



WORDCAMP

KANSAS CITY 2018

Beyond WordPress: The Marketing Technology in Local and National Companies

Mark Kelly
CEO, The Marketing Advisors Group

Who Can Hear This?



A nighttime photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The word "INTRODUCTION" is overlaid in large white letters.

INTRODUCTION

Let's Set The Foundation

A nighttime photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The text 'WHAT IS MARKETING?' is overlaid in white on a dark horizontal band across the middle of the image.

WHAT IS MARKETING?

In One Word

A photograph of the Golden Gate Bridge in San Francisco, California, taken from a high vantage point on a hillside. The bridge's iconic orange-red towers and suspension cables are prominent, stretching across the water towards the city skyline in the distance. The sky is a mix of deep blue and orange, suggesting a sunset or sunrise. The water is a vibrant blue-green. The overall mood is serene and majestic.

A **BRIDGE** Connecting

Revenue

Strategy

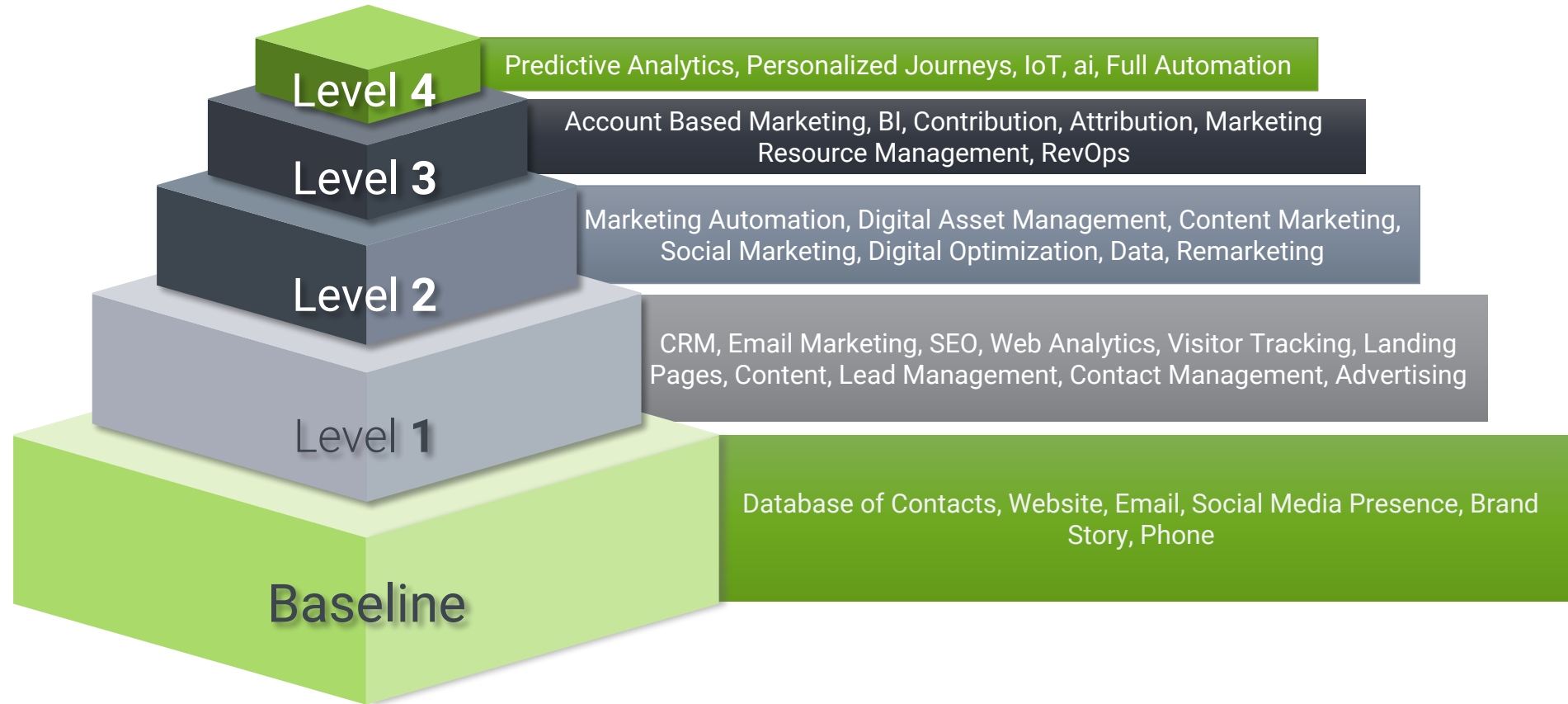
A night-time photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The text is overlaid on the lower portion of this image.

WHAT IS MARKETING TECHNOLOGY?

A Hierarchical Approach

Technology Stack Prioritization

Marketing/Sales Technology Hierarchy of Needs



A night-time photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The text 'THE SURVEY & OUTCOMES' is overlaid in white on the lower half of the image.

THE SURVEY & OUTCOMES

Let's Get Going!

Thank You

Thank you to those Companies who Participated



Advertising & Promotion

Mobile Marketing
OXYGEN, EVERETT, TAPSCOTT, ...

Display & Programmatic Advertising
SCOTTO VIANT, STEELHOUSE, SPONGECCELL, ...

Search & Social Advertising
ADLAGE, FUNNELY, AHBUS, ...

Native/Content Advertising
BUZZSTARTER, CONTENTGATE, NATIVO, ...

Video Advertising
ADRETTA, VISUALGANG, CLIPD, ...

Print
PFL, MOJO, ...

PR
TRENDRILL, ...

Content & Experience

Mobile Apps
APPOKER, ...

Interactive Content
ON, ...

Content Marketing
Scribble, ...

Optimization, Personalization & Testing
APPLYMPLY, ...

DAM & MRM
DAM, ...

SEO
RIGHTSIDE, ...

Marketing Automation & Campaign/Lead Management
ORACLE, ...

CMS & Web Experience Management
ACQUIITY, ...

Social & Relationships

Call Analytics & Management
CALLMATE, ...

ABM
DYNAMIC, ...

Events, Meetings & Webinars
CIVIL, ...

Email Marketing
MAILCHIMP, ...

Social Media Marketing & Monitoring
HUBSPOT, ...

Advocacy, Loyalty & Referrals
INCLUSIVE, ...

Influencers
NIMBLE, ...

Feedback & Chat
TRAB, ...

Community & Reviews
JIVE, ...

Experience, Service & Success
TOTAL, ...

CRM
HUBSPOT, ...

Commerce & Sales

Retail & Proximity Marketing
VINTAGE, ...

Channel, Partner & Local Marketing
BRIDGELINE, ...

Sales Automation, Enablement & Intelligence
LEADLAND, ...

Affiliate Marketing & Management
OFFICE, ...

Ecommerce Marketing
KEYVIN, ...

Ecommerce Platforms & Carts
LEVI, ...

Data

Audience/Market Data & Data Enhancement
RICHSEN, ...

Marketing Analytics, Performance & Attribution
KOVACH, ...

Mobile & Web Analytics
ALTIMETRIC, ...

Dashboards & Data Visualization
GAMMA, ...

Business/Customer Intelligence & Data Science
SISEI, ...

iPaaS, Cloud/Data Integration & Tag Management
ALTIMETRIC, ...

Predictive Analytics
NICE, ...

Customer Data Platforms
DISCOUNT, ...

Management

Talent Management
ORACLE, ...

Product Mgmt
ORACLE, ...

Budgeting & Finance
ALTIMETRIC, ...

Collaboration
STACK, ...

Projects & Workflow
WORKFLOW, ...

Agile & Lean Mgmt
SAP, ...

Vendor Analysis
GARTNER, ...

