MarTech

Enable growth by choosing the right MarTech portfolio for your business concern.

January 2022

Intro

Data-driven digital marketing has become state-of-the-art for marketers today. Why? Because it allows marketers to build their strategies and campaigns based on real user insights and data rather than gut feeling and theoretical assumptions. Data protection requirements and the need for personalized campaigns are further increasing the importance of data-driven marketing.

Choosing the right tools for your digital marketing is crucial for the performance and effectiveness of your marketing budgets.

These tools set the guide rails for data quality, workflow speed and overall campaigning possibilities. In other words: They determine how much you can grow your digital net sales.
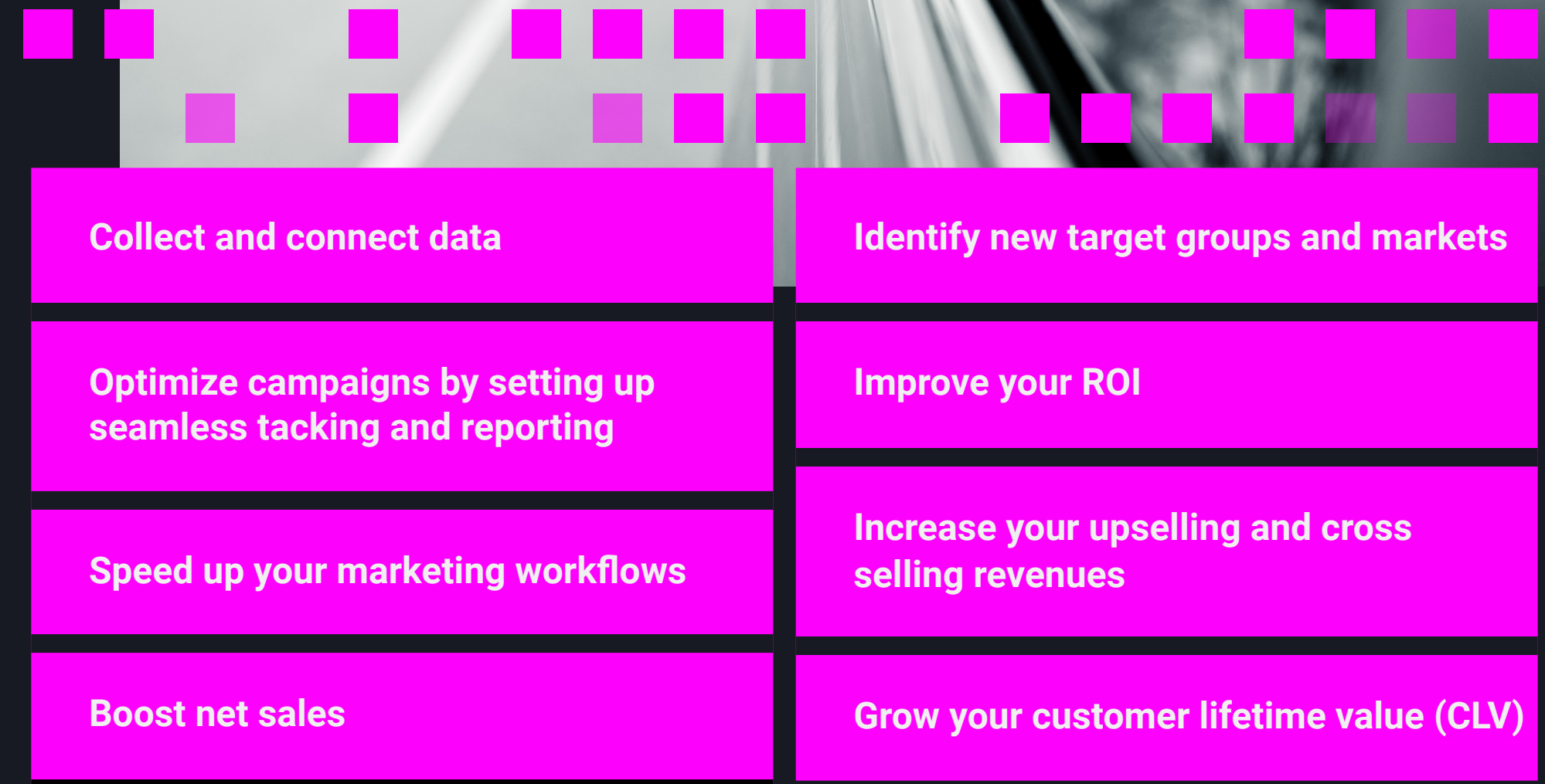
The article below will answer three key questions:

