empower

How to reach business goals with MarTech

Checklist for implementing new marketing technologies

empower

Aspirational → Values — Ethics, Beliefs

Achievable → Vision — Hope, Ambition

Mission — Motivation, Purpose

Specific & Tangible → Strategic Objectives — Plan, Goals

Actions & KPI's — Measures, Outcomes

Digitization has led to a transformation of companies. Many paper-based work processes are already passé. They have been replaced by digital processes and tools that simplify work for your employees and in some cases even automated it completely.

Yet many companies are still at the beginning of their digital journey and have not yet recognized or exploited the full potential of digital opportunities.

It is time to question business goals as well as strategies and understand how new technologies can help fulfill them.

Digital transformation impacts not only business goals and work processes, but also team structures and corporate culture. Especially in the marketing environment, there are many areas where new, promising technologies contribute to the achievement of goals.

What does marketing do?

Many marketing activities take place online now. Digital tools and platforms have become indispensable.

Marketing objectives focus on the realization of your business goals. They include both qualitative and quantitative goals. Marketing ensures customer acquisition, strengthening of customer loyalty and customer lifetime value, reduction of customer acquisition costs, as well as branding and positioning.

MarTech (marketing technology) tools help achieve both marketing goals and business goals. There are platforms and tools for all kinds of processes, such as data collection and analysis, search engine optimization, target group analysis, and customer relationship management. By automating processes, marketing employees are empowered with new ways to analyze data and work more time efficiently.

MarTech tools help:
- understand the complete customer journey
- create analyses from collected data
- develop data-driven, effective marketing campaigns
- real-time monitoring, analysis, and optimization of marketing campaigns
- target non-converting customers

A fusion of MarTech and SalesTech is on the horizon. Some tools already have overlapping sales and marketing functionality. The interaction of marketing and sales tools is also called Revenue Technology (RevTech).

empower

Customer acquisition/ branding

Content management systems

WordPress, Joomla, Droopla

Content marketing

Contently, empower®, ContentStudio

Social media tools

Hootsuite, Sprinklr, Facelift, Sprout Social

AdTech

AdRoll, StackAdapt, Criteo

Turnover increase

Marketing automation

Adobe Marketing Cloud, HubSpot, Evalanche, Marketo

Search engine optimization

Semrush, Sistrix, Ryte

Sales automation & enablement

HighSpot, Showpad, empower®

Efficient data management and analysis

DAM, PIM und MRM

Celum, Akeneo, Wrike Bynder, Informatica

Web and analysis tools

Google Analytics, Looker, Matomo

Customer data platform

Piwik Pro, Segment, Acquia

Strengthening customer loyalty

Chatbots

IBM Watson Assistant, Intercom, Zendesk

Customer relationship management

Microsoft Dynamics, Salesforce, SAP, Oracle

Events, meetings, webinars

Zoom, Microsoft Teams, GoToMeeting

E-mail platforms

Mailchimp, Sendinblue, Constant Contact

Interactive content

SurveyMonkey, Outgrow, Ion

The number of MarTech tools is already in the high four-digit range and there are updates and new tools every year.

MarTech trends in 2022 according to experts include:

- Data security: Google will stop tracking third-party cookies.
- Personalization and the balancing act between it and data security.

Of course, the trend toward data security does not mean that tracking in general will be reduced. In any case, some analytics tools have to adjust. That can lead to inconsistencies in how programs interact within the MarTech stack.

As you look for new technologies, keep the following steps in mind.

Set your goals

Most likely, you already have a portfolio of MarTech tools in use. Identify what other processes and workflows you want to automate. Engage your team in this research.
Set goals you want to achieve with MarTech.
Find out if your existing tools can fill these gaps with more advanced features.

Consult with your MarTech partners

Discuss your goals with your current MarTech partners. You already trust your partners and can build further cooperation. Opportunities for economies of scale should make further cooperation cost-effective.

Research

The number of MarTech tools is already in the high four-digit range and will continue to grow in the future. It can be a challenge to find the right tool with so many to choose from.

Experience reports are helpful. They provide information about the functions of a tool and how it can be used in practice. In addition, you can also get an idea of a tool's weak points and decide whether they disqualify it from your selection.

Create a team

Decide which team members will be responsible for the tool. Does your company's IT team need to be involved? Can your sales team also benefit from the tool?

Decide who will act as your company's point of contact for the MarTech partner. Having the same contact person at all times helps to build trust between the two companies. It also enables more efficient collaboration when one person keeps track of the tool and related information and communication.

Test the new MarTech tool

Sign up for a 14 or even 30-day trial of the product. Try it out. How is the experience with the tool? Does it meet your expectations and enable you to achieve the set goals?

Measure how much time the tool saves you. Also compare whether the time savings justify the financial and opportunity costs. If you are using a search engine optimization tool, A/B testing is also worthwhile. This way you can make a direct comparison and measure the improvement you get by using the tool.

Implementation

Once you have selected a new tool, implement it into your workflows and bring it together with your other MarTech tools. Get in touch with your MarTech tool contacts and leverage their knowledge to ensure optimal integration.

Continue to keep an eye on results and verify that you benefit from the desired effects in the long run.

Some facts about

empower

With empower®, we help people around the world create and share professional and on-brand presentations, documents, and mails more easily and efficiently. Everyone can spend more time on what really drives them and get the most out of themselves and their company.

More than 2 million people already rely on empower® and save up as much as 30 % of their time working with Microsoft Office thanks to empower®'s comprehensive productivity tool set, and a central template and slide library.

You can find more information on our website:

www.empowersuite.com

empower GmbH

KölnTurm
Im Mediapark 8
50670 Cologne

Phone US: +1 800 6570270
Phone EU: +49 221 993785 77
E-mail: request@empowersuite.com