The Ultimate List of Marketing Technology Solutions

All of the Martech 5,000 Companies

bit.ly/wckc18



THE MARKETING STACK

A Few Examples

5 Common Elements of Most MarTech Stacks

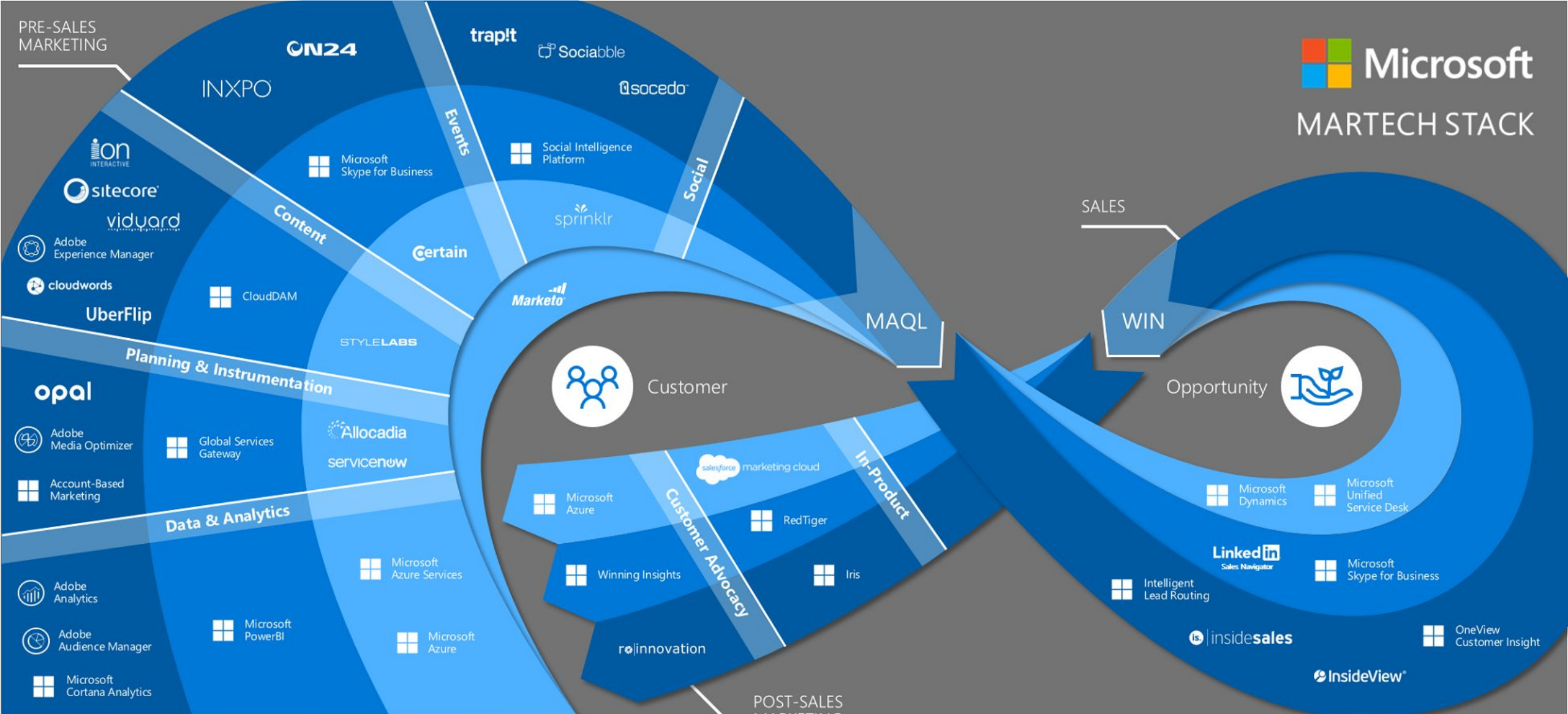
High-Level Takeaways - What We Learned

1. CRM
2. Marketing Automation/Sales Enablement
3. Project Management/Collaboration
4. BI/Analytics
- 5. Spreadsheets**

A Sample B2B Digital Stack

Cisco





Our technology vision is to create an efficient and highly scalable Marketing to Sales automation platform that enables marketers, sellers and partners to create seamless and responsive customer experiences, making it simple to find, try, use, share and buy Microsoft products. Customer information and insights are surfaced to enable both Marketers and Sellers to precisely add value to customer interactions along a multifaceted, rich customer conversation that spans from initial digital engagement to personalized sales discussions.

A nighttime photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The text 'COMPANY INFO' is overlaid in white on the lower part of the image.

COMPANY INFO

A Few Examples

42%

**Companies admitting
their tech is fragmented**

21%

**Companies using a
Single-Vendor Suite**

48%

**Companies using
best-of-breed, multi-point
solutions**

27%

**Companies with
integrated Best-in-Breed
Stacks**



MARKETER INFO

A Few Examples

88%

**Marketers who regularly
use more than 1 Martech
tool**

69%

**Marketers who feel their
companies' current
martech helps them do
their job better**

3%

**Marketers getting full
value out of their tools**

A night-time photograph of a city skyline with various skyscrapers and buildings illuminated against a dark sky. The text is overlaid on the lower portion of the image.

THE PROGRESSION OF TECHNOLOGY

A Financial Organization Example

Is This Forever?

Tech Solutions Evolve Over Time

		Year 1	Year 2	Year 3	Year 4	Year 5
Marketing	Brand Development & Awareness	Direct Mail	Google AdWords Hootsuite™ django	Hootsuite™ django Direct Mail	Hootsuite™ django	Google AdWords Hootsuite™ WORDPRESS
	Inbound Lead Gen and Nurturing	MailChimp Twitter LinkedIn	salesforce pardot	salesforce pardot	salesforce pardot	HubSpot
Sales	Opportunity Development			insidesales.com	insidesales.com vidyard	SalesLoft vidyard DocuSign join me olark
Underwriting And Customer Service	Decisioning	Excel	Excel	Excel	LASER ACCURACY, LLC CLOUD BIZ	DATAMERCH LASER TransUnion TLOxp Decision Logic CLOUD BIZ
	Customer Service and Retention				springcm DocuSign	springcm DocuSign
Leadership Team	Analytics and Planning	Excel Office 365	+ a b l e a u Google Analytics Microsoft SQL Server DBAmp	GoodData™ Own {backup} RingLead	Trello slack	process.st Airtable

Analytics and planning products are chronologically cumulative



THE MOST POPULAR SOLUTIONS

The envelopes please...

Advertising & Promotion

Mobile Marketing
OXYGEN, EVERETT, TAPSCOTT, ...

Display & Programmatic Advertising
SCOTTO VIANT, STEELHOUSE, SPONGECCELL, ...

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Mobile Apps
APPOKER, ...

Video Marketing
...

Email Marketing
...

Interactive Content
...

Content Marketing
...

Optimization, Personalization & Testing
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DAM & MRM
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SEO
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Marketing Automation & Campaign/Lead Management
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CMS & Web Experience Management
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Social & Relationships

Call Analytics & Management
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ABM
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Events, Meetings & Webinars
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Social Media Marketing & Monitoring
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Business/Customer Intelligence & Data Science
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iPaaS, Cloud/Data Integration & Tag Management
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Predictive Analytics
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Customer Data Platforms
...

Management

Talent Management
...

Product Mgmt
...

Budgeting & Finance
...

Collaboration
...

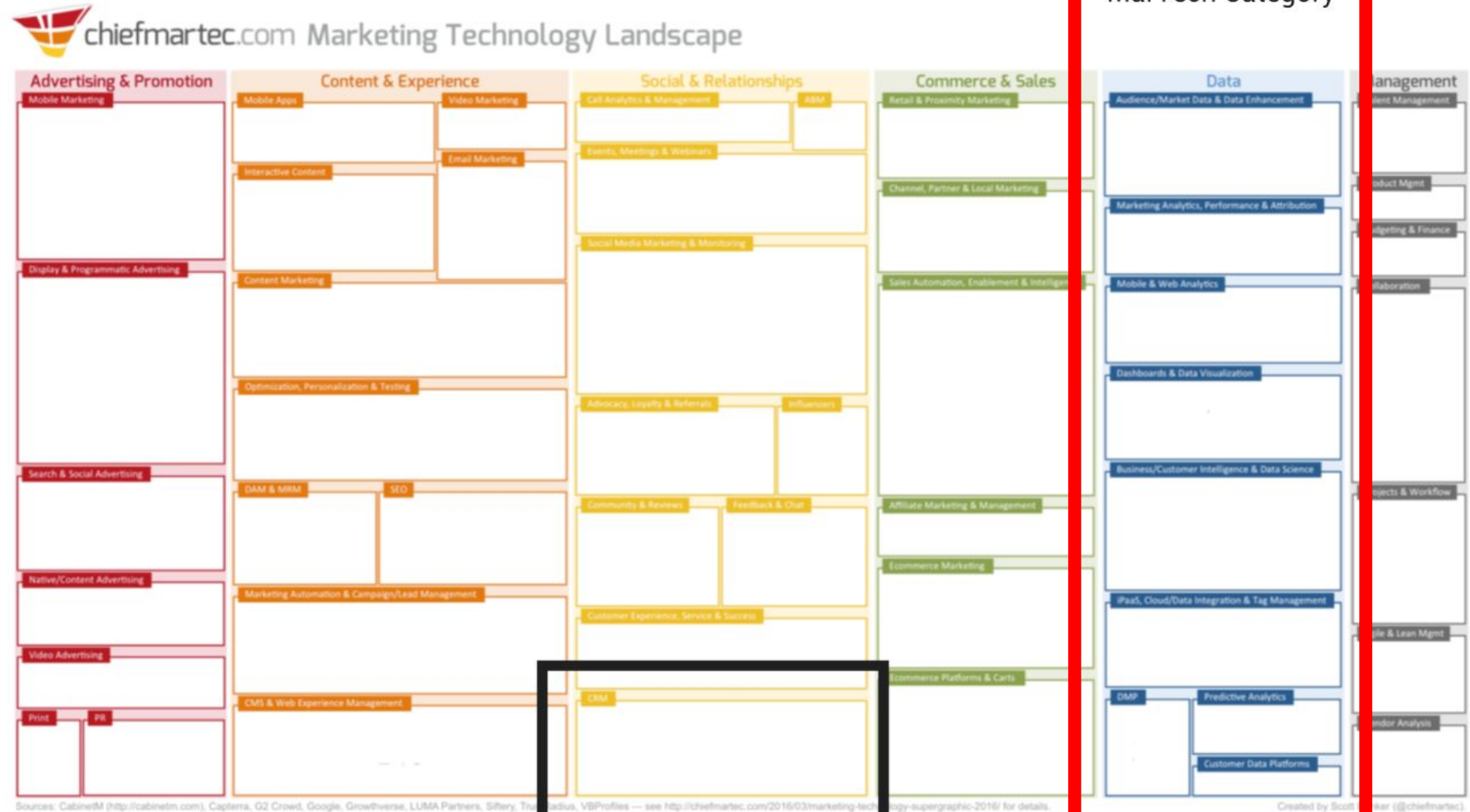
Projects & Workflow
...

