Marketing Automation
Campaign Management

Improves Delivery And Efficiency

The only way to fully harness the power of marketing automation is with robust, repeatable processes. That's the best way to scale your marketing efforts to meet your business goals.
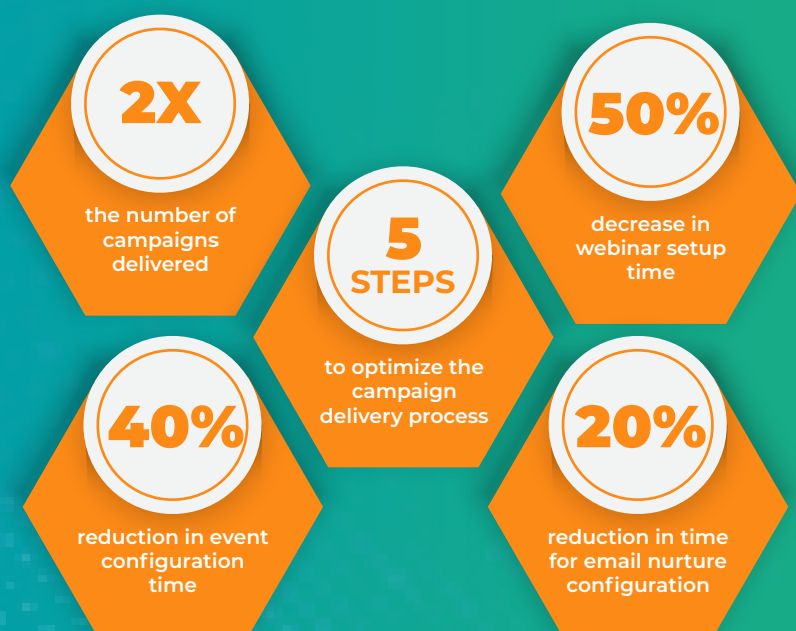
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SUMMARY

Our client, a Fortune 500 information technology firm, uses marketing automation software for campaign delivery. However, they struggled to define an operational process that effectively unified global configuration teams. The LogDMS team implemented an end-to-end Demand Management process. Our client subsequently delivered more than 2,000 marketing automation campaigns.

2X
the number of campaigns delivered

50%
decrease in webinar setup time

5 STEPS
to optimize the campaign delivery process

40%
reduction in event configuration time

20%
reduction in time for email nurture configuration

Client Profile

A Fortune 500 company, our client is an international information technology firm headquartered in California. Their marketing campaign delivery relies on a diverse team of global business units and third parties, requiring a unique approach to campaign production and project management.

THE CHALLENGE

Muddled Processes and Roles Hindered Operational Efficiency

In today's global economy, it's certainly not uncommon for an organization to have multiple business units worldwide. These international resources bring broader perspectives, expertise and expanded reach. Our client sought to leverage their global talent to execute more than 1,000 unique marketing campaigns per year.

However, coordinating among distributed teams and third-parties proved to be a multi-faceted challenge:

- Incomplete understanding of resource limitations made it difficult to accurately estimate delivery timelines and allocate resources appropriately.

- Lack of clear roles, responsibilities and ownership contributed to delays and errors in campaign configuration.

- Prolonged campaign intake and delivery time hindered campaign effectiveness and decreased overall return on marketing investment.

Throughour our years of collaborating with the client to fine-tune their MarTech functionality, our team pinpointed the underlying obstacles to a more successful marketing automation campaign delivery:

- Lack of accurate planning

- Insufficient systems and processes for workflow management

- Information gaps that had to be addressed on the fly, leading to errors

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THE SOLUTION:
LogDMS Creates New Business Processes for Campaign Production

Building on our ongoing collaboration with the client, our team dove into the organization's processes and technology. We identified opportunities to optimize and streamline campaign production, and we discovered a clear path to tackling the client's issues with an innovative new business process to improve campaign production in the long run.

We defined a new E2E Digital Campaigns Demand Management process that incorporated a carefully selected set of tools and strategies. The process consists of five steps that ensure timely planning and execution of high-quality campaigns:

- **The Campaign Request Template** identifies the minimum requirements and information prerequisites needed to send a campaign further down the configuration pipeline.

- **Requirements Assessment / Resource Allocation** is now administered via Work Breakdown Structure (WBS) for each campaign type, so project managers can map the required deliverables to the best available production resources.

- **A campaign Delivery Schedule** uses Project Online to facilitate accurate resource management and scheduling, for better workforce management.

- **Ongoing Work and Priorities** are tracked in Project Online, along with campaign duration and effort variances.

- **The new Digital Campaign Demand Management** process uses campaign data reporting, visualization and analysis in Power BI to provide real-time, valuable insights on campaign portfolios.

RESULTS

The new E2E Digital Campaign Demand Management process allowed our client to successfully scale their activity to more than **2,000 marketing campaigns**. They realized multiple benefits:

- Clear roles and responsibilities allowed employees to improve their focus and productivity.

- Fewer meetings, with only relevant participants, allowed people to gain more clarity on business needs and goals.

- Campaign production took less time, thanks to streamlined processes for intake and setup.

- More realistic workloads and assignments contributed to fewer missed deadlines and campaign delivery delays.

- Quality Assurance improved thanks to a Cross-Check QA element.

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What's the real impact of implementing an effective campaign delivery process?

2x
the number of campaigns delivered

5 STEPS
to optimize the campaign delivery process

3
Tools used

40%
reduction in event configuration time

50%
decrease in webinar setup time

20%
reduction in time for email nurture campaign configuration

What's the cost of ineffective processes and communication?

24
Billion hours are wasted each year on ineffective meetings

8
Meetings per week

17.5
Hours per week spent in meetings

How does marketing automation impact your bottom line?

$5.44
The average return for every dollar spent on marketing automation

451%
increase in quality leads when marketing automation is implemented properly

12.2%
The average reduction in marketing overhead with automation

BOOK A CALL WITH OUR CONSULTANTS
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