



# Developing a Framework for Scaling Marketing Operations

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# What differentiates High performing marketing teams vs Low performing teams?

In the swiftly changing realm of marketing, maintaining a competitive edge is no simple task. Recent research from Forrester has shone a light on high-performing marketing teams, offering valuable insights into what distinguishes them. This study, presented in September, is a timely addition to the toolkit of tools that consultants can employ to aid their clients in excelling in the domain of marketing. In our report, we'll delve into the key findings from this research and explore how high-performing marketing teams differentiate themselves in the dynamic landscape of marketing.

## Defining High Performance

To initiate our exploration, we must establish what high performance signifies in the context of marketing. As per Forrester's research, high-performing marketing teams are those that consistently meet or exceed their targets and goals for their primary offerings, attaining a success rate of over 70%. While attaining 100% of targets may be an elusive aspiration, surpassing the 70% benchmark signifies high performance, with anything beneath 50% being deemed as low performance.

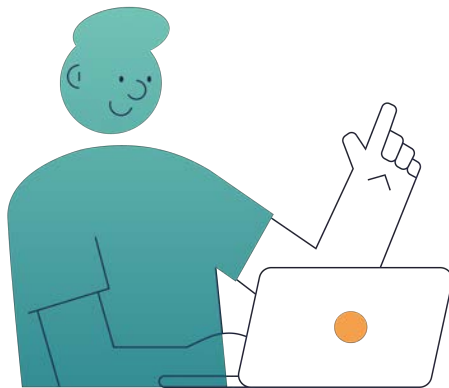
**In essence, high performance is about consistently delivering results, and it is these outcomes that set the stage for comprehending what distinguishes these top-tier marketing teams from the rest.**

FORRESTER®

Data overview report: The Core Tenants of High-Performing Portfolio Marketing Teams

# High performing marketing teams

## The Audience-Centric Approach



### Emphasise an audience-focused go-to-market approach

- 97% Leaders from high-performing organisations support an Audience-Focused approach

One of the fundamental components that sets high-performing marketing teams apart is their commitment to being audience-centric or customer-centric. This approach goes hand in hand with personalisation, a pivotal aspect in industries such as financial services, where trust and reputation play a crucial role.

Marketing in the financial sector isn't just about promoting products; it's about establishing trust with a diverse audience spanning different verticals and segments. The challenge lies in creating personalised content for these varied audiences without overwhelming marketing teams.

The question becomes: **How can this be accomplished without the luxury of significantly expanding the workforce?**

### Navigating the Headcount Challenge

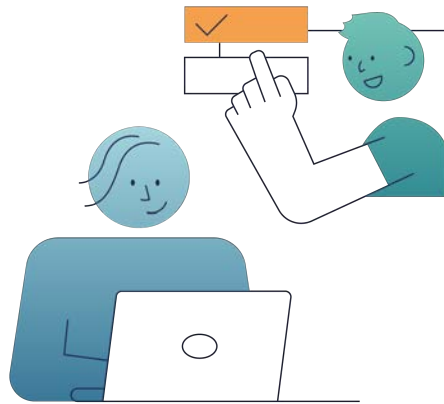
The reality for many marketing teams is that headcount growth is often constrained. This constraint makes the task of producing detailed, personalised, and high-quality content seem insurmountable. So, how do high-performing teams tackle this challenge head-on?

The answer lies in their ability to differentiate themselves in specific ways. They've developed strategies and systems that optimise their operations, allowing them to scale their marketing efforts efficiently. This optimisation, often lacking in other teams, is one of the key differentiators contributing to their success.



# High performing marketing teams

## Top-Down Understanding and Execution



### Consistently put the buyer at the core of campaign design

- 45% have a structured set of activities (processes) with deliverables, and consisted assigned responsibilities

High-performing teams understand that achieving success is not solely their responsibility but involves the entire organisation. The concept of being audience-centric and the importance of personalisation need to be embraced from the top down. This means that executive leadership and senior sales teams must actively engage in shaping the marketing strategy.

Marketers need to be aligned with the organisation's objectives and must have a clear understanding of their target audience's needs. This alignment ensures that marketing campaigns resonate with their intended audiences and build trust.



### Data-Driven Decision Making

In the world of marketing, data is the lifeblood of success. High-performing teams emphasise the importance of data centralisation, structuring, and integration with CRM systems.

