

Unlocking the Power of Your Marketing Technology

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A story from long ago...

A CFO calls for a meeting

- CMO
- CTO...



He gives them a budget

- CMO gets $\frac{2}{3}$ for strategy, creative and content.
- CTO gets $\frac{1}{3}$ for implementation, software and infrastructure
- Capital Expenditure amortized over 3 years



Success was qualitative

- We got a new site!
- We elevated the brand!
- Customer got a new fresh experience!



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Then the cloud arrived

- AWS in 2006 and Azure in 2010
- Software as a service
- Scott Brinker's Martech Landscape
 - 150 products in 2011
 - 7,000+ in 2018



Fast forward . . .

Again, the CFO calls a meeting.

- No need for CTO budget
- No more CapEx
- Now P&L expensed
- Whole budget goes to the CMO
- $\frac{1}{3}$ of the original budget per year



CFO wants something new

Qualitative is not good enough anymore

- Show me the numbers!
- Marketing's contribution to revenue
- ROMI (Return on Marketing Investment)



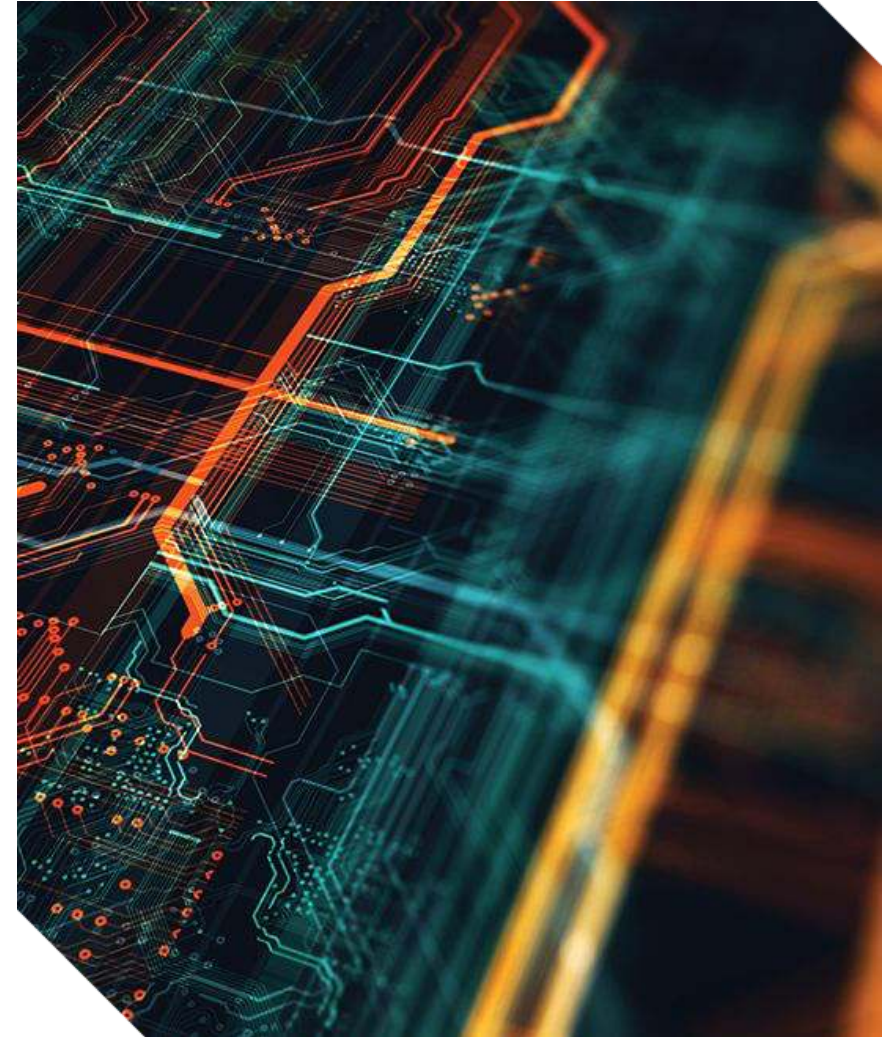
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Plus, industry pressure!

The CMO must . . .

- Digitally Mature
- Digital Transform



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First thing the CMO does...

- PANICS!!!!!!!!!!!!!!
- No wonder the CMO has the shortest tenured role in the C-Suite (42 months)



CMO thinks

“Martech is the answer”

- And they start spending money...
- Millions...
- Billions...
- Over 70% are dissatisfied



Martech spending is huge and growing.

