

# MarTech Stack

**FOUNDATION. BUILDING BLOCKS. THE GLUE.**

Within the last decade the number of marketing apps has skyrocketed from about a dozen to thousands. Leaving marketings experienced in brand and demand having to expand their knowledge to include supporting technology. Let's face it, technology is the future and learning how to build a strong MarTech Stack is going to be a must have for companies to keep up in today's marketplace.

Leadous helps organizations navigate a 10 step process to get started in building your MarTech Stack, or to evaluate the current technologies and have to reinforce the foundation and continue to build. We are the glue.

## 1. ESTIMATE YOUR MARTECH BUDGET

Some are free and others have licensing fees, but all are going to take resources to run them. When it comes to budgeting MarTech you can assume that your existing team is going to run it and get free versions. However, you get what you pay for. Consider license fees, implementation and if not ongoing services, at minimum support. You're not an expert in MarTech so don't be afraid to ask for the help you need to be successful.

## 2. DEFINE YOUR GOAL

1 \$1M Lead or 1M \$1 Leads. The goal is probably somewhere in that range, but getting specific about what it is will help you to determine activity versus progress. Once you define it, take it a step further and baseline where you are starting so you can quickly identify the things that are moving, accelerating your lead generation efforts.

## 3. REVERSE ENGINEER YOUR SALES TO LEADS

How much revenue do you need? What is the average deal size? What are the sales and marketing phases and goals through and the conversions at those points? How many marketable contacts are in your database? This item is often dismissed, but helps you visualize the flow of revenue from a contact to a lead to a MQL to a customer, and every phase in between. Use this to pinpoint where in the funnel you can make the biggest impact.

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## 4. DETERMINE WHERE YOUR MARKET 'DIGITIZES'

Where does your marketing receive and share information? With so many options social, email, web, it is important to determine where your market goes for information and then meet them there. Figure out the topics, frequency and depth of information and then take them what they need where they want it. Ask yourself which MarTech options support this.

## 5. DEFINE WHAT YOU CARE ABOUT

Engagement. Conversions. Leads. With increasing buzz words and metrics surrounding marketing ROI, every marketer needs to pick an aspect they care about based on their maturity in the market and ability to measure what they care about. With focus, you can improve that aspect. Then ask yourself, which MarTech options support this?

Proud 7+ Year **Platinum Partner** of **Adobe**

## 6. COUNT YOUR ASSETS

It's a numbers game. You should never invest in MarTech with only a brochure on hand. Go through the process of cataloging how many pieces you have in your asset portfolio, what topics are covered and if they are valuable. You can't start, exhaust your content in a week, and then start over... once you start the engine you have to keep feeding it with relevant, timely, thought leading content.

## 7. ASSESS EXISTING MARTECH INVESTMENT

Most people are MarTech-ing to some degree already. Ask yourself: What systems do you already use? Do you have opportunities to integrate? Are they working and you want to expand or do you need to rip and replace? It's okay to upgrade, but when you make that choice be sure you are dedicated to the work it is going to take to stand up and provide new solutions.

## 8. PLAN

A clear vision for how you see your MarTech stack maturing. It's called a stack because it's multiple components, one on top of the other. What do you have now? What do you want in the next 6-12 months? What do you see in the coming years? Are there any categories that you don't know about that you want to implement in the future? You can change it, but you need to see it as visualizing it.

## ABOUT LEADOUS INC.

We believe that marketing is a human experience.

Behind every email, logo and computer screen are people waiting to engage with the world around them. We connect people to your brand by enhancing your marketing strategy with purposeful automation that drives mindful digital experiences. Building a sound foundation for your team to deliver business results and create happy clients.

HAPPY CLIENTS are how we measure our success.

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on paper is a great way for you to assess gaps and get a future ideas mapped out to fill them. The old adage certainly rings true here, if you don't plan, you will fail.

## 9. MEASUREMENT

You have a plan, goals, and baseline - so how do you know if you are improving. Determine the metrics that will provide you a holistic view of your marketing efforts and measure them. Do it often and detailed in which the metrics will tell you what you need to measure next. Everything from the MarTech components will be uncovered that work to connect you closest to your market and what tactics and adjustments are having the biggest impact. Don't forget to consider attribution and engagement. The old adage certainly rings true here, if you don't plan, you will fail.

## 10. BUY IN

You can't do it by yourself. Regardless the size of your company, vet your plan internally to gain buy in that an investment in MarTech is something that the organization needs to support, in the way which you envision it. Talk about it often and to everyone. Others will be on board, and some will take convincing, but bottom line if you don't do it now you'll be left behind.

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