This enables them to make data-driven decisions, personalise content effectively, and measure the impact of their marketing efforts accurately.

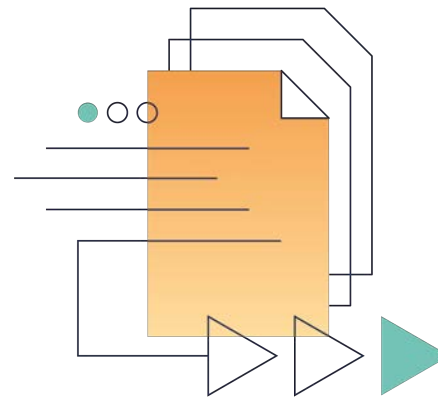
# High performing marketing teams



## Formalised Campaign Approaches

Another characteristic that sets high-performing teams apart is their structured approach to campaign management. They don't rely on ad-hoc methods; instead, they have well-documented processes and templates for various types of campaigns.

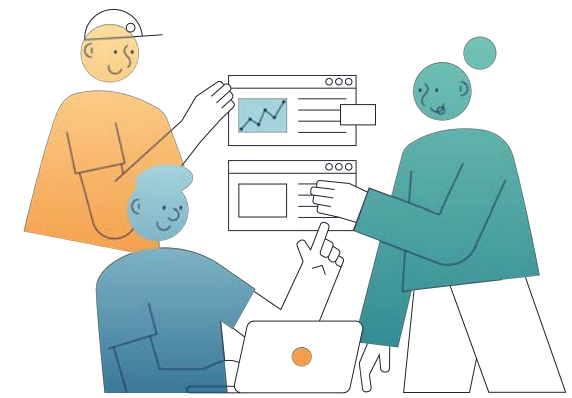
This formalisation streamlines operations, enabling them to launch campaigns faster and with greater consistency.



## The Journey Mapping Advantage

**4X more likely to have defined buyer personas for more than 75% of their offerings**

Understanding the customer journey is a critical aspect of successful marketing. High-performing teams invest in creating digital journey maps that identify key touchpoints and interactions. This allows them to engage with potential customers at the right moment, ensuring a cohesive and personalised experience.

