

Pulse Report

Bridge the Gap Between Marketing Strategy and the Customer Experience

BrandMaker Pulse Reveals Need to Bridge the Gap Between Marketing Strategy and the Customer Experience

Successful marketing is increasingly based on ideating, creating, and delivering a customer experience that is value-rich and competitively differentiating. The process begins with a strategy and then depends crucially on how efficiently and effectively marketing operations can implement that strategy.

BrandMaker's Pulse research conducted in September 2021 shows that marketing ops is the layer between marketing strategy and the customer experience—and it holds the biggest untapped potential for business improvement. By expertly bridging the gap between marketing strategy and customer experience, organizations can better align strategy, work more efficiently, and reach new marketing performance and accountability levels.

Faced with global disruptions such as the Covid-19 pandemic and fast-changing customer preferences, today's marketers must be able to respond and adapt at a moment's notice. This need for greater agility puts marketing operations at the forefront because it is the key to speed, performance, collaboration, and customer focus.

There is no doubt that marketing ops is making an impact today. However, marketing operations is ripe for exponential improvements in both efficiency and effectiveness through next-generation technology.

The findings of BrandMaker's Pulse, a global qualitative study into the key issues affecting global marketing organizations, offer insights into marketers' 2022 priorities and how marketing operations can bridge the gap between marketing strategy and the customer experience. Here are the key findings of the BrandMaker Pulse:

The majority of marketers are committed to a customer-obsessed strategy



The only thing that matters is the **customer experience**. That's what will ultimately drive sales and growth.



of marketing leaders say they need **personalized services tailored to meet individual desires, budgets, and mindsets**.



Delivering on the customer experience relies on **efficient and effective marketing operations** to implement the marketing strategy:



of marketers believe a **customer-obsessed strategy needs to be based on detailed customer/market insights**.



of respondents said it's **critical to understand customers** better than the competition.

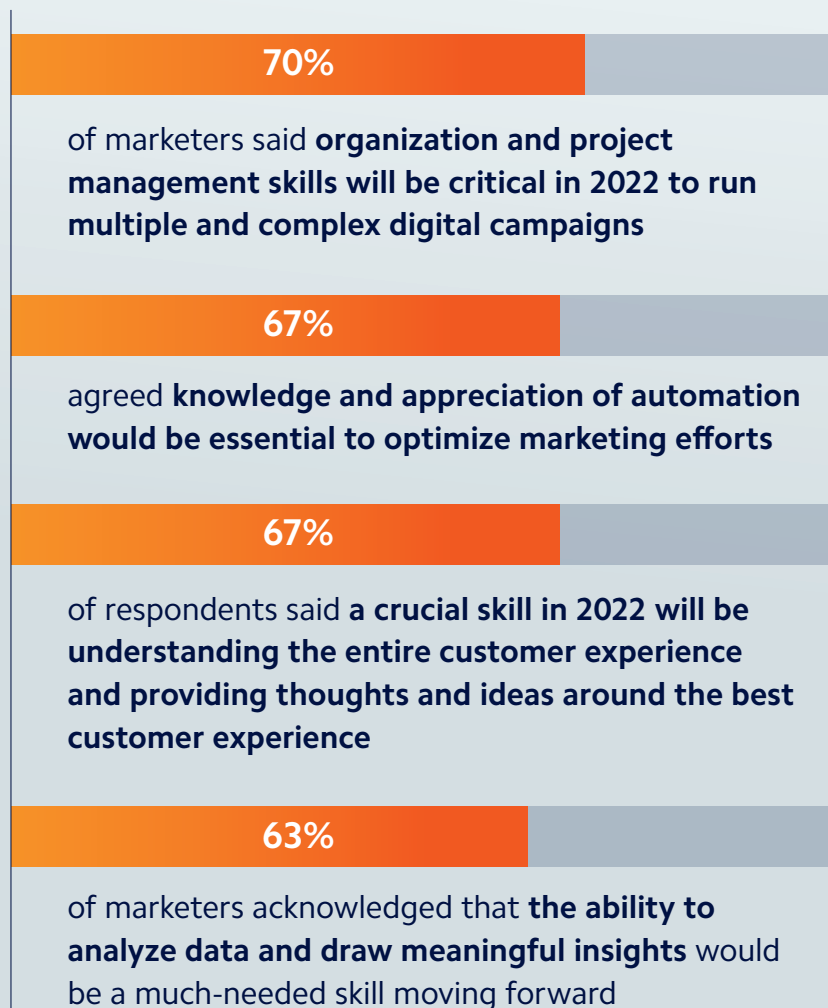
Overwhelming need for analytical thinking and project management skills in 2022

The inescapable truth is that it is simply not possible to make continuous and meaningful improvements to marketing execution without comprehensive, timely, and reliable performance measurements. **Marketing leaders also recognize they need marketing ops specialists and team members with technical and analytical skills and capabilities to bring a systematic and measured approach to managing and optimizing operations.**

BrandMaker Pulse found that in 2022, analytical thinking and project management will be even more critical to succeed in marketing.