- Accounted for 29% of CMO's budget in 2018
- Recent survey suggests this has increased to 42% in 2019



All of this spending has created new problems

- Siloed systems
- Siloed data & reporting
- Siloed teams



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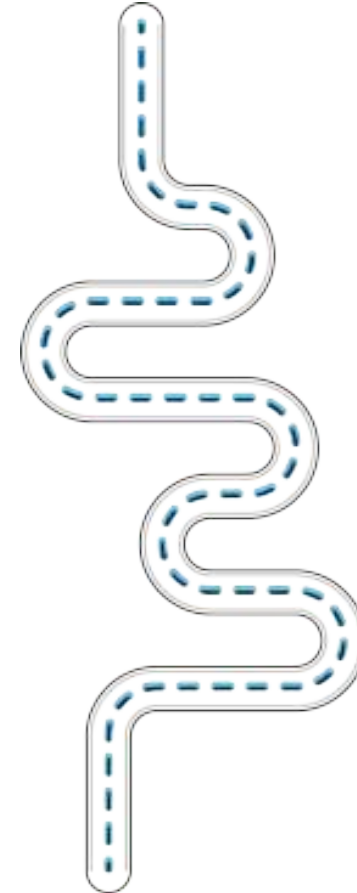
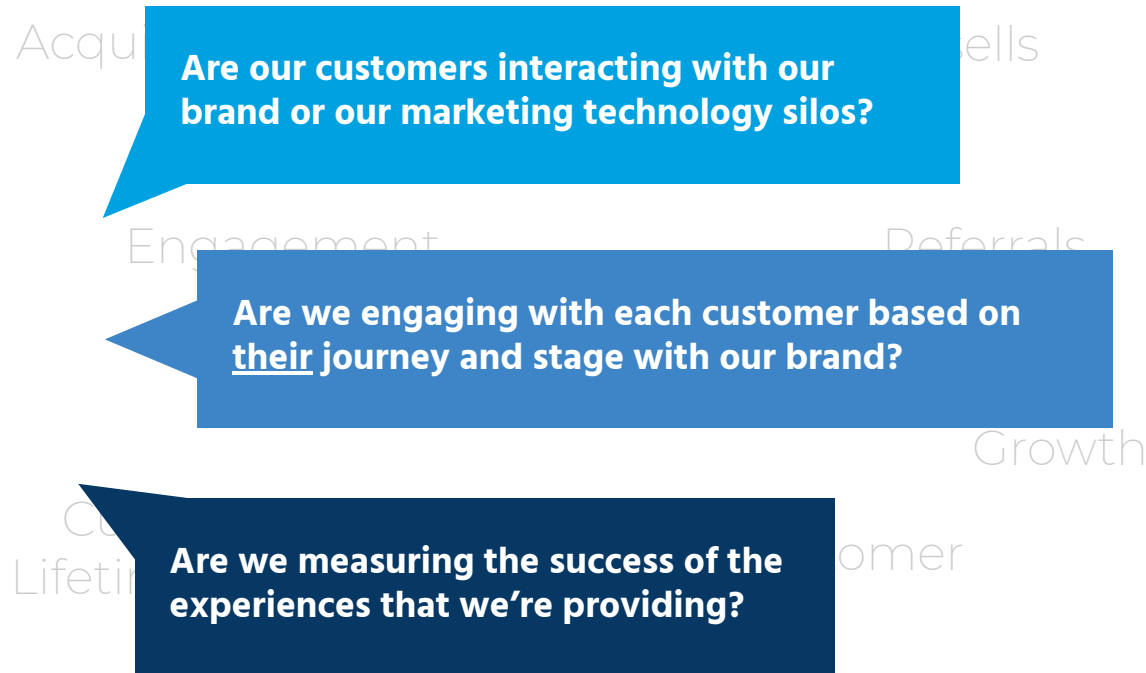
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CMOs need...