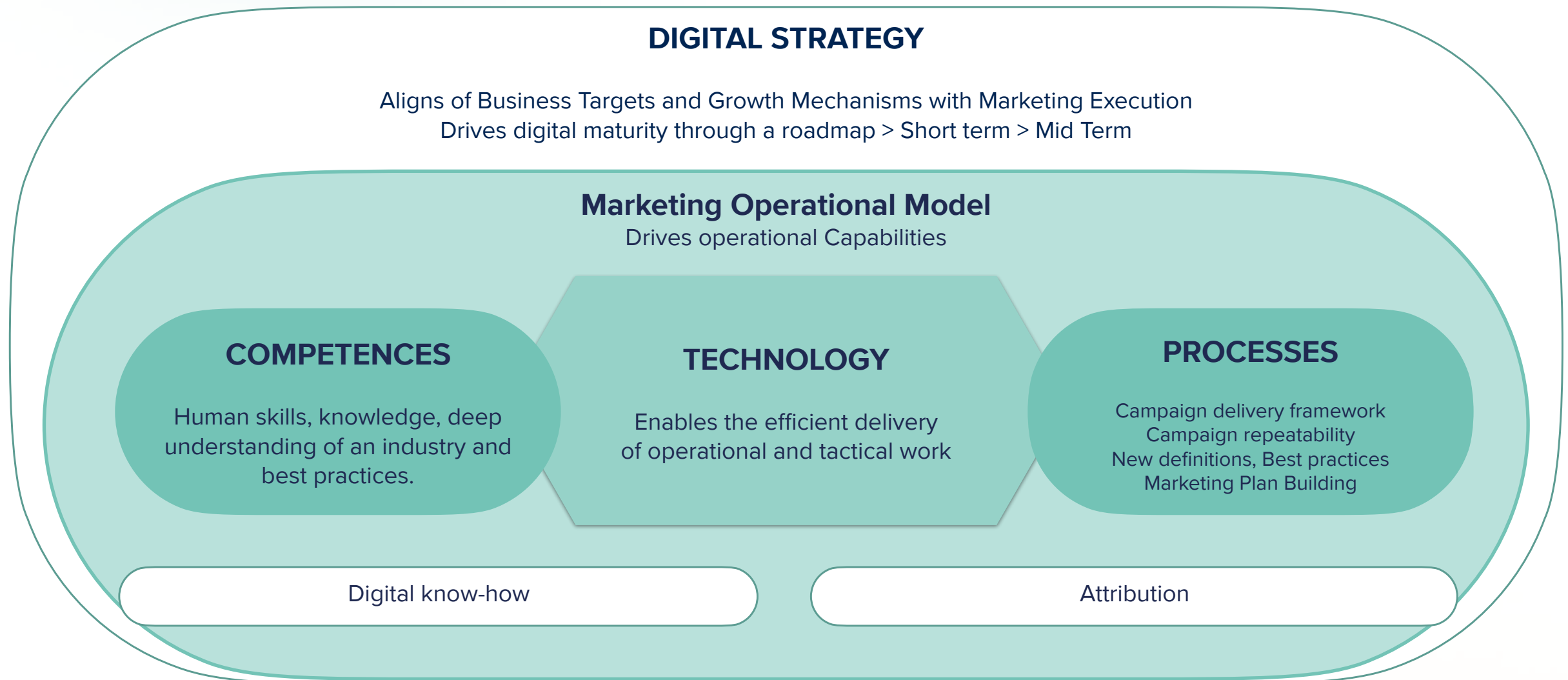


## Collaboration Tools and Efficiency

Efficiency is a cornerstone of high-performing teams. They leverage collaboration tools to streamline their operations, ensuring that every team member understands their role and responsibilities within a campaign. This approach reduces redundancy and minimises time wasted on unnecessary conversations.