1 Why do you need a digital MarTech tool and what are the benefits for you?

2 How do you find the right tool set for your purpose?

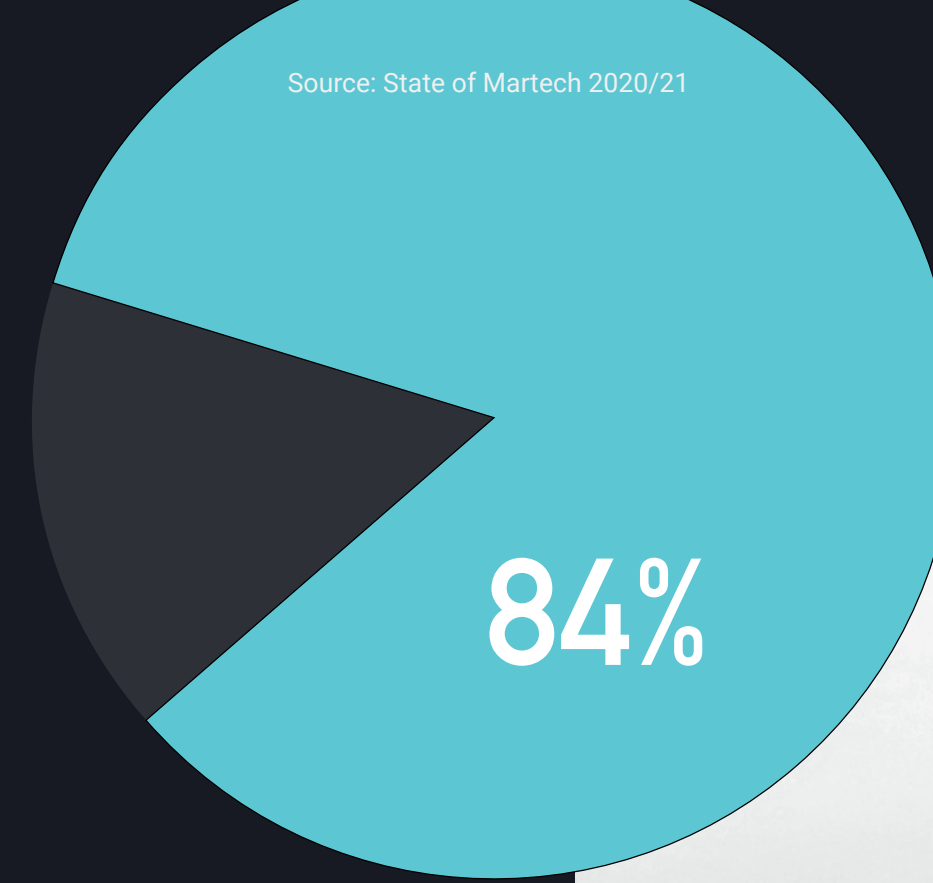3 Which levers drive results after the implementation and where do you need to act?

Benefits of MarTech

MarTech is probably the biggest enabler for your digital marketing department as it will allow you to build data-driven and result-oriented campaigns.

It helps you

|	
Collect and connect data	Identify new target groups and markets
Optimize campaigns by setting up seamless tacking and reporting	Improve your ROI
Speed up your marketing workflows	Increase your upselling and cross selling revenues
Boost net sales	Grow your customer lifetime value (CLV)

Choosing and implementing a MarTech tool is just the beginning of your journey

Percentage of marketers either already prioritise marketing technology or have more appetite to use marketing technology across the business

