5 Tenets
of Modern Marketing

Marketing Technology

Organizations across all sizes and industries are leveraging tools to simplify business. Traditionally, marketing technology has been very task specific, designed to operate within a single functional silo such as email campaign management or lead scoring. But marketers know the value and significance of aligning marketing automation, sales force automation (SFA), and customer relationship management (CRM) platforms in the cloud — a task that can be easily accomplished through the implementation of Marketing Technologies.

MODERN MARKETING ESSENTIALS

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68% of marketers said their companies would see strong or full adoption and integration of modern concepts into sales and marketing initiatives in the next year.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

5 Marketing Technology

Technology is a critical component of Modern Marketing, because it enables marketers to establish a system of record. Sales, operations, HR, and other key teams have systems of record. Without it, marketers don't have the tools necessary to design, implement, track, and report on effective marketing efforts.

Social media distribution is booming, and marketers will need to rethink their social strategies to connect the dots of campaign initiatives with emerging channels.

"Big Data" isn't just a big buzzword. With the enhanced focus on various digital marketing vehicles, there is an abundance of data that marketing teams must effectively analyze. It's critical to determine the best way to harness meaningful data, and use this information to maximize all communications and marketing messaging.

The emergence of content creation services and software is rapid due to content becoming a primary focus point of all marketing and demand generation activity.

Modern Marketers are carrying other sales-oriented responsibilities, so increased involvement in key tasks such as lead qualification, inside sales team management, and sales operations will be critical.

4 Points to Solution Selection

Marketing Technology can be challenging to manage internally, as budget constraints and ROI justifications are driving the adoption (or elimination) of marketing-related technology solutions. While it can be overwhelming, to avoid "solution overload" ask these internal questions when considering any Marketing Technology:

1. Will it help our team achieve revenue goals?
2. Does it integrate well with my existing and planned systems?
3. Will it serve existing targeting, engagement, and conversion objectives?
4. Does it help bridge the gaps or silos within our internal teams, such as sales and marketing?

MARKETING TECHNOLOGY RESOURCES

- Find more Targeting Best Practices **eloqua.com/targeting**
- Learn more about Data Integration **eloqua.com/data_integration**

"Any sufficiently advanced technology is indistinguishable from magic." –Arthur C. Clarke

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Applying Your Insights To Maximize The Value Of Marketing Technology

While many organizations already have the ability to demonstrate the effectiveness of their technologies, it's also critical to think about how these tools are functioning in harmony.

Marketing Analytics Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Marketing Technology initiatives by filling out this blueprint plan:

Our primary objectives that could be effectively reached using Marketing Technology are:

The most pressing marketing and sales tactics that could be streamlined via automated technology are:

The decision makers in Marketing Technology adoption are:

The key integrations we must consider to ensure silo-free communication within Marketing Technology are:

Our current Analytics process will need to be refreshed to reflect these metrics:

***Qualitatively justify your ROI:* These Marketing Technology investments will improve our prospects' and customers' experiences because:**

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