



GROW.

Expert report.

Optimizing growth:

Why marketing leaders need to
connect pieces of the puzzle

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Have you tried to complete a 1,000 piece jigsaw puzzle without the picture? Listening to our customers, it feels like this is what marketing leaders experience on a daily basis.

Struggling to form a clear vision. Working with lots of disparate pieces. Not knowing what goes where... all while trying to effectively lead their teams, prove ROI, and optimize growth.

Trial and error ensues. Pockets of progress remain isolated from the wider picture. Gaining results takes longer.

With the picture, this previously impossible task becomes much simpler. Key corner pieces and edges fall into place providing a framework. Patterns emerge. Related colors and shapes are grouped. Relationships start to form.

Progress quickens. And growth is optimized.

In this paper we explore how senior marketers can optimize marketing in an intelligent and measurable way to achieve growth. We examine why senior marketers need to:

- ➔ Work from a detailed picture of the world through data insights and reporting
- ➔ Establish reliable baselines across budget, resource utilization, customer engagement and revenue outcomes
- ➔ Leverage frameworks for measurement and testing to track progress and implement improvements for continued gains

WHAT'S TAKING THE PICTURE AWAY?

Through an ever-growing set of challenges and responsibilities, the picture on the front of the puzzle box has been taken away. These are defined as follows:

1. Culture, organization, and alignment

Marketers are increasingly the glue between multiple business functions. The interaction point between the c-suite, sales, IT, customer support, corporate communications, creative and digital departments. Having to know everything and find a common language across the business makes it harder to serve each business function while delivering their own outcomes.

2. Changing priorities

Being accountable to this wide range of outcomes leads to an ever-changing set of priorities. Delivering MQLs, driving customer acquisition, launching loyalty campaigns, growing brand, managing creative, improving customer experiences, and proving ROI. It's hard to optimize efforts across priorities when focus changes regularly.

3. The great tech promise

Marketers have to navigate a minefield of platforms and vendors who promise the dream of unified reporting, benchmarking, testing and analytics capabilities. They often under deliver leaving little visibility or control over resource, planning and budget allocation optimization.

With all these issues, is it really any wonder senior leaders struggle to maximize marketing's ability to impact the business? They also risk stretching resources and budget too thin across a range of internal initiatives. The consequence?

The ability to measure, optimize and prove MROI becomes near impossible. Wastage from random acts of marketing. Ultimately this can lead to a lack of faith in the marketing department and possible future budget cuts.

It doesn't have to be this way. We've outlined a four-step process that will mitigate these issues and empower marketing leaders to optimize growth.



Random acts of marketing lead to lost revenue, future budget cuts and prevent growth.

FOUR KEY STEPS TO OPTIMIZE GROWTH

These four key steps empower marketers to take a more methodical, tried, and tested way to control the variables.

Following these steps will provide a launchpad on which to test and learn and democratize insights. This enables rapid decision making across your business for maximum impact and growth.

STEP 1 CONSTANT EVALUATION OF INITIATIVES

Strategy is never 'set-and-forget'. It is essential you develop a flexible, hybrid-strategy that allows you to maintain constant growth and direction while pivoting to serve the ad-hoc priorities that the business throws your way.

Monitor and re-prioritize the optimal sequence of initiatives while always referring to the original business outcomes to ensure you avoid strategic drift.

STEP 2 FRAMEWORKS AND SOURCE OF TRUTH FOR MEASUREMENT & INSIGHTS

Without establishing a trustworthy single source of truth and metrics that matter, you are unlikely to truly understand progress and take action against the outcomes you want to drive.

Whether measuring conversion rates, closed-won reasons, or campaign production bottlenecks, establishing the right measurement framework on top of a unified data source will provide concise signals of the course changes needed to optimize growth.

STEP 3 PERFORMANCE BENCHMARKING

Setting arbitrary growth targets isn't going to cut it. Establishing reliable benchmarks means you can set achievable milestones, aligned to your targets. Solid baselines allow you to take encouragement from progress and determine where to focus optimizations.

Adopt best practice, holistic benchmarks for your business to not just measure immediate performance growth, but also anticipate trends to make proactive business growth decisions.

STEP 4 TESTING & OPTIMIZATIONS

Now you have flexible priorities, established benchmarks and a framework to measure and report, knowing what to test in order to make the most impactful business gains can be the difference maker.

With so many potential facets and testing combinations, having a clear strategy and optimization framework will increase your chances of success.

GROWTH. By design.

MAKE SENSE OF YOUR OWN PUZZLE

Want to go deeper into the four steps and specifically how they could apply to your business?

Interested to learn how other industry leading marketeers are navigating their way to continuous growth in the face of changing priorities or siloed information?

Schedule a growth optimization discussion with Ryan Forrest, Global Director of Strategy, Bluprintx.

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