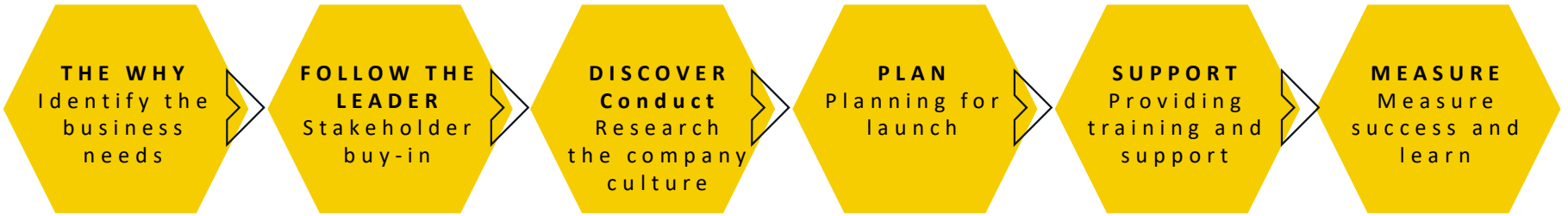
Karla Wentworth, Marketing Operations Expert, B2B Marketing
May 2023

MODEL:

Adopting technology into marketing



- Refer to your business case
- Understand the pain points the technology was selected for
- Understand what is being replaced or what new processes are about to begin

- Be aware of the most senior stakeholders involved
- Identify the senior sponsor
- Understand how much involvement each stakeholder has had in the buying process

- Understand the company culture
- Gain examples of previous launches
- Understand who the company learns and what tools they use to perform this
- Understand what is 'normal' for the business

- The pan extends past implementation
- Make adoption and training the most critical task
- Make time for the adoption stage from the outset
- Have budget included for training and adoption

- Align best training with company culture
- Ensure training is appropriate for all users
- Mitigate impacts for those who miss training
- New starters never stop, have training ready ongoing

- Learn how satisfied users are with your system
- Continually collect feedback
- Make improvements to system and process based on user feedback
- Communicate regularly

PROPOLIS

[To learn how to implement this model into your Marketing Strategy, contact our Customer Success Team here]

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