What Marketing Leaders at Enterprise Tech Need from Marketing Shared Services

Macro delivers across 4 regions and 12+ languages

BLOCK 1 — The Setup

> "Marketing Shared Services drives the execution of global marketing campaigns for internal stakeholders in multiple regions"

COVERAGE REQUIRED:

APAC · EMEA · EST · PST

BLOCK 3 — Monthly Volumes (the real workload)

~30	~8	~50
emails / month	landing pages / month	list uploads / month

Data Management · Website Updates · Project Management · QA · Reporting

BLOCK 2 — Scope of Work (4 pillars)

Marketing Automation Platform: Marketo
Intent: 6 Sense **Event Management:** CVent

Campaign Operations
Webinars · Nurtures · Product launches · Re-engagement

Advisory - Strategic Advisory Requirements
MarTech Management · Marketing Program Planning · Process Improvement · Resources and Triage · Stakeholder Alignment & Trust

Analytics & Reporting
Standard Marketo reporting + recommendations

BLOCK 4 — SLAs by Complexity

L1	**Simple email setup** 1–2 days	–
L2	**Medium campaign setup** 2 days	–
L3	**Large customized campaign** 3–4 days	–
L4	**Extra large / advanced** >4 days	–

BLOCK 5 - Commercial Model Expected

COMMERCIAL MODEL

Hourly rates by role · Volume-based pricing · Scale during spikes

STRUCTURE

Estimated monthly effort · Strategic vs ops rates · Demand flexibility

BLOCK 6 — Ideal Agency Partner

1. Strategic Partnership & Advisory Capability
2. Global Operating Model (regions + local execution)
3. Cost / Pricing Model
4. Team Quality & Governance
5. Measurement & Outcomes
6. AI Enablement & Efficiency



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