

WEIGH YOUR OPTIONS

HOW TO PRIORITIZE NEW MARKETING TECHNOLOGY

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DON'T LOOK FOR TECH BEFORE EXAMINING YOUR BUSINESS

Start with the customer journey. If you rationalize your decisions by constantly asking “What does the buyer want?” it will naturally lead to a process of consolidation. Identify gaps in the customer journey as these are good opportunities for insights.

USE YOUR SALESPEOPLE AS A SOURCE OF KNOWLEDGE

Learn what your sales reps need to be successful with customers and find the tech that best serves them. After all, it makes sense to consult sales, because as a marketer, the sales rep is your first customer. Any solution must include their buy-in. The best tech solutions bring sales and marketing departments closer together.

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DRAW AN OPPORTUNITY MAP

Using the axes of “risk” vs “reward” you can map and visualize your potential choices. Some might be experimental and short-term, others a long-term sensible investment. It’s also a great way to brainstorm and get a discourse going in a meeting.

CATEGORIZE, THEN PRIORITIZE

You might end up with an unwieldy list of technologies. It’s important at this stage to put them into easy goals and timelines. Sort out your “needs” from “wants”. Send the “needs” around to all stakeholders in your company to make sure everyone is on board, preventing any last-minute requests.

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RESEARCH WIDELY

Look for marketing technology events, conferences, industry analysts, and reports. If you already subscribe to a marketing technology provider, you could chat with one of their experts. Also look at any research, whitepapers, and surveys available online.

GET A RETURN ON YOUR INVESTMENT

In the end, it all comes down to the two precious commodities in business—time and money. And if your new tech doesn’t make financial sense, then why bother? Long-term, the added expense of technology might save you money. Think about the opportunity cost of not buying in. What are the potential future losses (i.e. loss of growth)? What insights will your competitors gain that you will not?

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