Agile & Lean Mgmt
...

Vendor Analysis
...

Let's Dig into the Trends

How Will We Examine This?



Sources: CabinetM (<http://cabinetm.com>), Capterra, Q2 Crowd, Google, Growthwise, LUMA Partners, Siftly, True Radius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

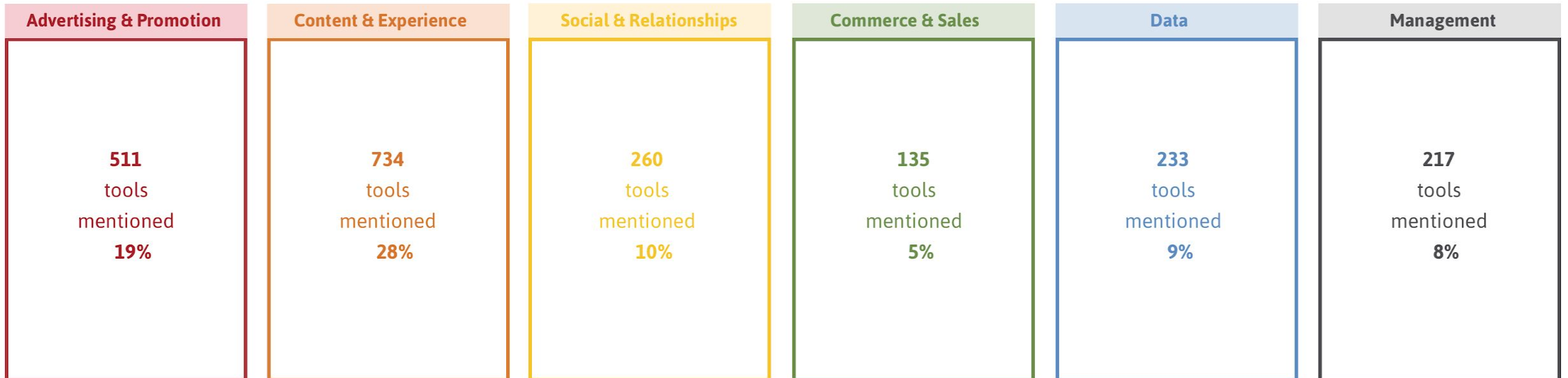
Created by Scott [Name] (@chiefmartec)

MarTech Sub-category

MarTech Category

Which MarTech Categories are Most Popular?

Total 2,623 Vendors mentioned across 110 Stacks Collected



Sources: CabinetM, Capterra, G2 Crowd, Google, LUMA Partners, Siftety, TrustRadius — see <http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/> for details.

Produced by Scott Brinker (@chiefmartec) and Anand Thaker (@anandthaker).

Source:boardview.io

The Top 10 Most Mentioned Companies?

Of the 2,623 Vendors Mentioned

1. Google Analytics (76%)
2. LinkedIn (65%)
3. Twitter (62%)
4. Facebook (61%)
5. Salesforce (61%)
6. Wordpress (52%)
7. Google Adwords (50%)
8. Youtube (38%)
9. Marketo (34%)
10. Slack (34%)

Which MarTech tools are most popular in each category?

Advertising & Promotion	Content & Experience	Social & Relationships	Commerce & Sales	Data	Management
LinkedIn 72 65%	Google Analytics 84 76%	Hootsuite 35 32%	Salesloft 17 15%	Tableau 19 17%	Slack 37 34%
Twitter 68 62%	Salesforce 67 61%	Buffer 17 15%	Salesforce Pardot 16 15%	Crazyegg 17 15%	Trello 29 26%
Facebook 67 61%	Wordpress 57 52%	Leandata 14 13%	Datanyze 14 13%	Zapier 15 14%	Dropbox 14 13%
Google Adwords 55 50%	Marketo 37 34%	Join.Me 11 10%	Google 10 9%	Zoominfo 11 10%	Google+ 14 13%
Youtube 42 38%	Optimizely 36 33%	Sproutsocial 11 10%	Insightsquared 8 7%	Adobe Analytics 10 9%	Google Drive 13 12%
Gotowebinar 29 26%	Moz 30 27%	Zendesk 10 9%	Yesware 7 6%	Google Tag Mgt 10 9%	G2 Crowd 12 11%
Instagram 27 25%	Hubspot 25 23%	Influitive 9 8%	DocuSign 5 5%	Segment.io 9 8%	Asana 11 10%
Adroll 23 21%	Wistia 25 23%	Bizible 8 7%	Pipedrive 5 5%	Discoverorg 8 7%	Skype 11 10%
Pinterest 15 14%	Mailchimp 19 17%	Brighttalk 8 7%	Magento 3 3%	Builtwith 7 6%	Intercom 10 9%
Bing Ads 12 11%	Adobe 15 14%	On24 8 7%	Outreach 3 3%	Salesforce Data.Com 6 5%	Box 8 7%
	Creative Cloud 15 14%				

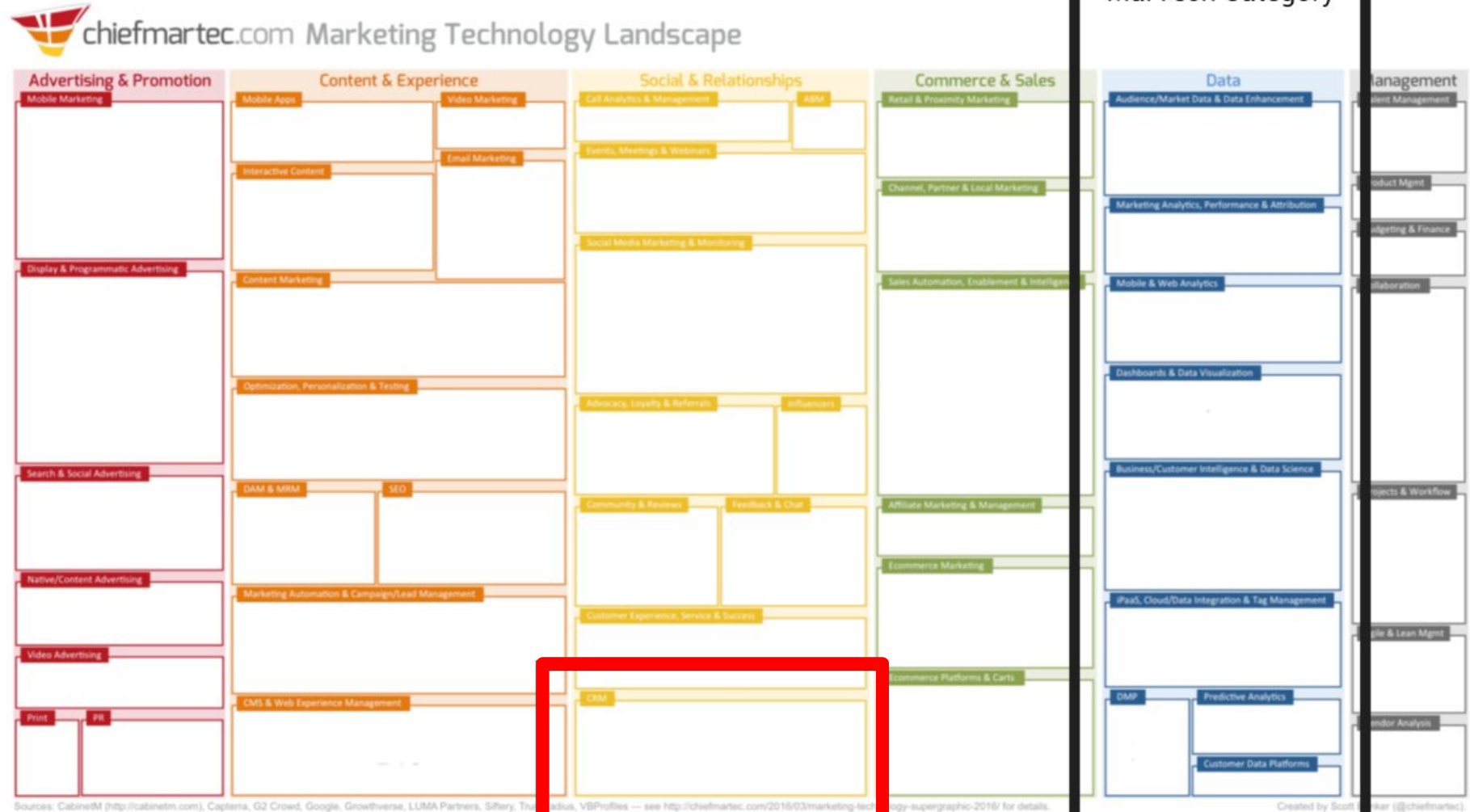
This table shows which tools were used in the **Stackies Awards**, per category. Example: LinkedIn was used 72 times in 110 stacks, which is 65% of the total