84%
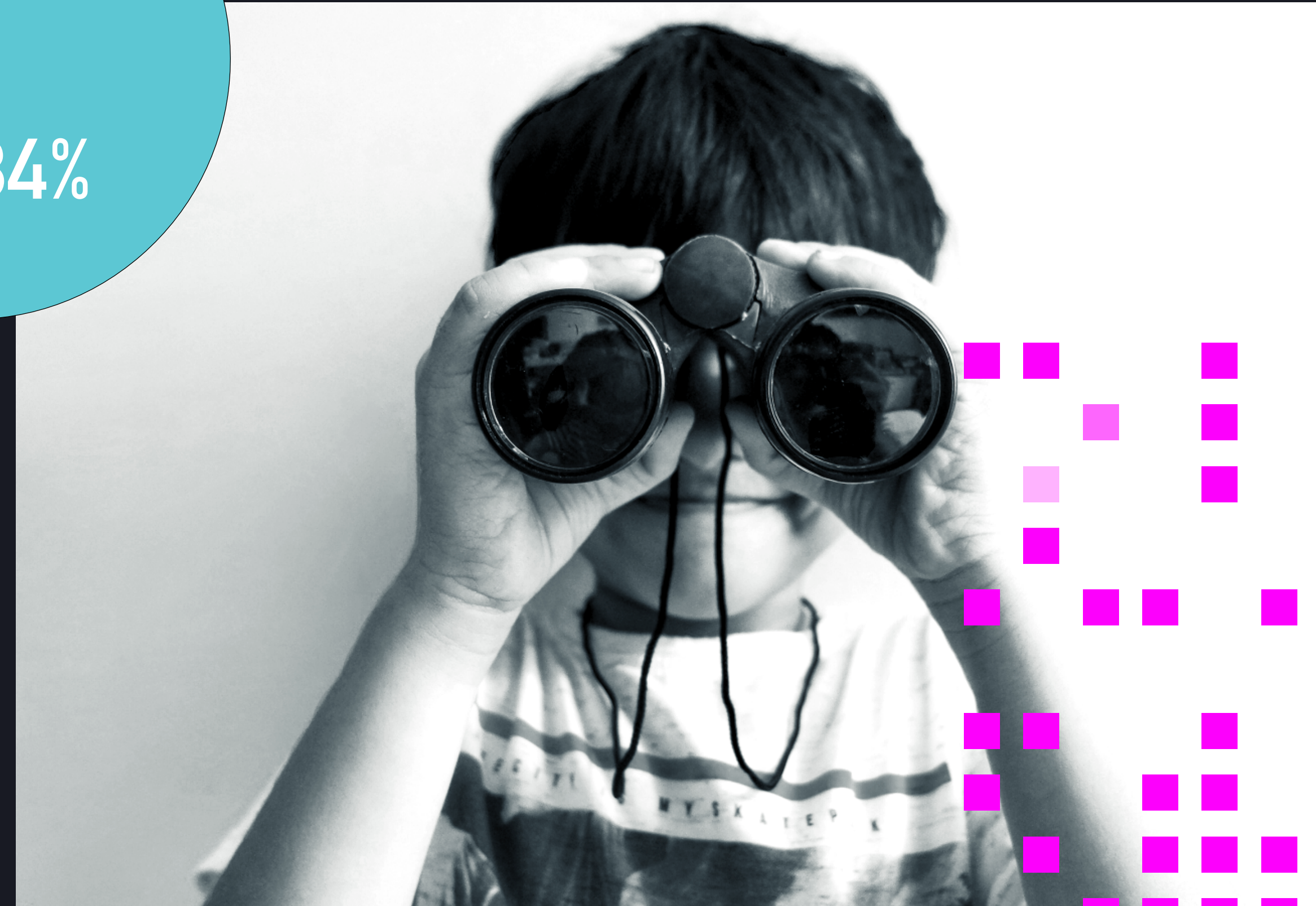
Sounds like the holy grail, doesn't it?! But choosing and implementing the right tools for your business needs is just the beginning of your journey. Now, you have to get your people on board. In order to untap the full potential of your MarTech solution, a ramp up phase of around 6- 9 months is crucial to make sure your transformation will be successful. This ramp up phase will focus on tool acceptance throughout the organization, it will include a learning phase for your internal team members, as well as your external agencies and partner, it will cover the data and consent collection and support the organisational change to work data-driven and not just data-informed.
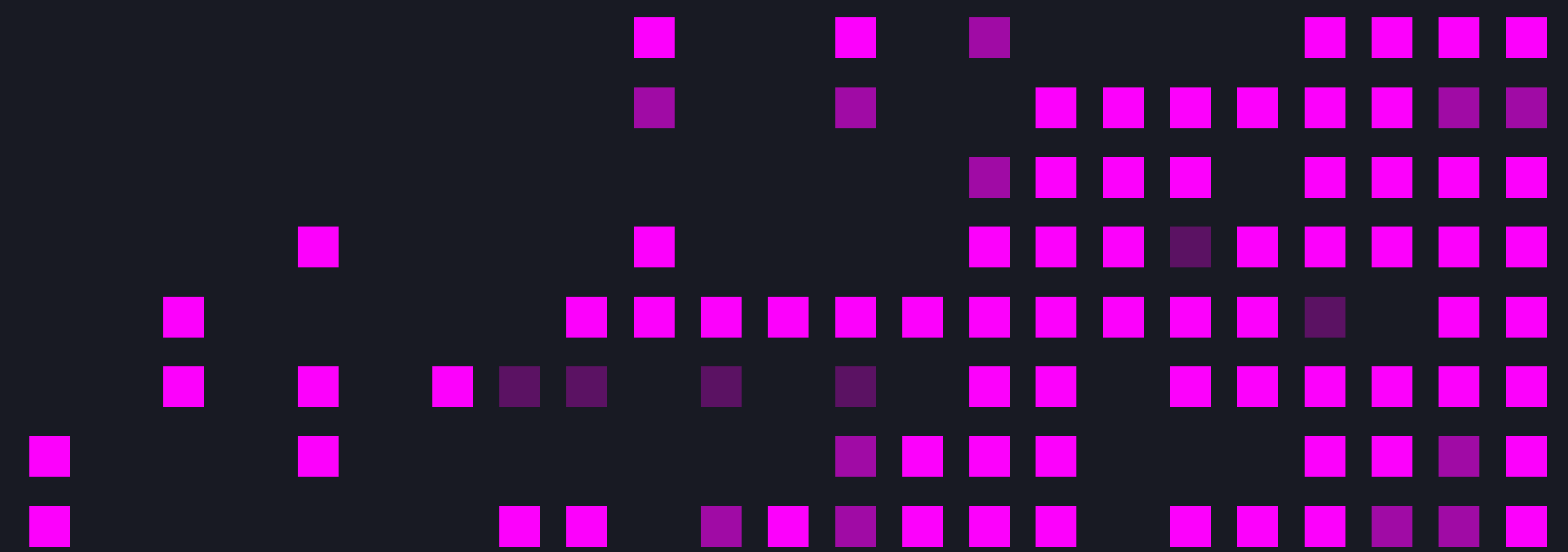
How do you find the right tool approach for your purpose?

The first question clients ask me is: "What's the right tool set for my business?" My honest answer is: Well, it depends. Unfortunately, there is no one-tool-set-fits-all solution on the market. Even though I am pretty sure that some cheeky sales agents will try to convince you otherwise. If you are looking for a new MarTech tool set, you have two options:

1 You can evaluate these tools on your own - which can be quite time-consuming.

2 Or you hire a technology neutral consultant who helps you decide on the right tech stack by sharing their experience, giving best practices and most importantly, by knowing these tools inside and out, and not just from a sales demo.

Either way: Your perfect tool set must - first and foremost - cater to your business purpose. Not all tool sets will work for B2B clients, e-commerce shops and content pages in the same way. So, I advise my clients to:

- focus on your business purpose and needs

- check your growth potentials

- consider your digital marketing channels and opportunities

This will already limit your tool selection. implementation and where do you need to act?

Don't wait for a 100% solution

There isn't a tool in the world that will fit 100% for your business, industry and company needs. This is a welcome excuse for some marketing managers to not change anything at all and stay in the some old rut. My honest advice: Don't make the mistake and keep waiting for the perfect tool. Choosing a tool at all is half the rent. Let it cover 70% of your expectations, and then learn to master your tool and integrate it into your tool architecture. This will increase your solution up to a 90% fit and will give you an immense competitive advantage to your competitors who are probably still waiting for the perfect tool to come around.

Use cases help making an informed decision

How well a tool fits for your company, depends on three things:

1 which purpose it should fulfil,

2 who is using it

3 and how well it is implemented.

Let's take an onsite personalization tool for your website: Your requirements will be different if your UX team and digital marketing team will be using it or, if it is used by your analytics and data engineering team.

Building a platform for your digital marketing growth

TIP

Take your time to answer the first two questions above - purpose and user - and write down use cases. This will help you get an overview on your must have and nice to have requirements. It will also help your internal team prioritize the features, rather than writing dowa wish list of things that have no business impact whatsoever.