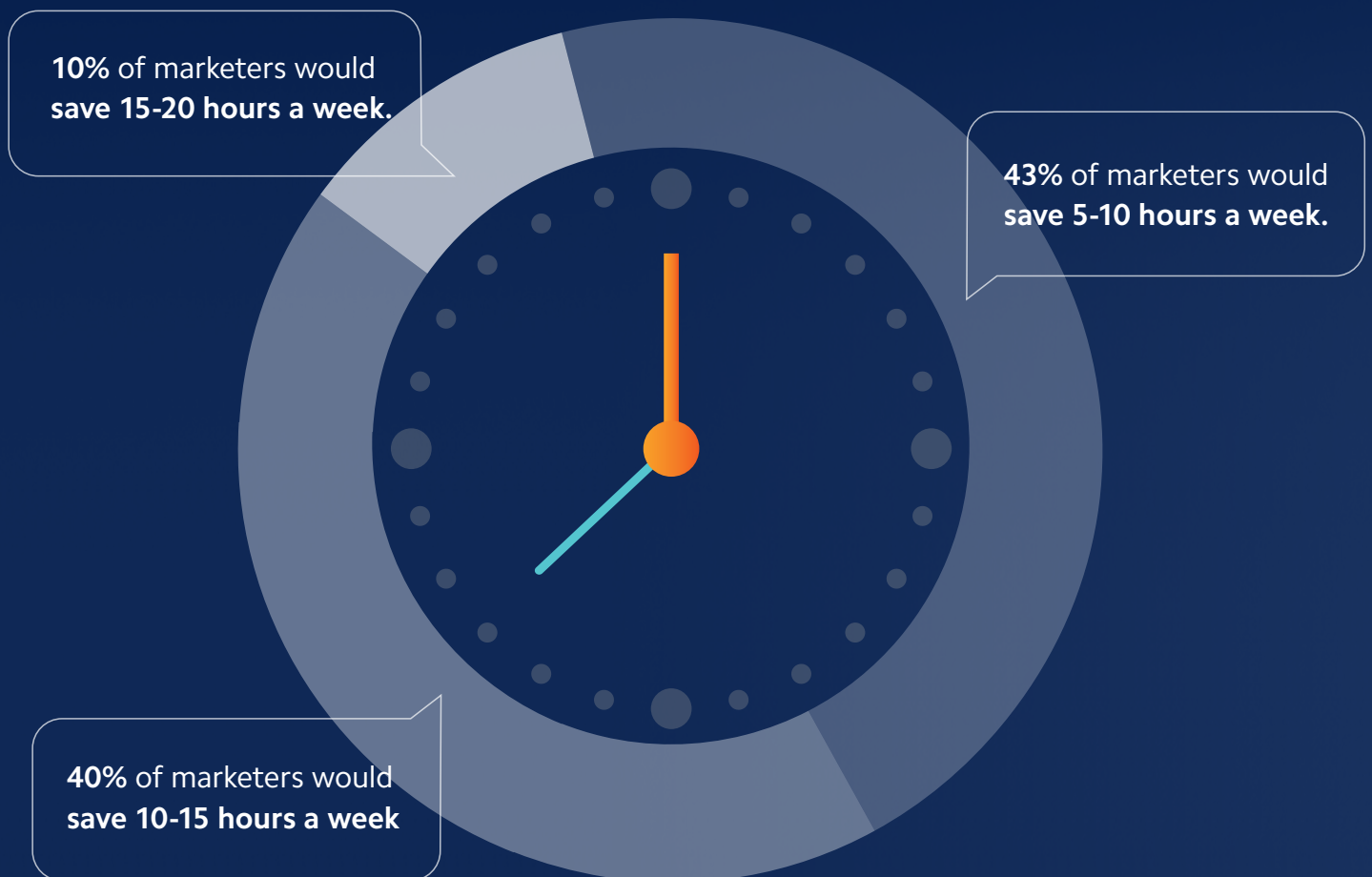


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Marketing ops automation frees time for customers, collaboration, and creativity

By automating and optimizing marketing ops, marketers are freeing their time to focus on high-level planning rather than spreadsheets.



70% said they would use the time saved to **focus on better understanding the customer/ market environment.**



67% would use the time to **collaborate with team members in other geographies.**