Sources: CabinetM, Capterra, G2 Crowd, Google, LUMA Partners, Siftary, TrustRadius — see <http://chiefmartec.com/2017/05/marketing-technology-landscape-supergraphic-2017/> for details.

Produced by Scott Brinker (@chiefmartec) and Anand Thaker (@anandthaker).

Let's Dig into the Trends

How Will we Examine this?



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Created by Scott Tier (@chiefmartec)

MarTech Sub-category

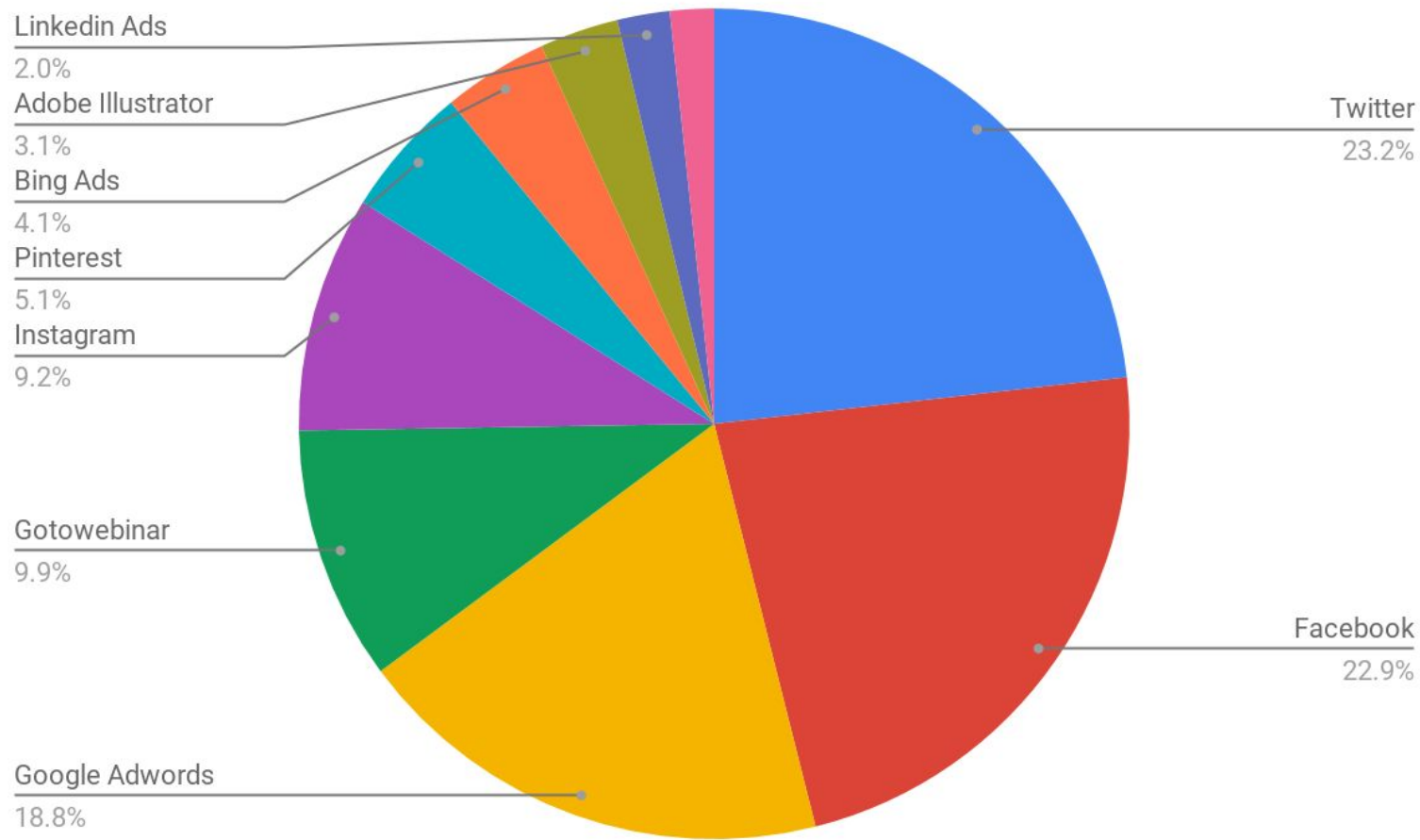
Which MarTech sub-categories are most popular?

% of Total Companies Mentioned

1. Search & Social Advertising (11.8%)
2. Marketing Automation & Campaign/Lead Management (6.1%)
3. SEO (6.0%)
4. Collaboration (5.3%)
5. CMS & Web Experience Management (4.3%)
6. Sales Automation, Enablement & Intelligence (3.9%)
7. Native/Content Advertising (3.2%)
8. Social Media Marketing & Monitoring (3.1%)
9. Optimization, Personalization & Testing (3.0%)
10. Audience/Marketing Data & Data Enhancement (2.6%)

