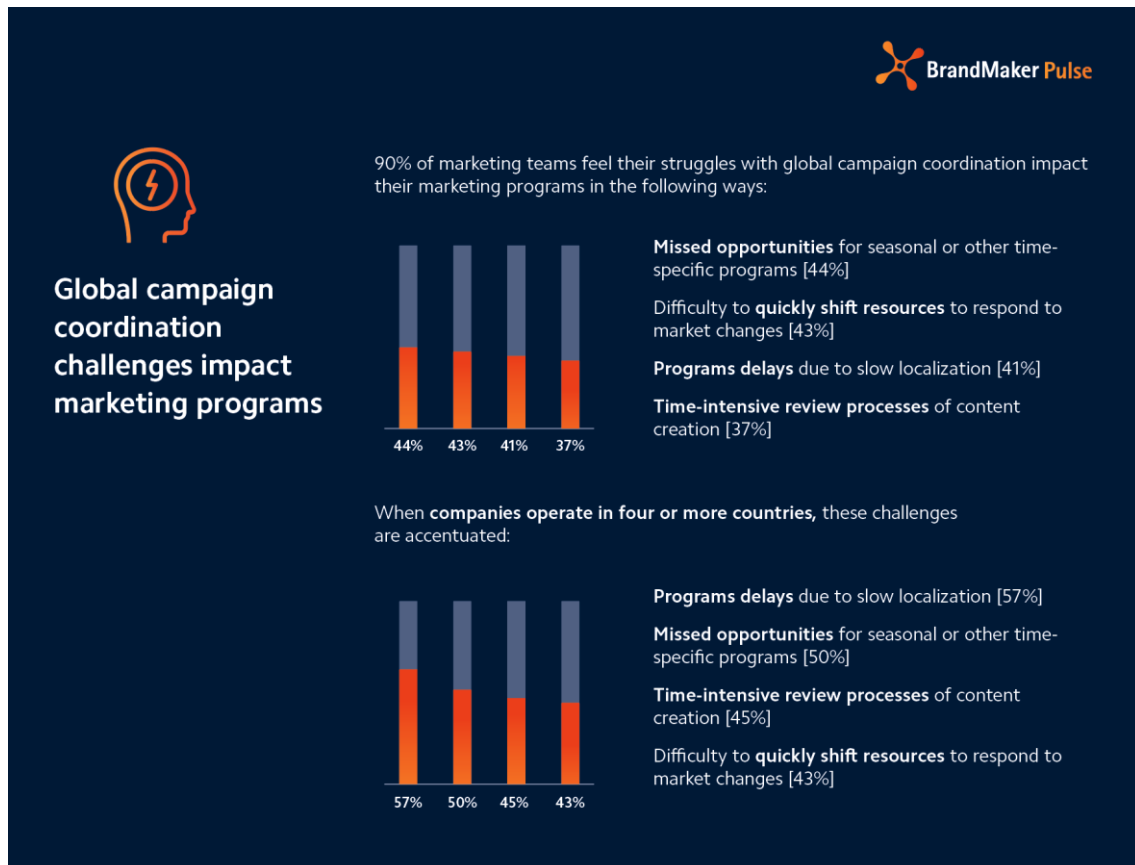
The research, conducted by Dimensional Research, revealed that only two in five give their marketing operations solutions an A-grade and that marketing and campaign planning tops the list of marketing operations investments.

Global campaign coordination challenges impact marketing programs

A brilliant creative campaign that ticks all the boxes in one market may be a complete failure in another due to different cultures, outlooks, and ideas. It is a major challenge for global organizations to adapt and localize campaigns across markets and regions to attract a local audience while retaining the campaign's key messages and concept.

In addition to managing campaigns across multiple geographies, coordinating the work of stakeholders and agencies via a single point of information and direction is also crucial to global campaign success.

Agility means the ability to know what works and what doesn't, to learn fast and fail fast, to update the marketing plan on a dime, and then push those changes throughout a global organization so everyone is on the same page and can successfully execute as a cohesive, coordinated team.