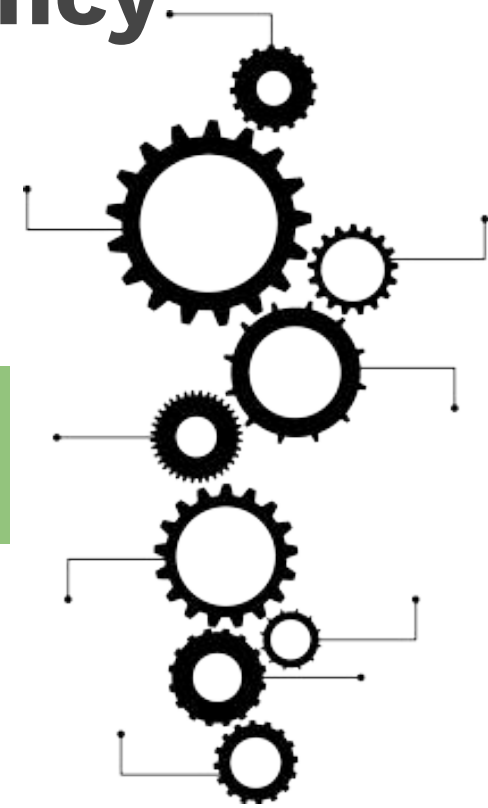
- Connected teams
- Connected processes
- Connected technology
- This is the utopia of Martec



Focus Areas: Customer Journey



Focus Areas: Operational Efficiency



Focus Areas: Reporting & Analytics

Does our tech surface the appropriate data insights to enable us to take appropriate strategic action?

Can our SMEs easily access the data they need in order to create new experiences and/or content?

Are we able to see the success of the actions that we're executing?





Bring Together:

People

Process

Technology



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Marketing
Strategy



Integrated
Technology

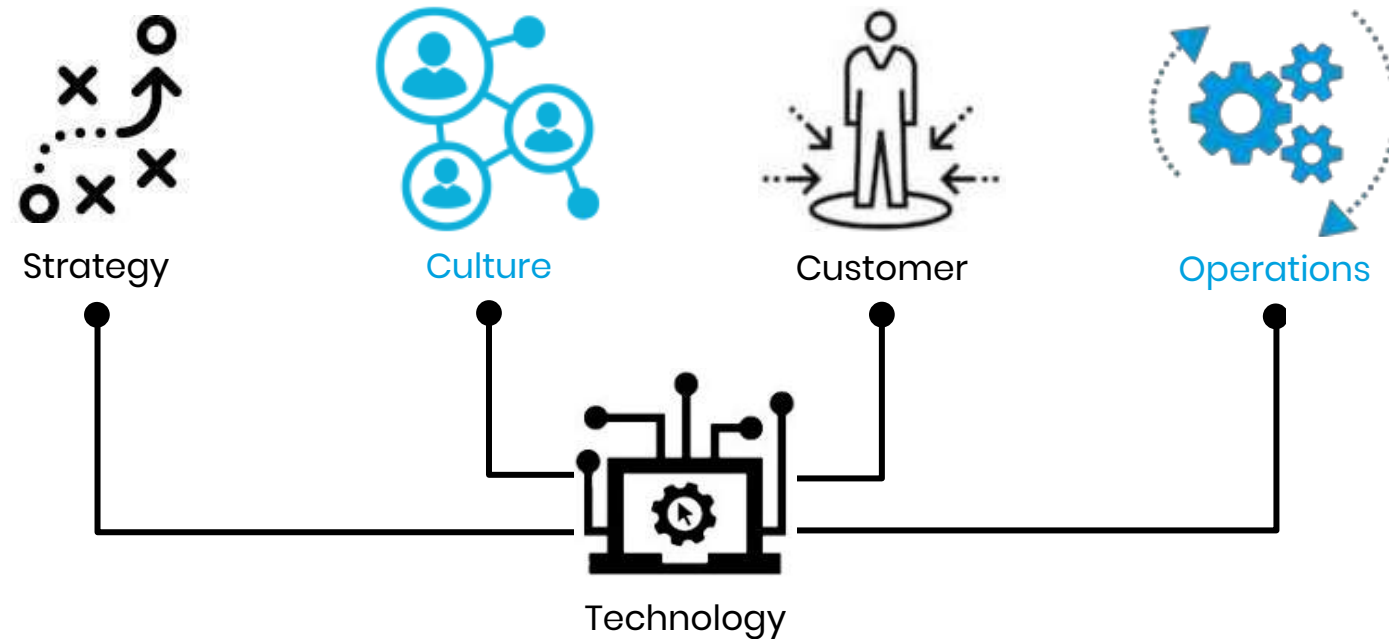


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Unlocking Martech: 5 Dimensions

To unlock your marketing technology, your organization will need to focus on these 5 dimensions to help enable the alignment of its people, processes and technology.