Search & Social Advertising

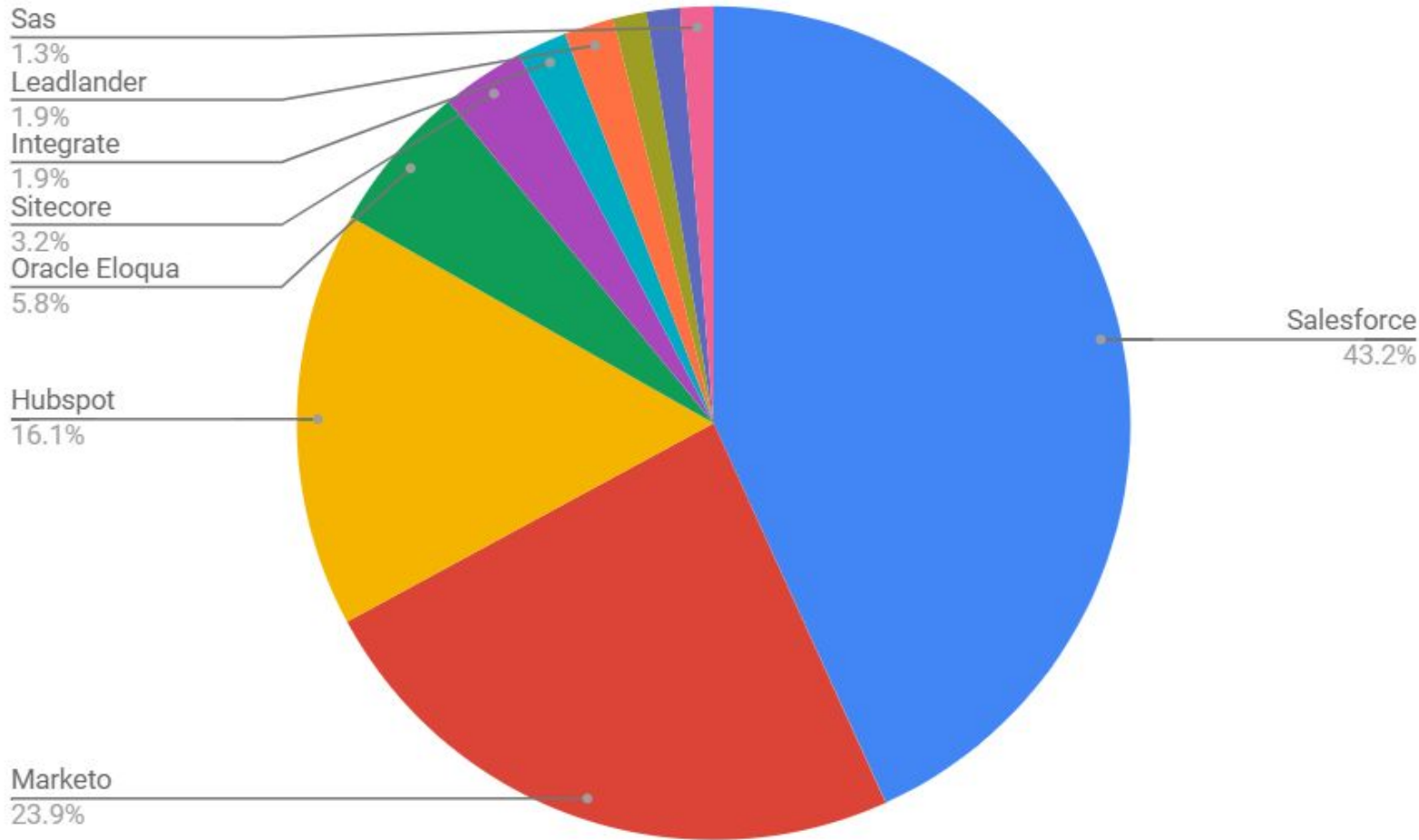
Which Tools Were Most Popular?



1. Twitter
2. Facebook
3. Google Adwords

Marketing Automation & Campaign/Lead Mgmt

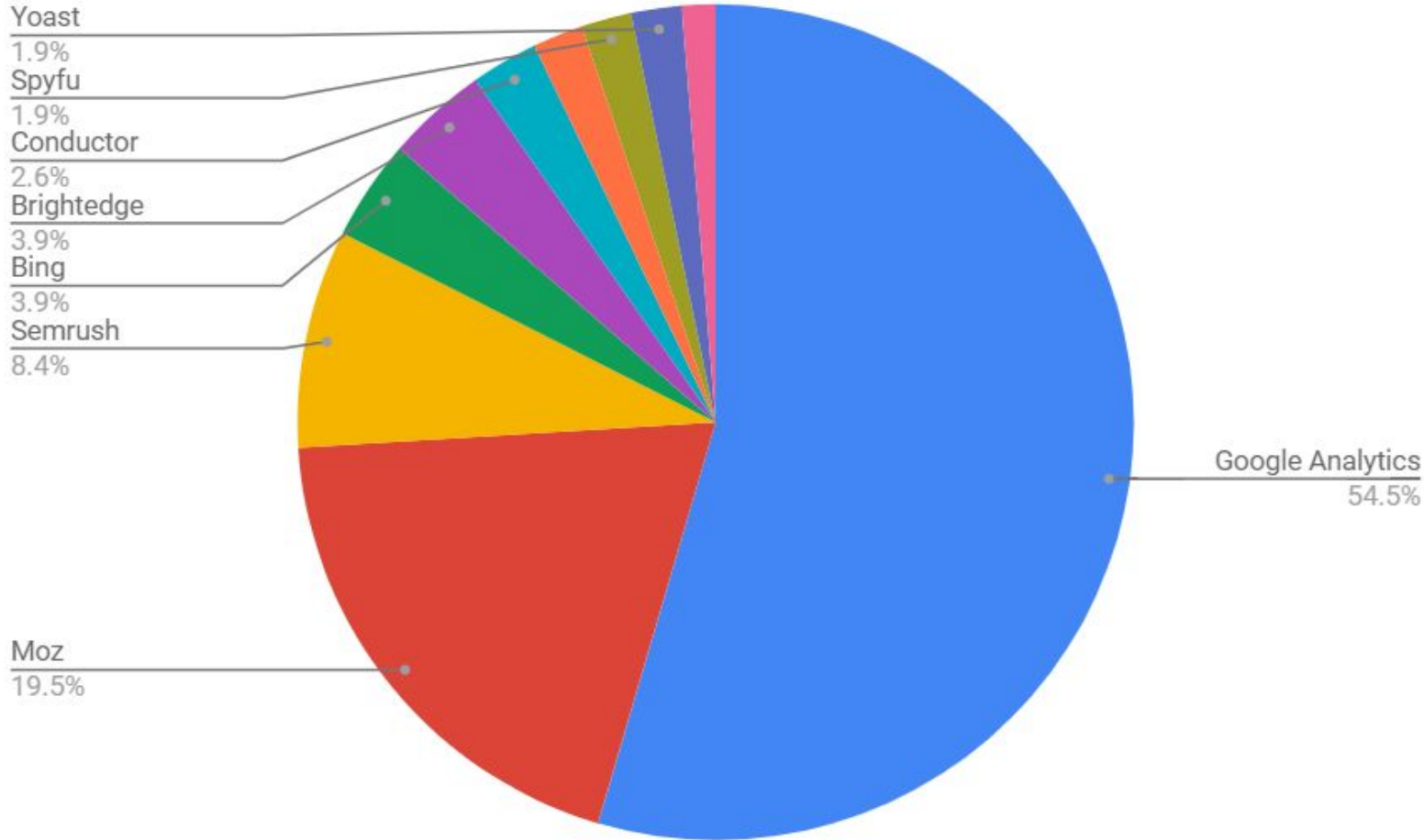
Which Tools Were Most Popular?



1. Salesforce
2. Marketo
3. Hubspot

SEO

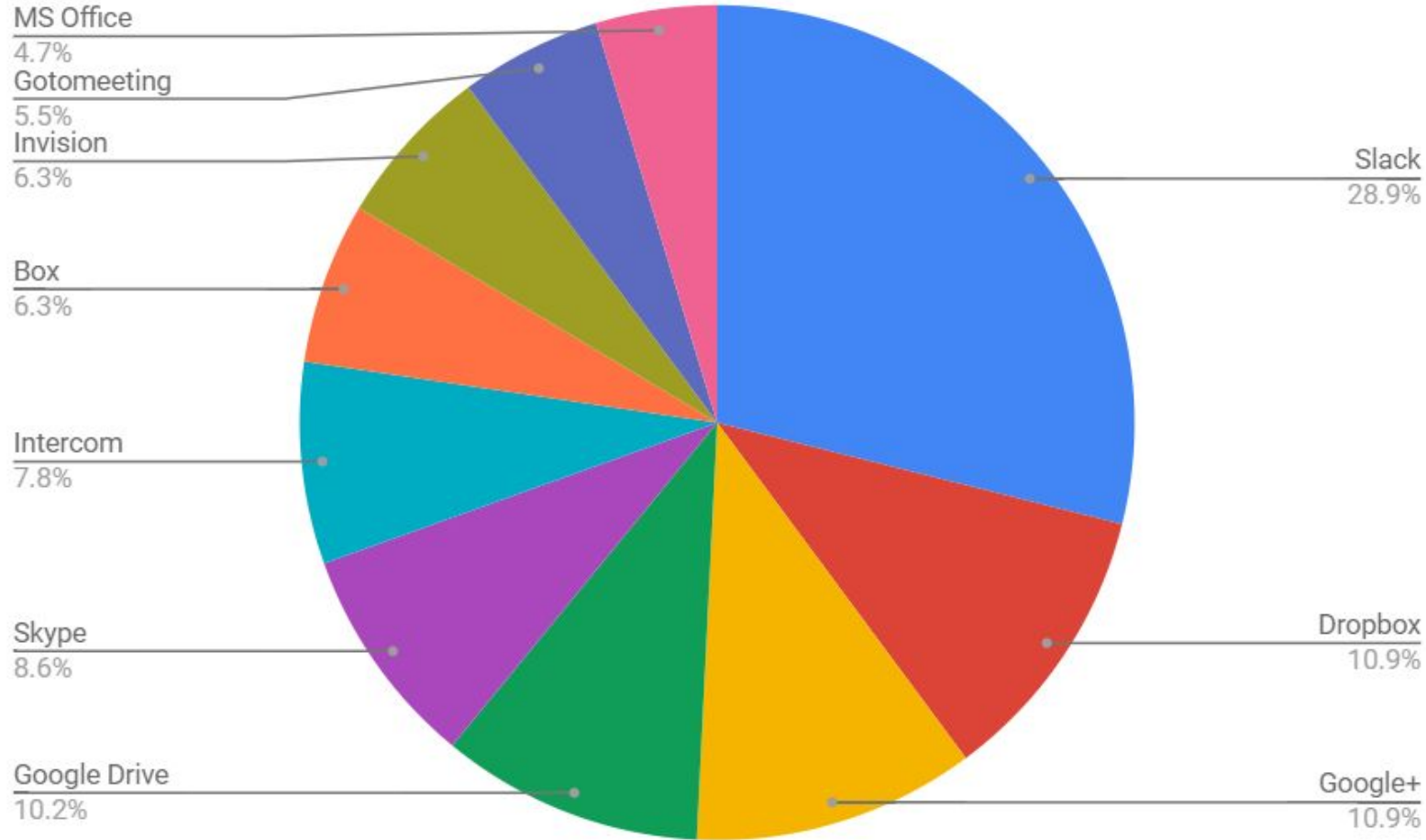
Which Tools Were Most Popular?