2 major approaches

Altogether, there are two major approaches for your MarTech Stack: the best of breed approach and the full stack approach. Both of them have their strengths and weaknesses. Over the last couple of years, marketing teams have been favoring the full stack approach. Currently, we notice a slight counter movement towards the best of breed approach.

As I mentioned earlier your business purpose needs to be in focus for your decision. I will give you an example to make it more clear. Let's say you are in the apparel production business. Everyone around you is going for the full stack approach which would be a fully automated assembling line, ready for mass production. After the implementation they are reporting higher efficiency and more than doubling their sales. It sounds too good to be true and you are seduced to go for the full stack approach as well. However, you are producing tailor-made suits and an automated production line won't work for you. You have to choose the best of breed approach by investing in the best sewing machines and the best cutting machines.

Top 3 barriers for MarTech adoption:

1 Change of working culture

2 Lack of knowledge

3 MarTech implementation

Best of breed approach

The best breed approach uses different tools which are best in class in their dedicated fields. Best of breed can be for you if your business has to work with tool providers within the EU due to regulations. It can be a good approach if speed is not your main concern, for example if you are collecting B2B contacts and sending out a mailing every other week or on a monthly basis. The best of breed tech stack is often called "Frankenstack" by marketeers and got its name simply from the complex architectural picture you will get by choosing this approach.

Please keep in mind: Best of breed solutions might be more cost-intensive if you need several tools and are negotiating with different suppliers instead of one large company for your full stack solution.

Frankenstack

Key advantages

- Broader and better function of a single product
- Improved support and SLA
- Better customization for your business needs
- Data protection standards might be higher
- More appropriate solutions for small businesses
- Offering managed services

Disadvantages

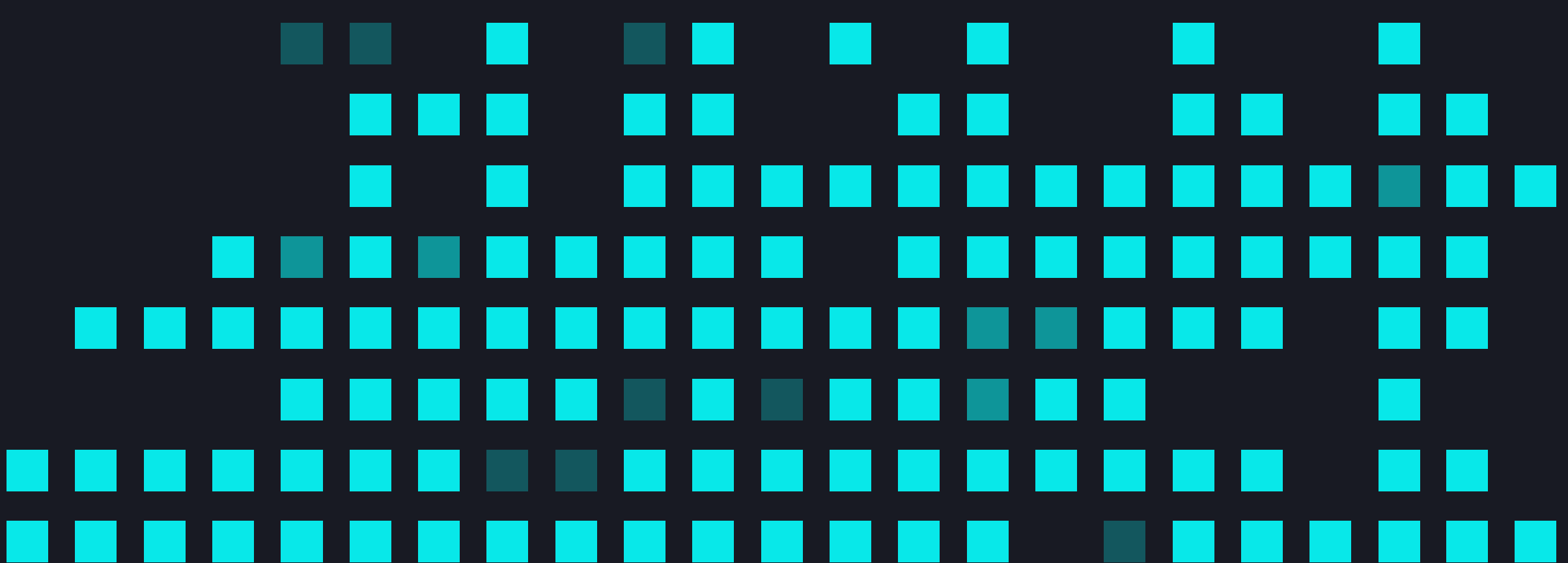- Poor data connectivity between single players
- Overall higher pricing
- Loss of data and data quality
- Time consuming work flow
- No standard end-to-end reporting
- Higher efforts for calculating KPIs

Full stack approach:

Google Marketing Platform and Adobe Experience Cloud

The full stack solution is your approach to consider, if you are in the e-commerce business and data-driven campaigning is your key priority. There are a few full stack solutions on the market. If you have a large media budget, it is worth considering the Google Marketing Platform (GMP).

Although Google is not everyone's cup of tea, especially when it comes to data privacy, the Google Marketing Platform offers the most efficient solution on the market, when it comes to integration of your performance marketing data and connecting your first party data. The GMP also offers onsite personalization options, but on a rather basic level compared with competitors' tools.

The Adobe Experience Cloud is your tool stack of choice if you want to focus on onsite personalisation and optimization, but has some weaknesses when it comes to a full performance marketing integration.

