



Fix Your Marketing Processes And Win Your Budget Back

Lessons from Lean Manufacturing



Mark Worger

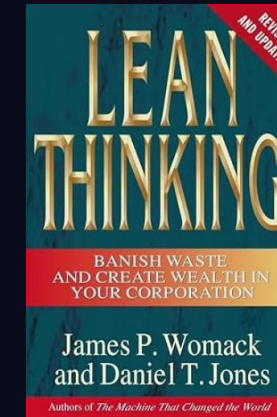
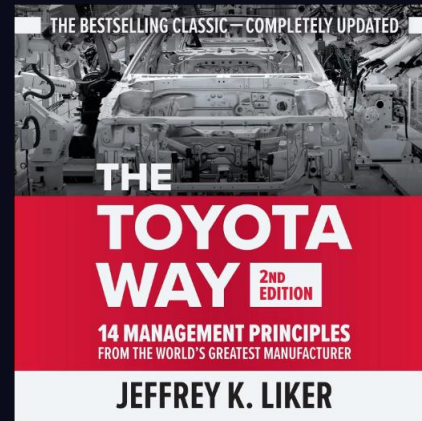
- MD at MarTech3D – Product Visualisation Platform (Regularly need product visuals? Come and speak to us!)
- Profile: Repeat Founder, Company Director and Board Director
- Background: Sales and Rev Ops
- Focus: B2B Marketing – manufacturing (pharma, industrial, medical devices, workplace technology)

63%

of B2B marketers in UK and Europe expect a
budget cut in 2026

But it's not all out of your hands.

Lean Manufacturing Theory



1

Your processes are not good enough

...but that's ok.

Lean Principle: Continuous Improvement

Tip: Build a no blame culture

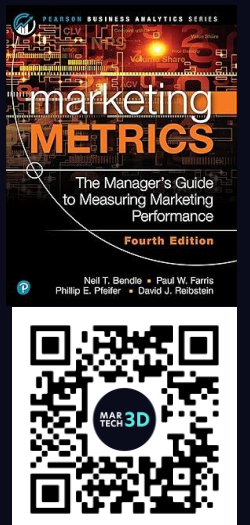


2

If value is not defined,
everything looks important.

Lean Principle: Value and Measurement

Tip: Track time against value

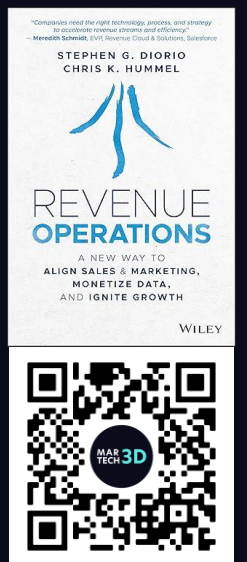


3

**If the process changes person to person,
it is not a process.**

Lean Principle: Standardisation and Mapping

Tip: If a key person leaves, does the process break?



4

Every handoff is a delay

Lean Principle: Waste and flow

Tip: Minimum viable people – test the simplest path

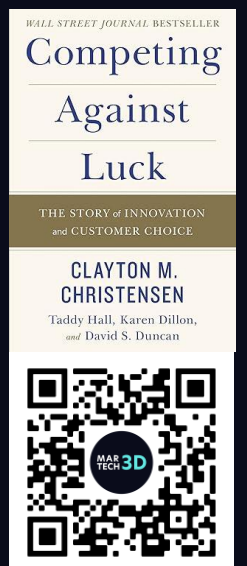


5

**If you create it before it's needed,
it won't be used.**

Lean Principle: Pull

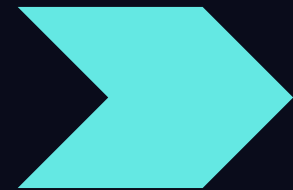
Tip: Don't act until you feel the pain



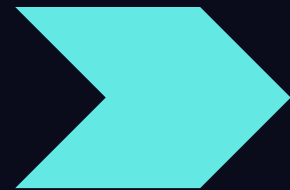


Marketing is not trusted

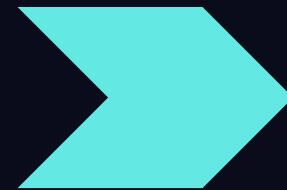
because it is not predictable.



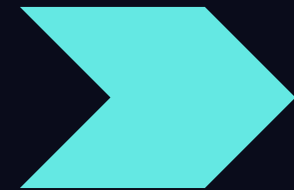
Fix the system



Demonstrate predictability



Build trust



Win Budget



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