1. Google Analytics
2. MOZ
3. SEMRush

Collaboration

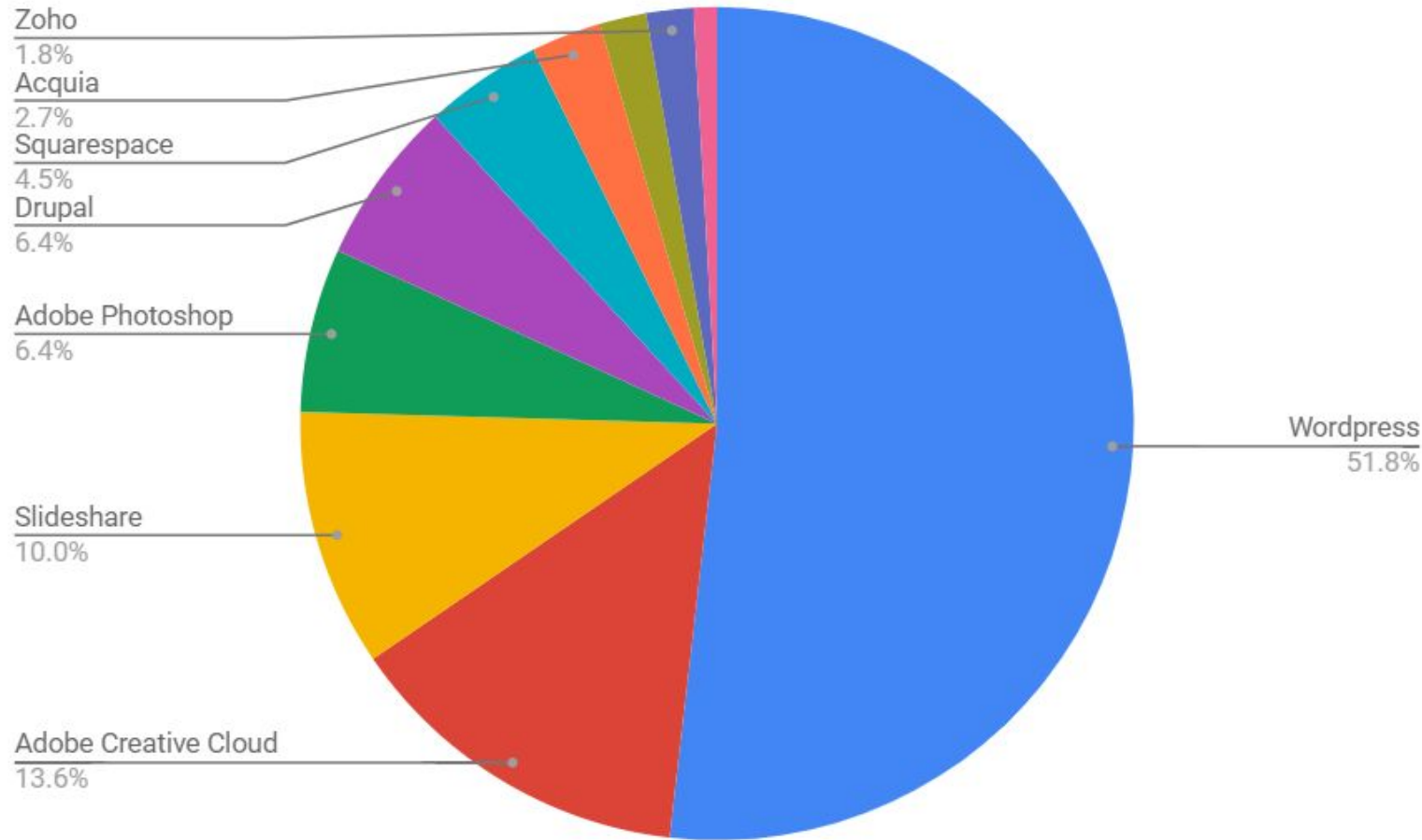
Which Tools Were Most Popular?



1. Slack
2. Dropbox
3. Google+

CMS & Web Experience Management

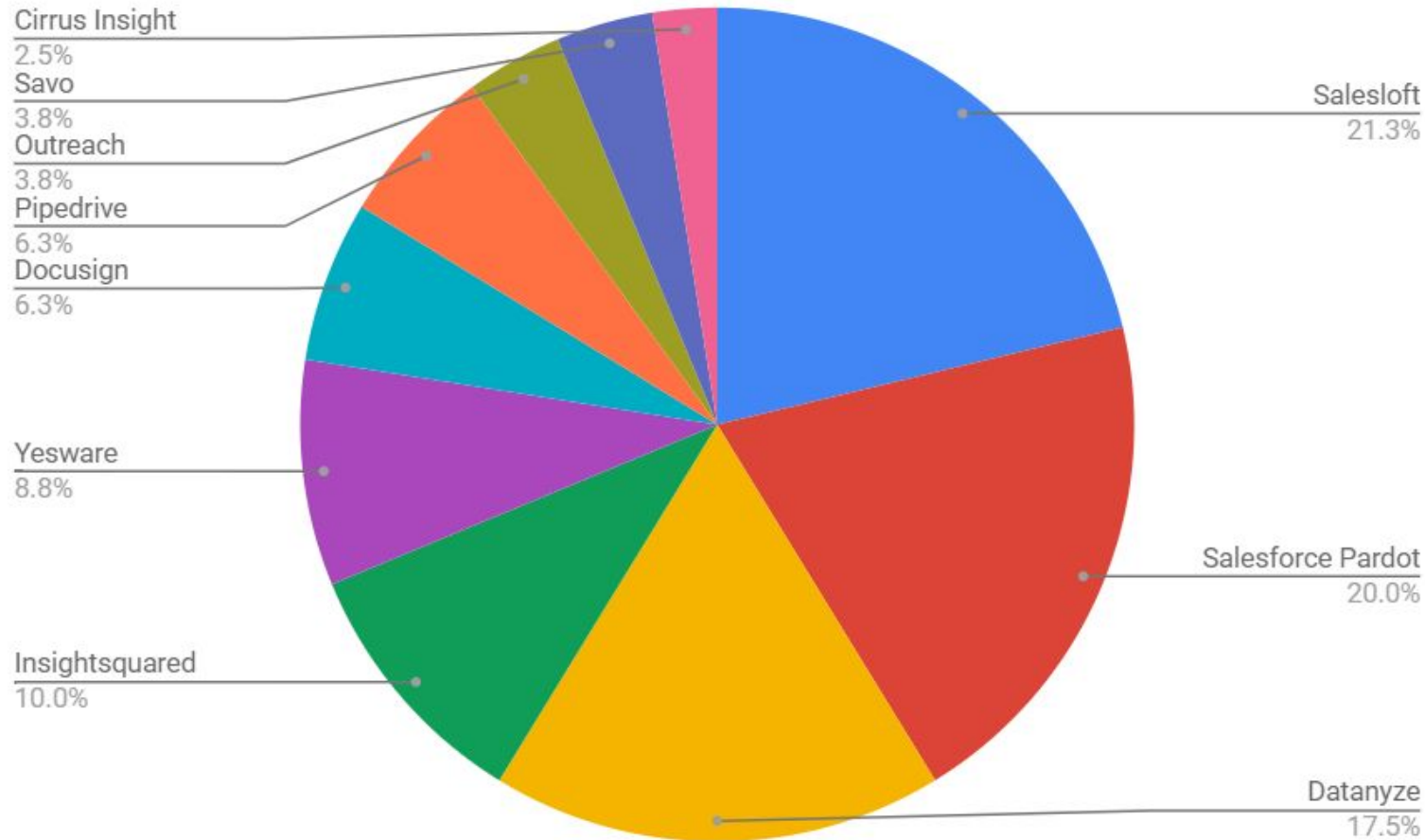
Which Tools Were Most Popular?