53% would use the time to **develop more creative campaigns.**

2022 – remote, automated, and adapting on-the-fly

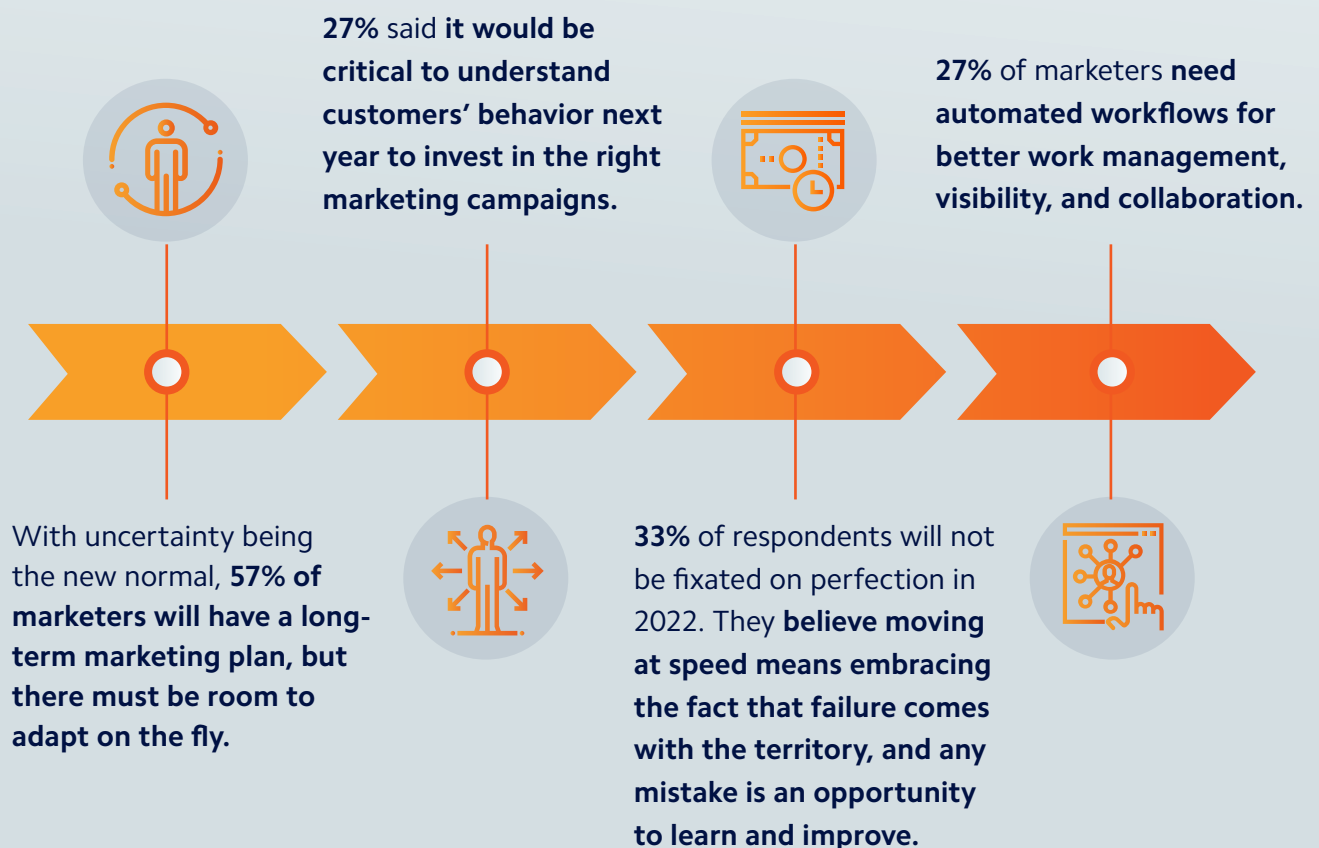
In the wake of the Covid pandemic, the office is no longer the primary hub of cooperative effort, **with enterprise marketing ops teams now disbursed over every continent and time zone.**



In 2022, 57% of respondents said it is unlikely that **they will work from home all the time, but work will become more flexible and remote.**

Marketing ops must embrace and champion this change by leading instead of following.

The right technologies can provide efficient, scalable tools to enable efficient collaboration in this new work environment and meet these realities:



The right marketing operations technology to bridge the gap

Let's take a close look at how some marketing functions are being conducted today—and how with the use of the right marketing operations technology, those functions should be performed in the future to bridge the gap between marketing strategy and the customer experience:

Today	In the future
1 Performance Optimization Performance measurement is difficult, complex, and is reported by disparate, unintegrated point marketing automation solutions.	Winning organizations will have real-time visibility into their performance by market and medium, enabling them to continuously improve their marketing campaigns .
2 Marketing & Campaign Planning Decentralized planning and disorganized communications hamper collaboration.	The best organizations will be able to collaborate globally and review activities while getting real-time reports on campaign performance based on system-wide, uniform data.
3 Finance & Budget Management Inflexible budgetary procedures based on late and unreliable data hampers optimization of management and results.	Organizations will be able to plan, allocate, measure, and report on top-level global budgets while aligning on major strategic objectives .

Today	In the future
4 Work & Resource Management	
Implementation is hampered by the misalignment of workflows, misallocation of resources, and mind-numbing repetitive tasks.	Organizations can plan and organize projects, work, and resources to align with strategy while automating repetitive tasks.
5 Digital Asset Management	
Teams rely on expensive agencies to recreate assets that already exist.	Organizations will be able to organize and centrally provide role-based access to all appropriate and compliant digital assets globally – including from external DAMs.
6 Brand Management	
Local implementations are often far from strategy and global brand guidelines, compromising brand integrity and the customer experience.	Local teams will be equipped with the most current brand assets, rule-based templates, and global guidelines , thus enabling content optimization, and eliminating the misuse of brand materials.

Think **Bigger**

About Marketing Operations

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about BrandMaker solutions?**

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