Overall, both providers offer a really neat tool set. And with both, you have to make certain concessions if you use their out-of-the-box-solution. However, if you want to exploit their full potential, you can customize the out-ofthe-box solution to your business needs.
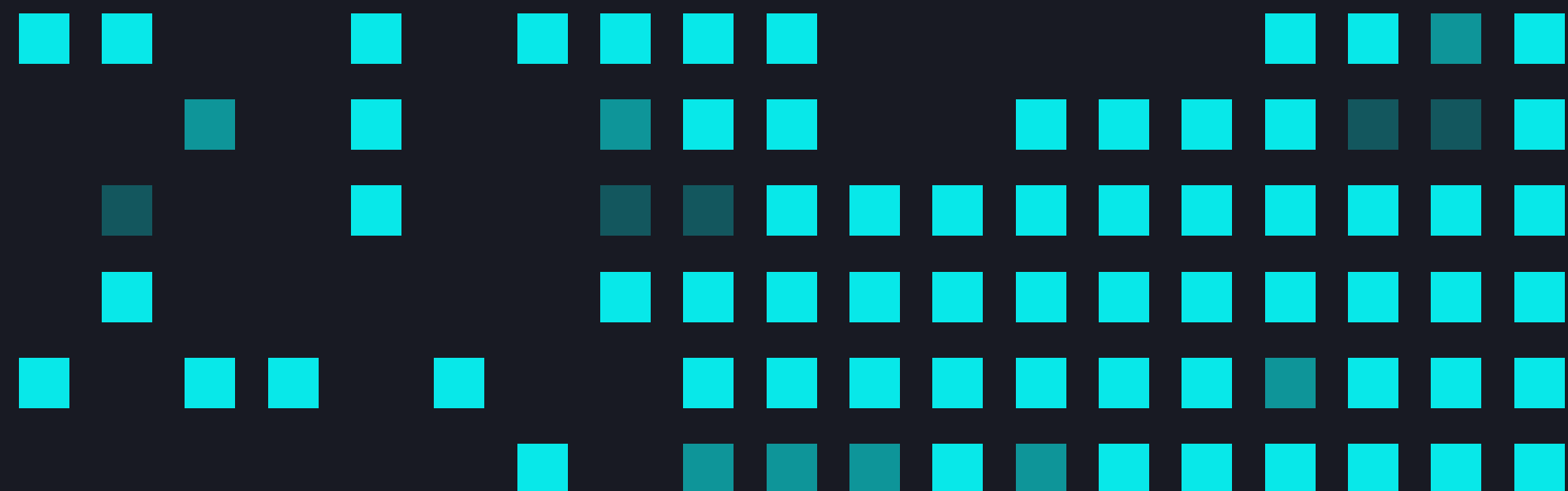
Key advantages

- All data in one system, no data loss
- Better data quality
- Often cheaper than multiple best of breed solutions
- Higher quality of KPI calculation
- Faster workflows for your teams
- Steeper learning curve
- More accurate reportings
- Faster upload and activation of first party data
- More optimization options for buying media
- Improved audience list and segmentation
- Improved onsite personalization

Disadvantages

- Almost no customization by the full stack provider
- High dependency on Google or Adobe
- Less flexible support and SLAs
- Cloud solutions mainly hosted in the U.S.
- Enterprise solutions only

Full Stack

Which levers drive results after the implementation and where do you need to act?

To all our clients, we recommend working with use cases and MVP models. Why? Because this method brings some important advantages.

1 Working with use cases helps you and your stakeholders focus on the must have requirements rather than nice to have ones. It will cut down your list of requirements and help you prioritize by adding a business value to every use case.

2 Working with MVPs, the team will learn to work with the new tool set step by step rather than getting tossed into cold water after the implementation has been completed.

3 The team starts working with the new tools on a smaller scope. Thus, adapting processes, workflows and understanding the data will come more naturally and less overwhelming and time consuming.

4 Management will see faster results. Therefore, the ROI pressure of the project will be lower.

5 Acceptance of the new tools will be higher, as the team sees results faster and they can celebrate their achievements on a use case basis rather than at the end of a year-long project.
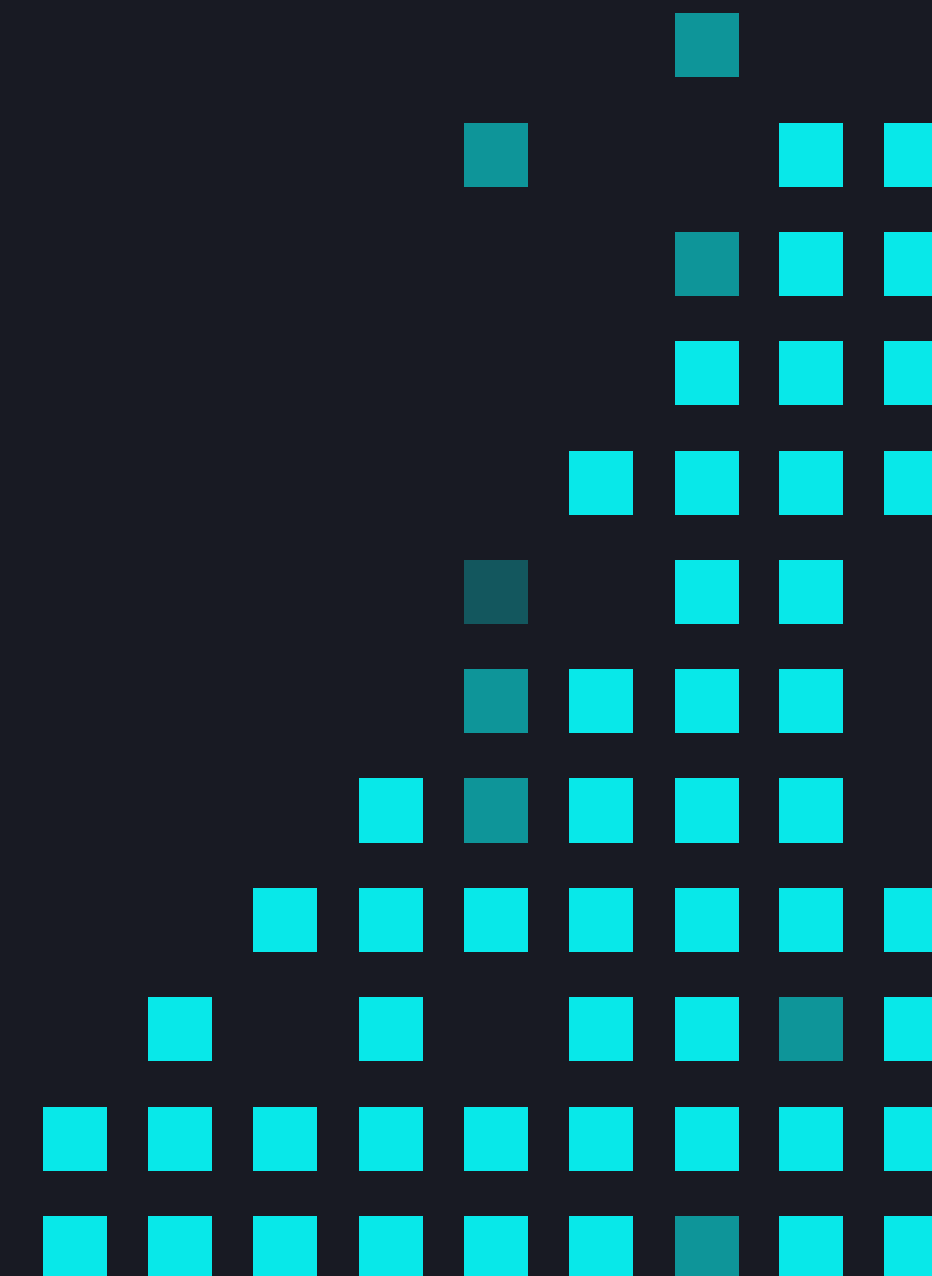
5 Higher acceptance of tools

