Panel Discussion | [Scalable MarTech] The MarTech Stack & the Chaos

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THE MARTECH SUMMIT

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Which is the biggest challenge you face?

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Question 1

Understanding the chaos in the MarTech Stack… How can we supercharge MarTech scalability to serve up enterprise-level value, not only to the marketing department but for the whole business?

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Question 2

What approach would you take to address the chaos & gain senior stakeholder buy-in when changing your organisation's MarTech solutions?

Question 3

The chaos… How can we seamlessly align marketing architecture with data architecture to meet business goals?

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Key Takeaways

- Áine's Takeaway: Always speak the language of the business, not marketing-speak.

- Owen's Takeaway: A few people singing in *harmony* is better than lots of people signing out-of-tune. Your tech stack can be thought of in the same way, whether it's communication delivery, data handling or something else, having consistency is key.

- Kate's Takeaway: You can't achieve anything without the people and the process – business collaboration is vital for successful tech implementation and maturity

- James's Takeaway: Get upstream of the chaos by sequencing your MarTech Development. Understand your data, people, and process requirements before determining what solution you need. Get your stakeholder buy in early by clearly articulating the business and commercial benefits, engage them throughout your roadmap.

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Q&A

Scan here to submit your questions!