# Creating a high performance marketing framework

# Building a high performance marketing operations framework

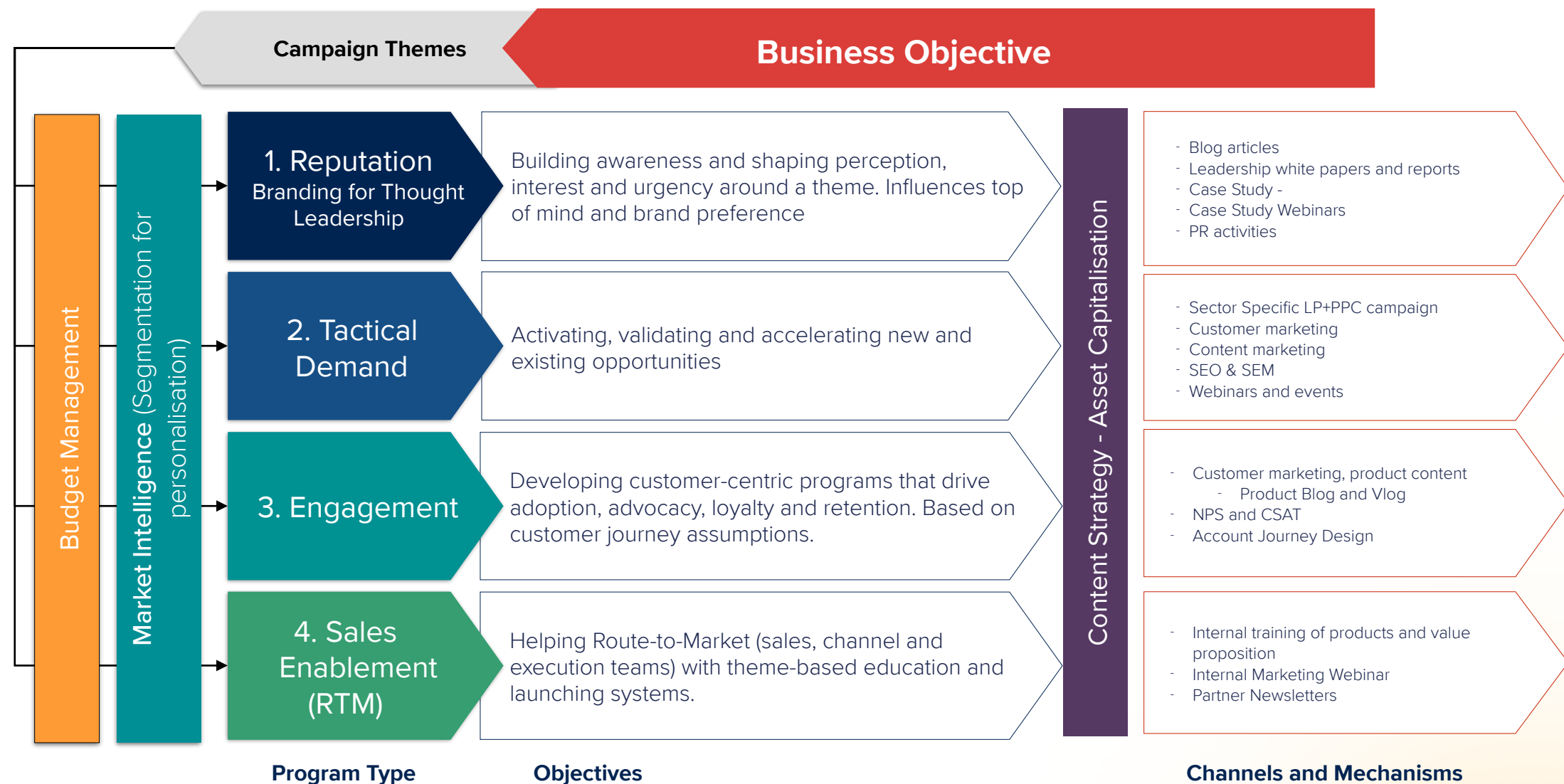


**In terms of digital capabilities, there is a roadmap we at redk use to deliver this. We have developed this roadmap on the next slide to help companies on their journey to attract, convert, and retain customers.**

Marketing teams in every industry have different challenges to overcome – we have seen that these mostly centre around skills, technology, and capabilities. And that's why we have developed this framework to guide and support you to marketing success.

# A delivery framework that aligns business objectives with marketing tech and operations

redk believe we have developed this tried and tested marketing ops framework centred on delivering scale in alignment with business strategy and creating the ideal 'climate' for marketing success. This framework suits both B2B and B2C businesses, to support their marketing capabilities and overall goals.





# Aligning Digital Capabilities to Business Objectives



## The First Step:

It's time to truly understand what your business objectives are. Whether it is increasing acquisition, retention rates, customer lifetime value, etc. – it is important for these to be laid out clearly, so then you are able to move on to defining the campaign themes that are aligned with those specific objectives.

## The Second Step:

This is where we can use data and market intelligence segmentation for personalisation, and begin creating four levels of your campaigns:

- Reputation Campaigns to build and shape brand perception.
- Tactical Demand to generate consumer need for the products and services.
- Engagement to maintain existing and develop customer-centric programmes.
- Sales Enablement to support the whole organisation present the messaging with the same value proposition to maximise marketing output.

# Aligning Digital Capabilities to Business Objectives

Content Strategy - Asset Capitalisation

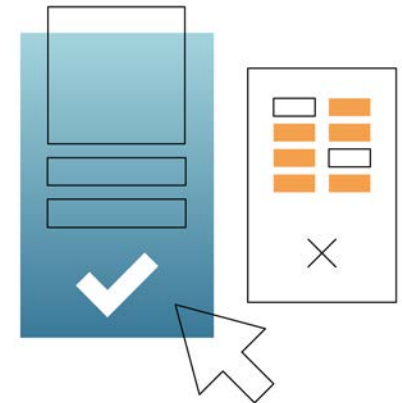
Project Management Tools

## The Content Strategy

Depending on the segmentation, you will need to accurately calculate how much output material you should produce. This can include methods of reutilisation of assets for different market segments – without these in place, your processes could become a major source of team inefficiency caused by creating assets from scratch that have already been developed and can just be edited for a different audience.

The right framework needs these three things: the right people, well-designed processes for collaboration, and then the correct and most efficient marketing technology for execution.

We would suggest using a project management system, such as [monday.com](https://monday.com), which will allow you to plan, execute, and optimise the timings of your projects. This system can reduce the time your team spends on unproductive meetings by 50%, therefore supporting them to work at their optimal performance efficiency, and you to achieve a high ROI.



