

# MARTECH STACK MATURITY GROWTH AND SCALE OF THE MARKETING TOOLS

1

## THE EARLY STAGE



- Capabilities Needed**
- Brand Recognition
  - Inbound Marketing
  - Outbound Marketing
  - Sales

- Tools to Meet Those Needs**
- Content Management System (Website)
  - Email Tool
  - Social Media Accounts

- Potential Additions**
- CRM
  - eCommerce Platform



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## THE PROGRESSIVE STAGE

- Capabilities Needed**
- Reporting on Key Metrics
  - Lead Lifecycle
  - Sales Automation
  - CoE & SOPs  
Standard Operating Procedures
  - Data Enrichment
  - Compliance  
GDPR, CASL, CAN-SPAM, CCPA, ePrivacy

- Tools to Meet Those Needs**
- Marketing Automation Platform (MAP)
  - Event Platform
  - Advertising & SEO Technology
  - Sales Tools  
Prospecting Tool, Automated Sales Sequencing



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## THE MATURE STAGE

- Capabilities Needed**
- Multi-touch Attribution Reporting
  - Account Based Marketing (ABM)
  - Lead & Customer Lifecycle Process
  - Dynamic Personalization
  - Process & Governance

- Tools to Meet Those Needs**
- iPaaS
  - Data Warehouse
  - Data Visualization Platform
  - Sales Tools  
Chat Bot, Scheduling Tool
  - ABM Platform



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## ACHIEVING A WORLD CLASS SCALED MARTECH STACK

- Capabilities Needed**
- Predictive Analytics
  - 360 Degree View of Customer Journey
  - Fully Integrated Technology
  - Full Data Management
  - Asset Management

- Tools to Meet Those Needs**
- Customer Data Platform (CDP)
  - Data Management Platform (DMP)
  - Digital Asset Management (DAM)

