

# GROW.

## Point of View Paper

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Boost marketing  
performance in 2023  
with some tech and data  
housekeeping



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When Gartner released its 2023 CMO leadership vision they identified three core themes that CMOs must action to survive the predicted turbulence in the year ahead an into 2024.

1. Delivering mutual value on digital channels across the customer journey.
2. Enabling their teams to work within new, cross-functional operating models.
3. Connecting brand strategy, through experiences to business outcomes.

All these valid initiatives are garnering attention across our customer base as we entered 2023. However, they all have something in common. They all require enablement and optimization through technology and data.

With budget cuts and increasing scrutiny on technology investments, more than ever CMOs need to squeeze every last drop of value from their ecosystem.

## **ENABLE EFFECTIVE OPERATING MODELS AND CULTURE.**

Building cross functional working teams beyond marketing with support from the CEO could make or break success to drive customer engagement and loyalty that results in more revenue. These alliances, defined responsibilities and clear rules of engagement are important. However, leveraging technology to enforce, accelerate and optimize the workflow processes across functions is vital.

Successfully implementing work management tools integrated into the wider ecosystem can help reduce bottlenecks, ensure resources are fully utilized on high value tasks, and improve speed to market.

## **DELIVER MY STRATEGIC OBJECTIVES EFFICIENTLY AND EFFECTIVELY.**

Connecting strategy to objectives and outcomes is impossible without connected technologies and clean, reliable, enriched data. CMOs need to understand how best to allocate budget and resources to deliver outcomes and prove the impact and ROI of marketing efforts.

Reducing cost of ownership can free budget for more strategic investments. Identifying poorly configured, adopted or integrated platforms that have passed their shelf-life can clean house, allowing investment into capability gaps that deliver greater value to the business.

With a more efficient and effective growth ecosystem behind you, data becomes more actionable and therefore a key lever in driving effective program spend into higher performing channels. The result? Improved MROI.

# DESIGNING AN EFFECTIVE OPTIMIZATION PLAN.

So how can CMOs take ownership of an optimization plan that delivers value from their technologies, embraces new capabilities, weaponizes data and squeezes every last drop of ROI from tech spend? They can start by considering some key principles.

## Design everything around the customer

One advantage digital native businesses with little legacy baggage have is the ability to design org structure, operating models, go to market strategies and technology design around the customer experience.

Everything is designed customer first. That doesn't mean more traditional businesses, especially in the B2B world, cannot embrace some of core principles to their advantage.

What are the key marketing, sales and support use cases that will unlock the greatest value? Can you align teams and technology to be more focused on stages of the customer journey and centralize data and insights that pull on engagements from marketing sales and service interactions?

## Audit and review your technologies and contractual terms

It goes without saying that auditing platform ecosystems, assessing your current and future needs should be a regular activity. Assessing the level of adoption and utilization of all tools is a good starting point in identifying problem areas and opportunities to reduce licence cost of seats. Cross platform capability analysis identifies where consolidation could take place. Considering single vendor solutions or bundled solutions can reduce overall costs.

## Automate, automate, automate

Automating processes to reduce manual effort, remove duplication of effort and speed up access to data insights can reap significant cost savings across technology and resources. Where can automation impact your business efficiency and growth?

# OPTIMIZE VALUE FROM TECHNOLOGY AND DATA WITH BLUPRINTX.

At Blueprintx we are helping CMOs build optimization plans that deliver value from their technologies. This embraces new capabilities, weaponizes their data and squeezes every last drop of ROI.

We help them incorporate some of the principles and benefits of a design led approach to customer experience and develop the use cases that will deliver the biggest impact. We give them the insights into ecosystem improvements and a roadmap of implementation and integrations aligned to their business objectives.

We support the identification, evaluation, selection, and procurement of technologies so that future proofed decisions are made in confidence. Our change management, training and adoption services ensure new technologies are fully embedded, improving the business experience and satisfaction of the end users in their day to day work.

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