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# Aligning Digital Capabilities to Business Objectives

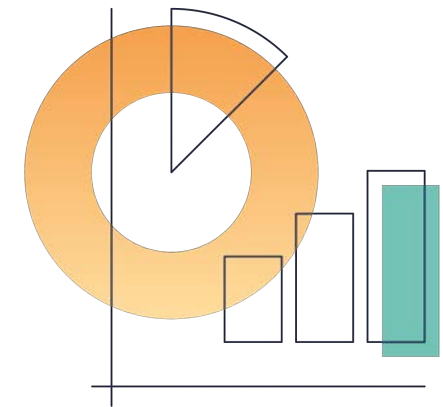
## Budget Management

### How to Make the Most Out of Your Campaign Budget

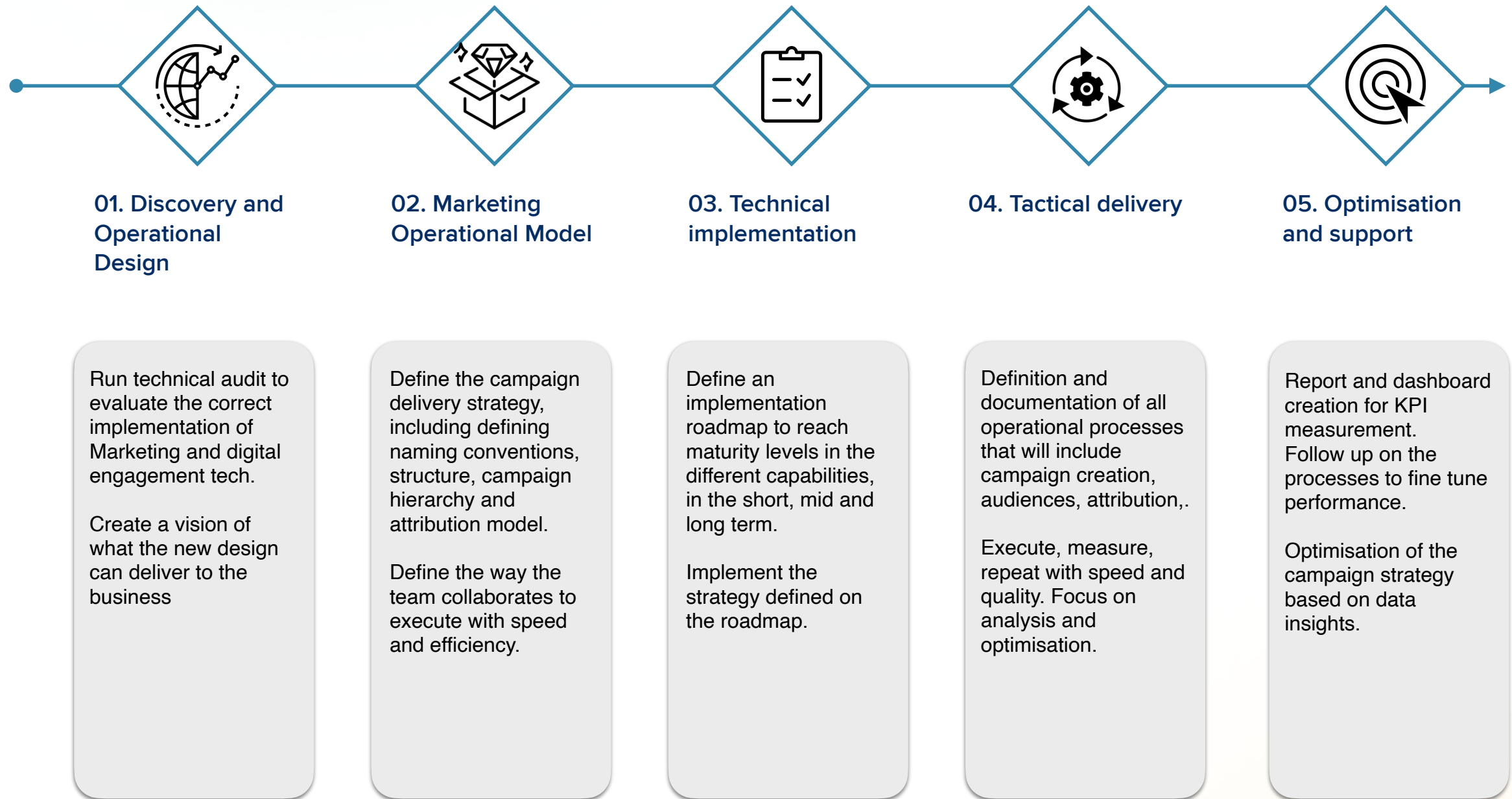
As with everything in business, these campaigns will always be constrained by your marketing budget.