4 Faster visibility of results

3 Data understanding more naturally

1 Focus on the must-haves rather than the nice to haves
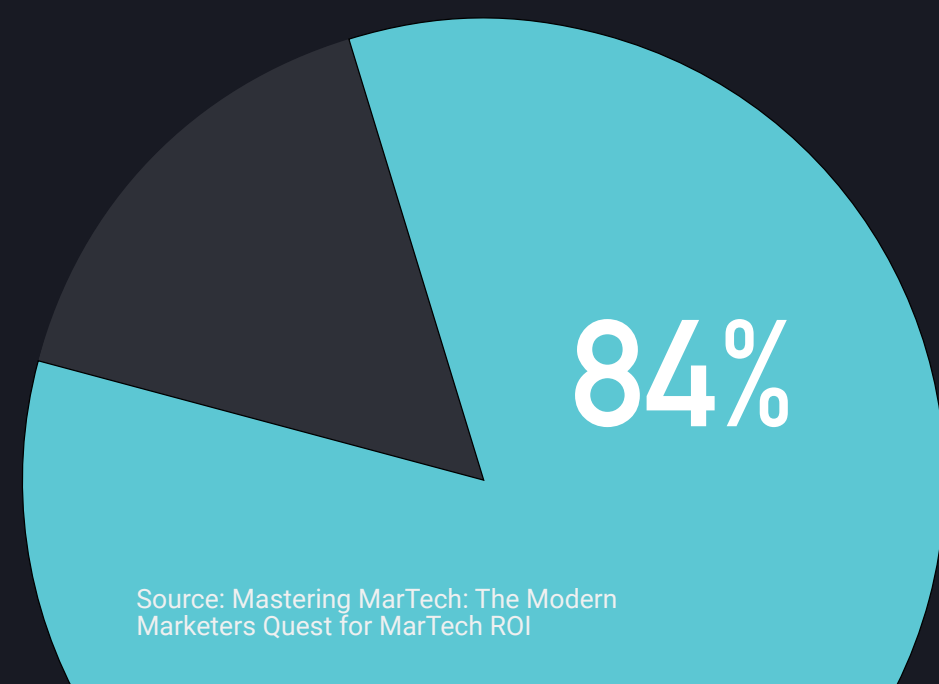
2 Learn step by step to work with the new tool set

Summary

1 Despite some common opinions, there is no perfect tool out there to solve all your digital marketing challenges at once. Deciding on your future MarTech tool should always be based on your business needs first. Collecting use cases helps with that decision.

2 Just implementing a MarTech tool set won't bring results. A thorough ramp up phase is crucial to untap the full potential of your new tool set and get your team and stakeholders on board.,

3 MarTech is probably the no. 1 enabler for digital marketing teams to boost digital sales. Therefore, there is no way around to implement a state of the art MarTech environment based on your business needs. It allows you to not only be data-informed, but to make informed decisions based on this data and get the according results.

4 Digital marketing has become more and more dependent on data including the legal consent requirements as a precondition for personalization. So it has become inevitable to create a technical infrastructure that allows marketing teams to work efficiently and to focus on the customer preferences by using personalization.

5 A MarTech solution is not just an advantage for the digital marketing team. Due to more accurate campaigning and personalization, it will improve customer experience and consequently the customer lifetime value as well.

To sum it all up: Choosing the right MarTech stack has become a necessity for digital marketers to stay competitive and serve digital marketing from a data protection and customer perspective.

84%

Percentage of companies that stated that re-skilling current marketers with MarTech fundamentals is their priority.