5 Pillars

of Marketing Technology



**Customer
Data**



**Content
Management**



**Marketing
Automation**



**Digital
Commerce**



**Analytics
AI/BI**



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Digital Roadmap: Roadmap Defined

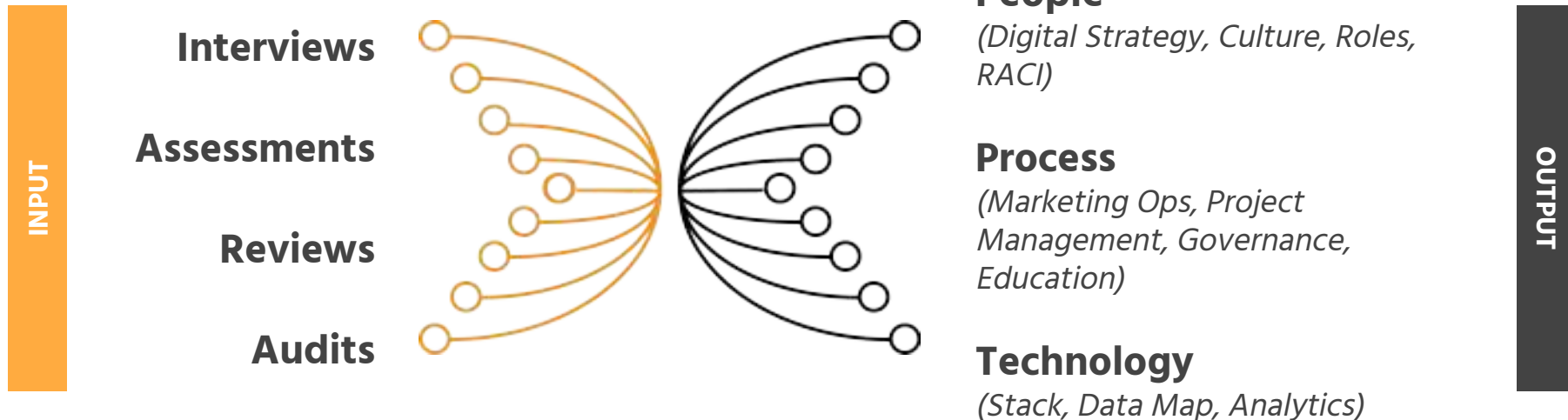
Program | **Projects** | **Strategies** | **Initiatives** | **Milestones**



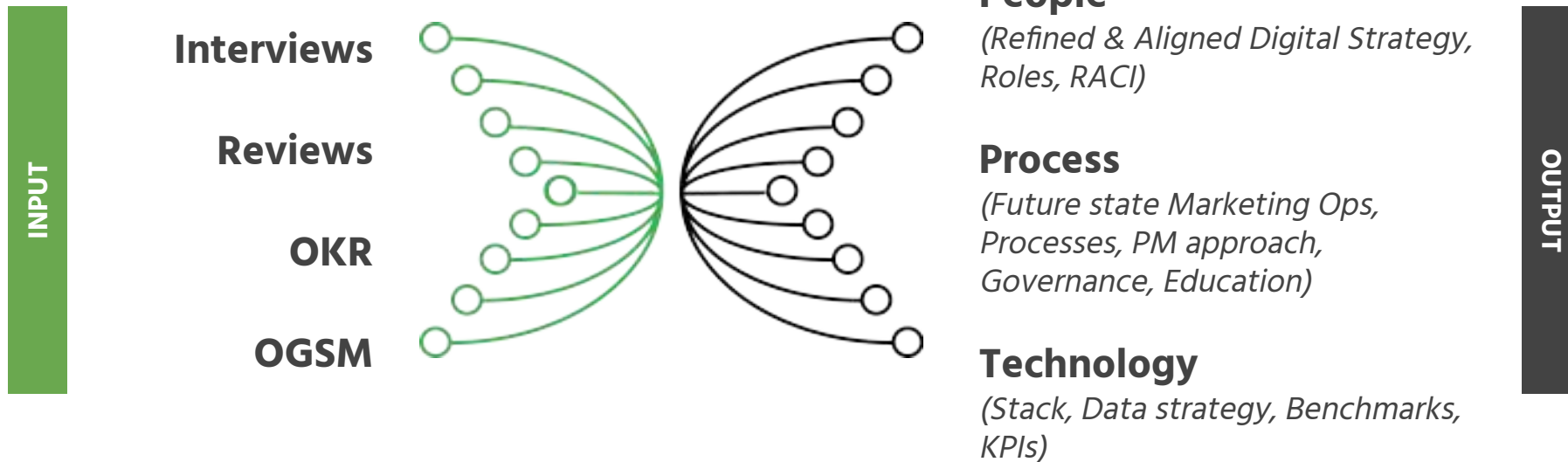
Connecting processes and technology so that your teams can be connected to your customers.