The ability to show tangible ROI and keep track of budget by tying specific campaigns to monetary valuables is a notoriously difficult but important need within marketing. Unfortunately, this also often happens on multiple completely separate platforms, and pulling that information together is another inefficient use of your team's time.

At redk, what we would suggest is to integrate budget management into the collaboration framework. So, that you can see which campaign is using exactly how much of its intended budget, what is it being used on, and what is left to utilise.



# Implementing Digital Capabilities to Deliver Business Results





# Mastering the waves of Marketing Technology

Our Marketing Operations Framework focuses on implementing the capabilities of a high marketing teams and delivering business outcomes with short term results.

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**The expertise of redk as a business has helped them to get the best out of us and to drive a successful project and transformation**

Faye Williams, Internal Sales Director

TIME  
INVESTMENTS



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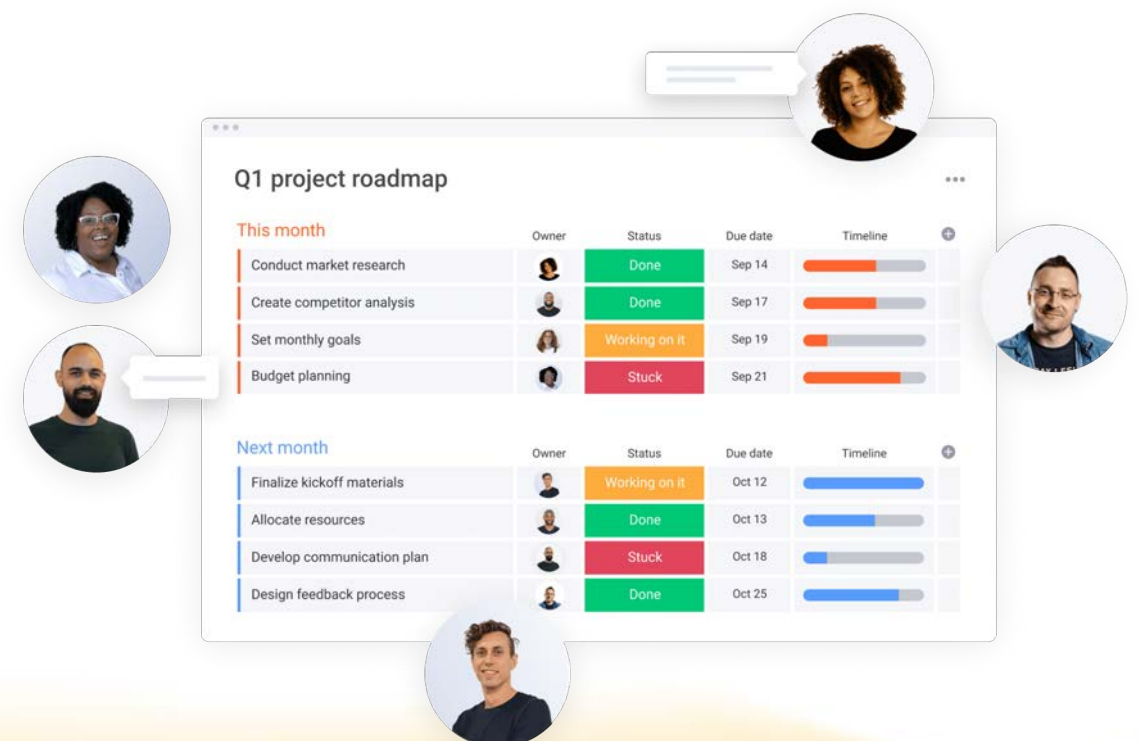
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# YOUR GOLD MONDAY.COM PARTNER



At redk, we're proud to be a channel partner for monday.com. We offer implementation support so you get the most out of the platform.

From initial consultations to ongoing support, our team is here to assist you every step of the way.



Our mission

# TO CREATE SUCCESS STORIES

At redk we strive to create leaders, success stories, we have the conviction that we are here to create long term relationships with a win-win vision.

If you would like to hear more from one of our marketing technology or automation experts, Get in touch today and the team at redk will be happy to help.

**Let's talk**

[sales@redk.net](mailto:sales@redk.net)  
+44 (0) 2035 877753