Source: Mastering MarTech: The Modern Marketers Quest for MarTech ROI
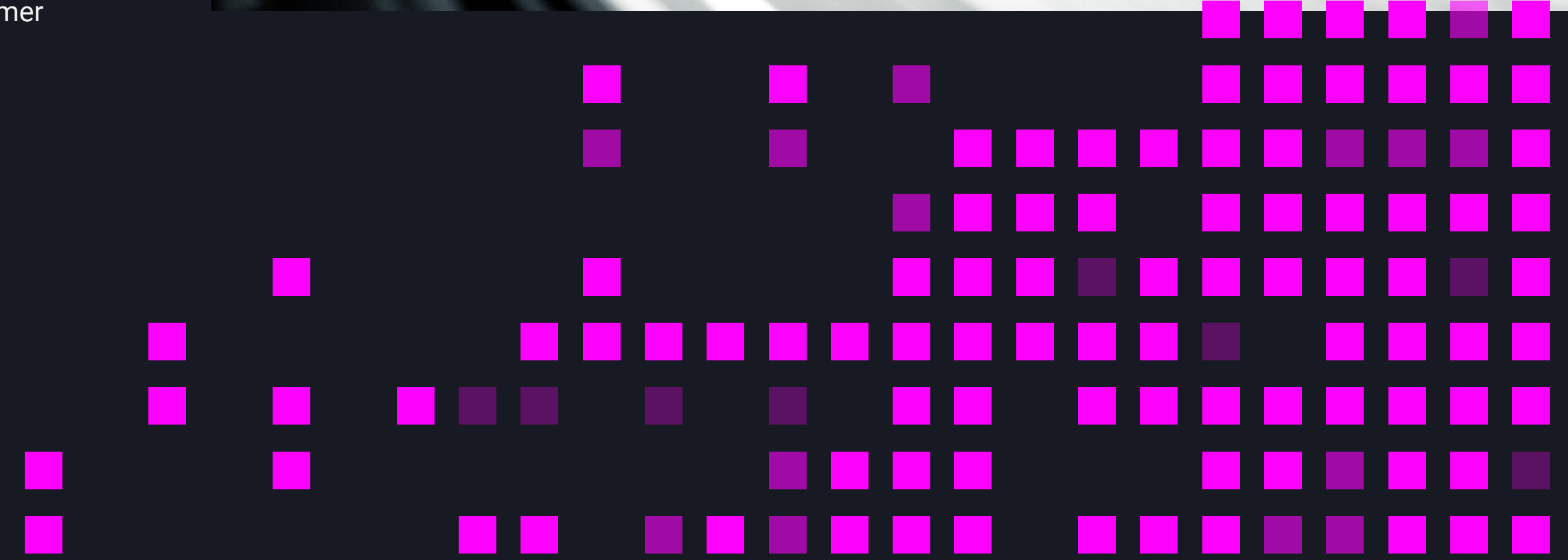
10 golden rules to maximise your results

1 Decide on a tool based on your business requirements and get help from a neutral consultant

The right choice for a MarTech tool will highly depend on your business needs. Nobody knows your business as thoroughly as you do. So don't give too much on recommendations from industry experts or opinion leaders, and choose a tech stack that fits your individual requirements.

The tons of options in the MarTechmarket can be quite overwhelming. Getting help from a technology expert can be a pretty good idea to come to a decision as they will bring expertise and best practice examples to the table. Just make sure they want to understand your business first before they make any general suggestions or favor one certain technology provider.

2 Make sure you involve all stakeholders

Identifying all stakeholders is crucial for the success of your project. It sounds very simple to include everyone, but it is not. Knowing and identifying the stakeholders that need to work actively on the project and those who need to be informed or aligned with is fundamental in your setup phase to make sure your solution will be accepted later on throughout your company. This lack of acceptance is one of the most common pitfalls that causes software projects to fail.

Make sure to have every stakeholder on board. Be clear and transparent in your project communication. Celebrate small milestones with your team and stakeholders. These small things are strong motivators and will ultimately increase the acceptance of the tool throughout the organization.

You know your business best - don't follow blindly any recommendation.

Identifying all stakeholder is crucial for the project success.

Collect your business requirements and prioritize them.

Differ between active stakeholders and stakeholders that need to be informed on the project progress.

3 Collect use cases to prioritise requirements

In our understanding, it is not just about implementing a tool. It is about driving results with this tool in order to increase business/sales growth and efficiency. The best way to understand the requirements and to get results quickly is to work with use cases. It helps you get an overview of processes and workflows that need to be changed and makes the success of the project measurable.

4 Add a business value to each use cases to make sure you focus on the right features

Working with use cases brings another big advantage. By asking different business departments to add a business value to each use case, you make sure everyone gets heard (active stakeholder management!). It helps you distinguish between must-have and nice-to-have features, and helps you prioritize the use cases and measure the results.

By doing so, the implementation order of your features is based on their business value and not your working effort. Thus you will focus on must-haves, rather than nice-to-haves and keep the team motivation up.

Add business value to your use cases

To make sure you are focusing on the right features

To make it easier to distinguish between must-have and nice-to-have features

To help you prioritize use cases and measure the results

## 5 Involve your data protection team as soon as possible

Implementing a tool that will only work with data, the data protection team in your organization needs to be involved from the beginning to get a clear understanding of the purpose, scope and technology used.

We know that involving a data protection team might initially slow down your progress. However, from experience we know that it is better to involve them at an early stage rather than too late in the process. Working together as a team makes finding solutions for data protection challenges a lot easier. So keep your data protection team close and be open for their suggestions - and they will be open to yours.

6 Don't wait for a 100% solution

As dreamy as it sounds: There will never be a 100% out of the box solution for your specific business concern. The good news is: You don't need a perfect solution to be successful and grow your business. You just need to be brave enough to take a 70% solution and make it a 90% one - by implementing it right and mastering its usage.