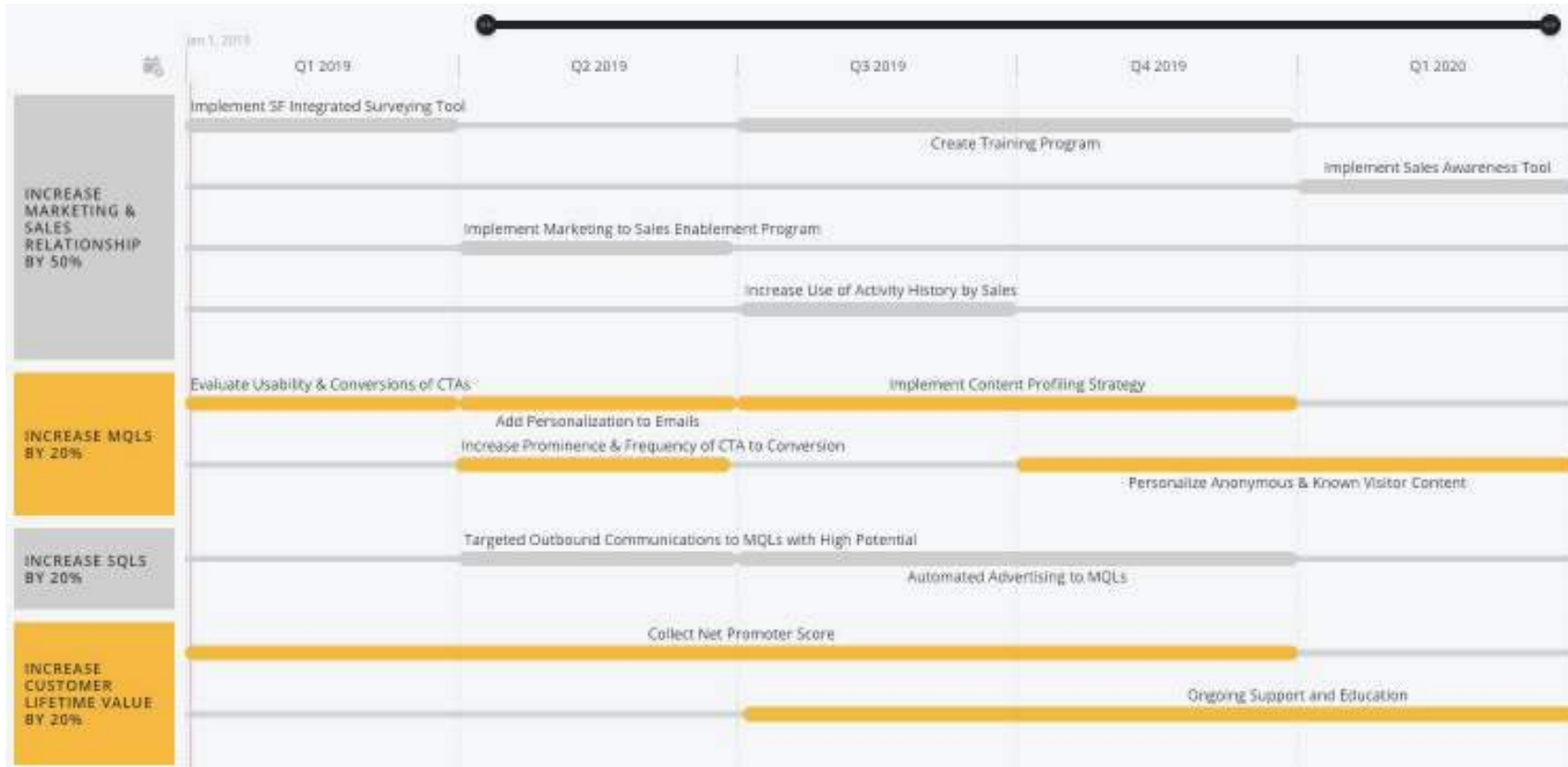
Digital Roadmap: Digital Now



Digital Roadmap: Digital Future



Digital Roadmap: Roadmap Example



Questions?



References

- **GeekHive**
Marketing Technology Consultancy
www.geekhive.com



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