1. Wordpress
2. Adobe Creative Cloud
3. Slideshare

Sales Automation, Enablement & Intelligence

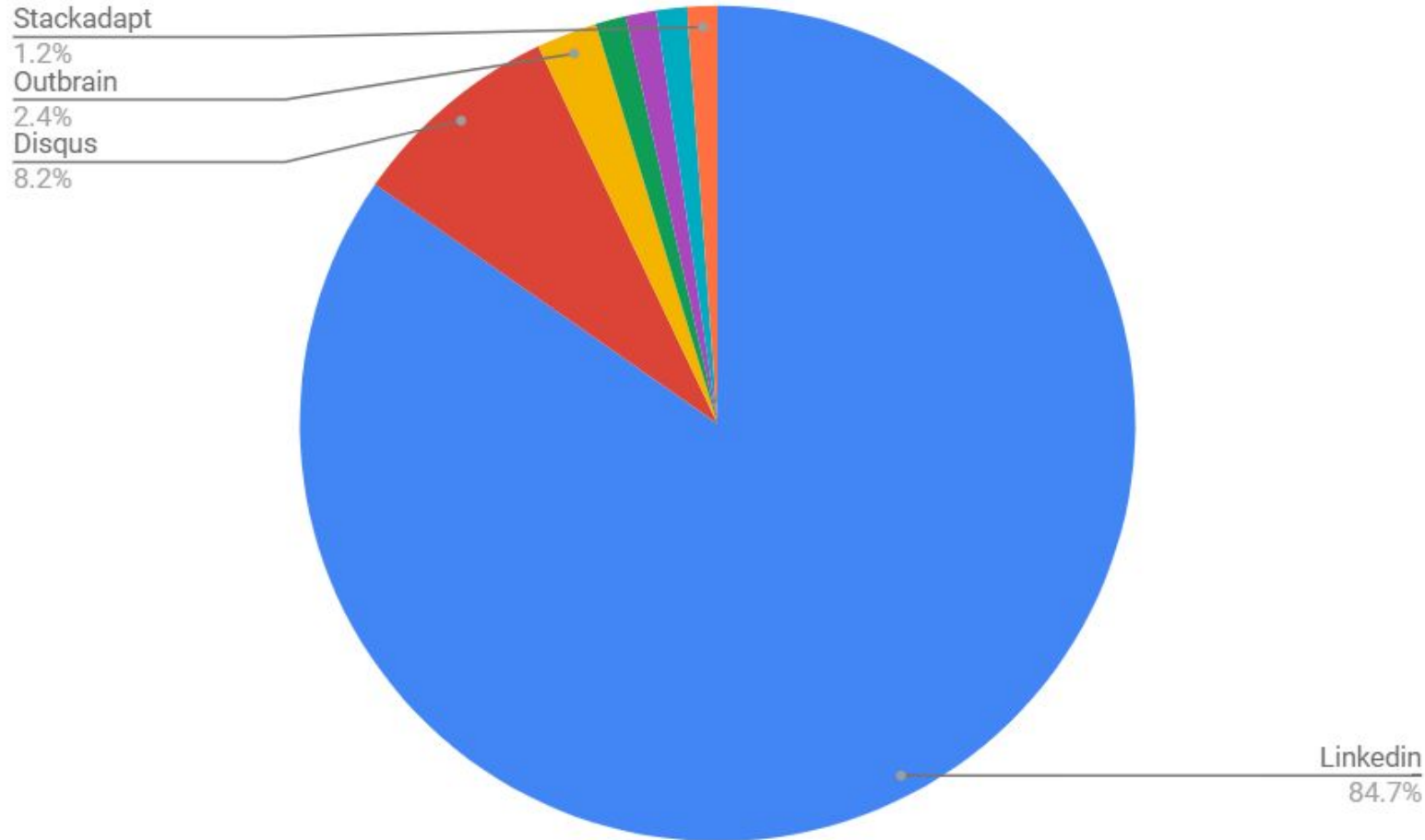
Which Tools Were Most Popular?



1. Salesloft
2. Salesforce Pardot
3. Datanyze

Native/Content Advertising

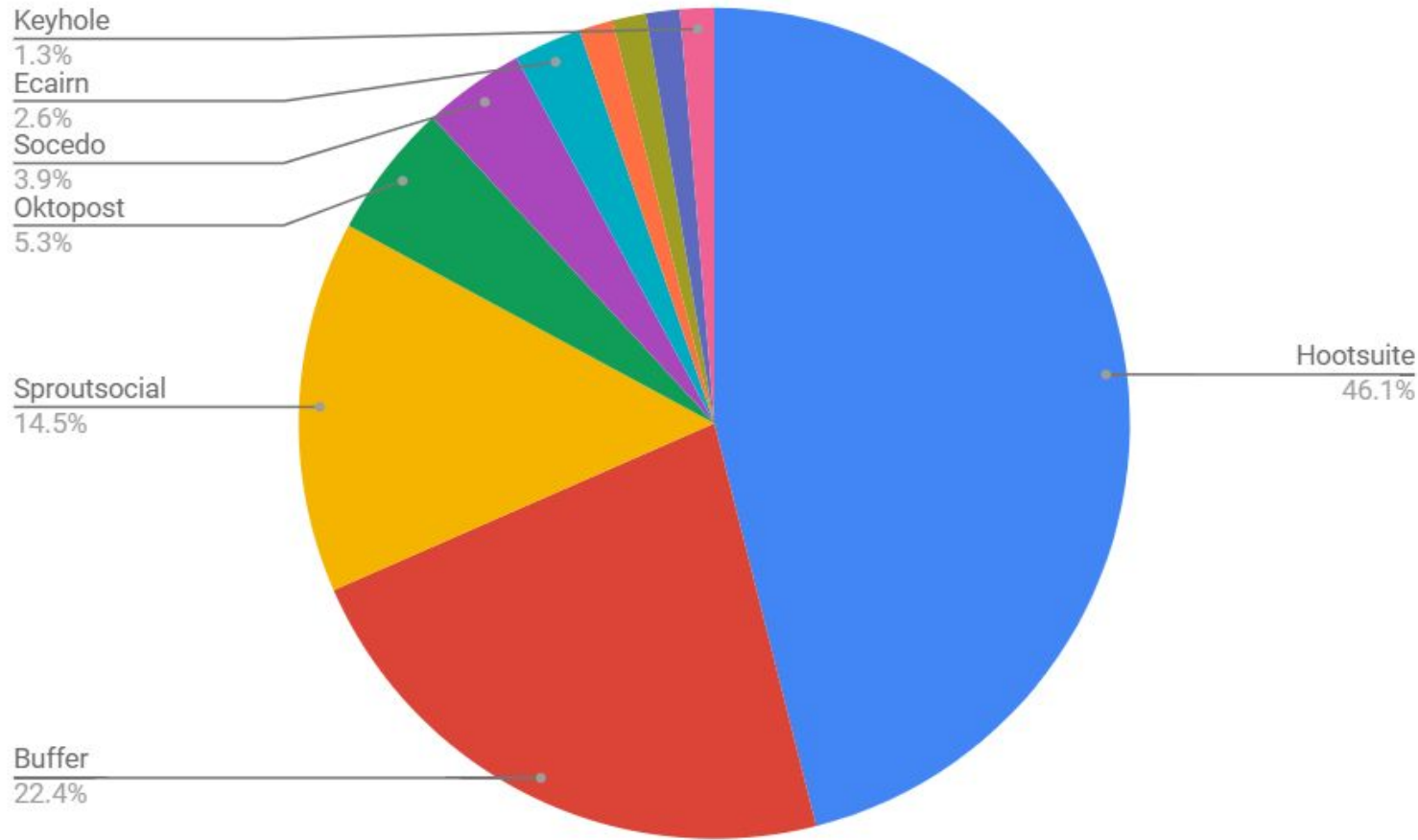
Which Tools Were Most Popular?