The worst thing you can do is for the perfect solution to come around. With each week, you lose the opportunity to grow your digital business and give your competition an unnecessary advantage.
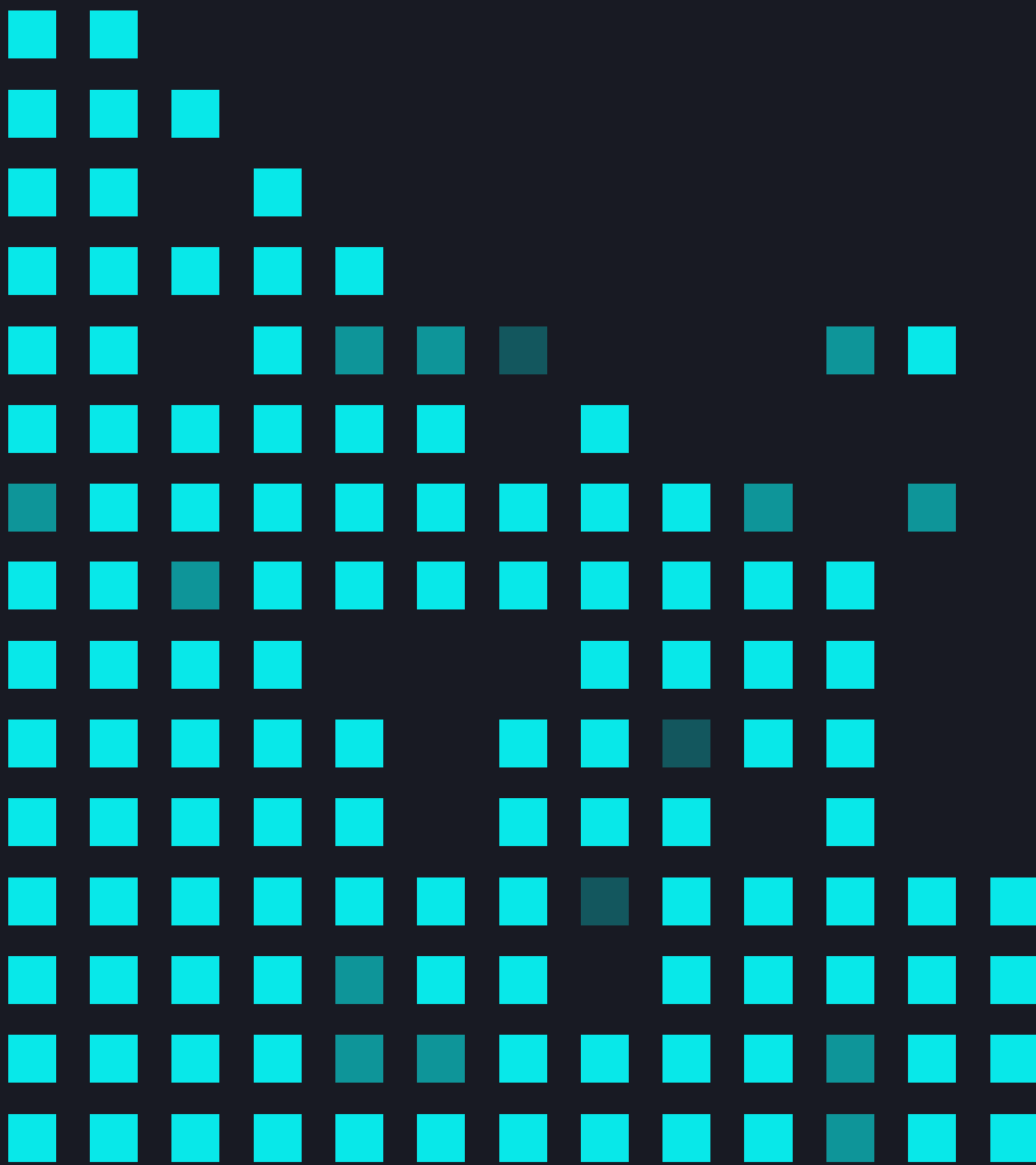
7
Start with an MVP model

We always recommend starting with an MVP model instead of committing to a year-long project without seeing any results (and proving your initial assumptions right). An MVP will speed up the technical feasibility check and, most importantly, it will show results much faster. These early results are crucial to keep up the team spirit and gain acceptance from the management and the entire organization.. And it is ultimately the best driver for your project's success.

MVP Approach

Speeds up the technical feasibility check

Shows results much faster

8
Let your team be the heroes

We know internal resources are commonly short and a new project often means additional work on top of an already busy department. The stretch between keeping your daily business running and making progress in the project is not easy to balance, neither for the management nor the team members.

- Work in small iterations and split large milestones in smaller ones. Thus, they seem less overwhelming and easier to reach..

- Make milestones measurable and motivate your team to celebrate and communicate their success within the company. This is the best and most effective project marketing and will keep the motivation up. In the best case scenario, more people will volunteer to work on the project, which will leverage the learning curve and lead to even faster results.

9
Get experts if you need them

MarTech tool integrations are not rocket science. But it helps to have an expert by your side who has already gone through the process several times and knows the pain points and common mistakes. At foobar, we bring expertise on general MarTech, tools and methodology to help you reach your goals successfully and efficiently.

Yes, you have to pay us ;-). Nothing is for free. But the time you save in your decision making process, implementation and ramp up phase will quickly compensate your initial effort.

10
Start today

Using the right MarTech stack is essential for untapping the potential of data and result driven digital marketing to boost your online sales.

But MarTech is not just about growth. As data protection and consent requirements have become more challenging, the right MarTech tools will help you manage your customer base and stay ahead of your e-commerce activities. Don't wait another day and let your competitors win over customers. Start your MarTech project today. If you have questions about choosing the right MarTech infrastructure for your business needs, we are happy to help.

MarTech Benefits

Marketing Team Efficiency	Sales Growth	Improved Customer Experience