Campaign management is a key responsibility of marketing ops & needs improvement

BrandMaker research revealed that all organizations surveyed have a marketing operations function, and most (70%) have a dedicated team; all that don't have a dedicated team plan to have one.

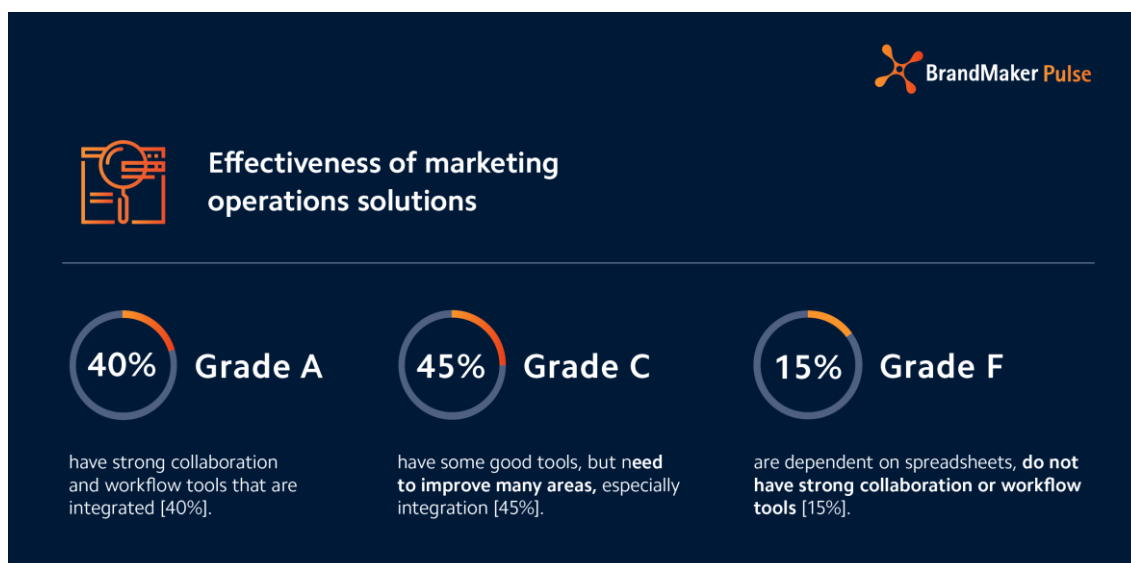
The key responsibility of the team, according to the research, is planning, developing, and implementing marketing campaigns (73%), and this is even more so in companies with 5,000 or more employees (80%).



Campaign management is a key area of improvement with 46% of marketing executives reporting they would like campaign management improvement to quickly deploy and adjust campaigns in response to market feedback and changes.

Marketing and campaign planning tops list of planned marketing ops investments

Operations is the central nervous system of global marketing. CMOs and their teams must take a hard look at the short-term quick fixes and the substantive change that yields substantive results. In our world, one-size-fits-all is one-size-fits-none and has led to some dissatisfaction with marketing ops solutions. When asked to describe the effectiveness of their solution, the following grading was reported:



Marketing and campaign planning tops the list of 2021 marketing operations investments, with 60% of CMOs agreeing this a core area for investment.

50% of CMOs would like to invest in expanding automation of marketing functions, while 39% view optimization of workflows and resource allocation, a key area of investment. The latter is a greater investment priority for larger companies with over 5,000 employees, with 53% wanting to invest in workflow optimization.

SaaS platform to solve the complexity of marketing operations

Marketing ops is ripe for digital transformation globally, and the BrandMaker SaaS platform of best-in-class solutions stands out in a fragmented marketing technology ecosystem that requires better orchestration.

By providing a single, integrated SaaS platform to manage, simplify, optimize, and automate the entire marketing value chain, BrandMaker brings much-needed collaboration, visibility, and agility to marketing operations, and the ability to manage, measure and continually improve marketing return-on-investment. BrandMaker's award-winning SaaS platform solves the complexity of marketing operations by removing silos and providing seamless marketing operations orchestration.

Think Bigger

About Marketing Operations