1. LinkedIn
2. Disqus
3. Outbrain

Social Media Marketing & Monitoring

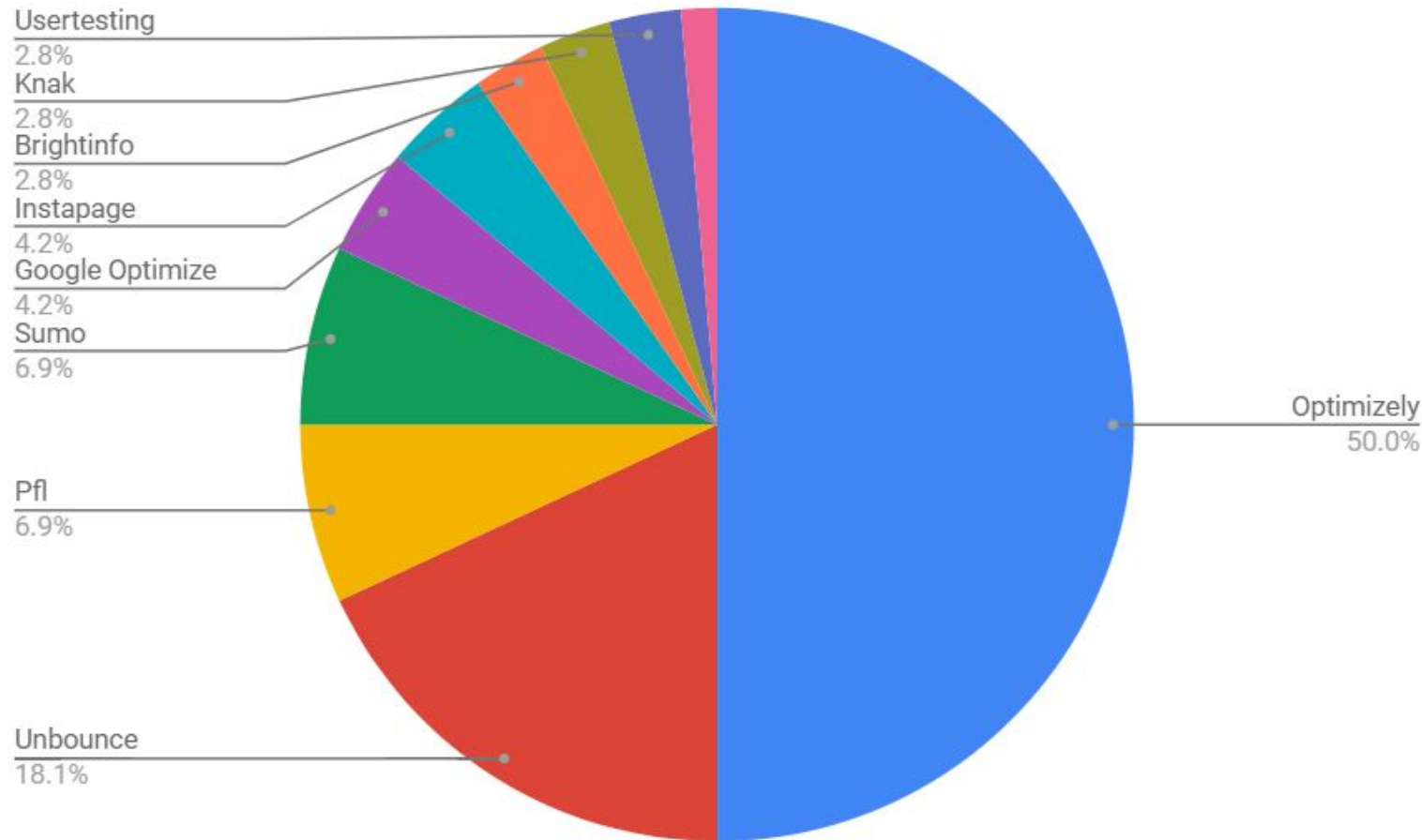
Which Tools Were Most Popular?



1. Hootsuite
2. Buffer
3. Sproutsocial

Optimization, Personalization & Testing

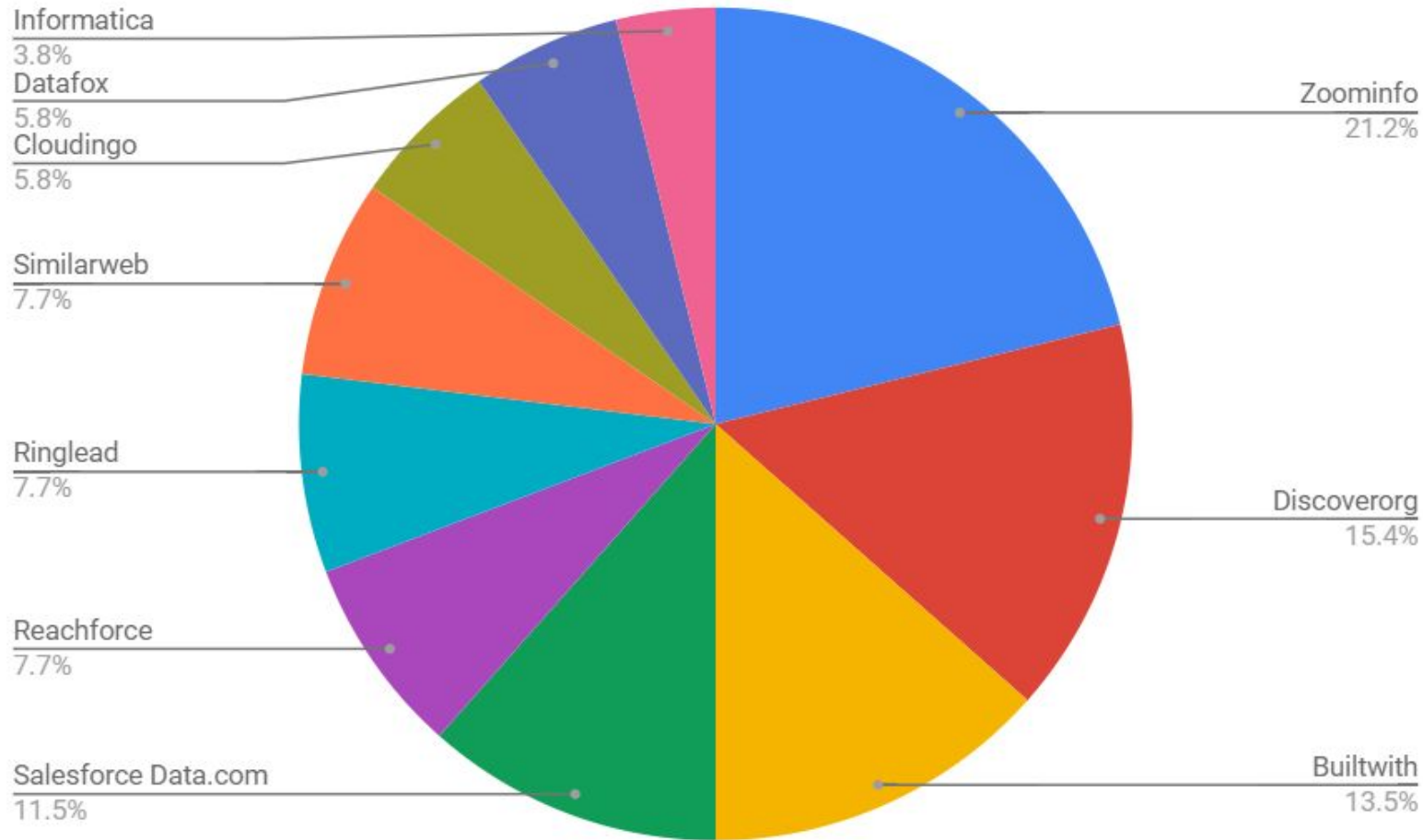
Which Tools Were Most Popular?



1. Optimizely
2. Unbounce
3. PFL

Audience/Marketing Data & Data Enhancement

Which Tools Were Most Popular?



1. Zoominfo
2. Discoverorg
3. Builtwith



TECH ADOPTION

What are the Obstacles?

Obstacles to MarTech Adoption

1. Budget (50%)
2. Internal Resistance to Change (25%)
3. Difficulty of implementation/integration (24%)
4. Lack of Information (13%)
5. Lack of executive buy-in (12%)
6. We don't need new marketing technology (10%)
7. Lack of interest (10%)
8. Nothing meets our needs (7%)

Source: WalkerSands

A Few Thoughts on the Stacks

What Did We Learn?

- Martech stacks do change over time.
- These changes don't happen overnight, but over years.
- It's not always additive: systems are added, removed, and replaced.
- Three hyphenated words: **best-of-breed**.
- A big part of martech stacks are the specific functionality for the business itself

Keys to Fully Leveraging Your Marketing Stack

The Top 5

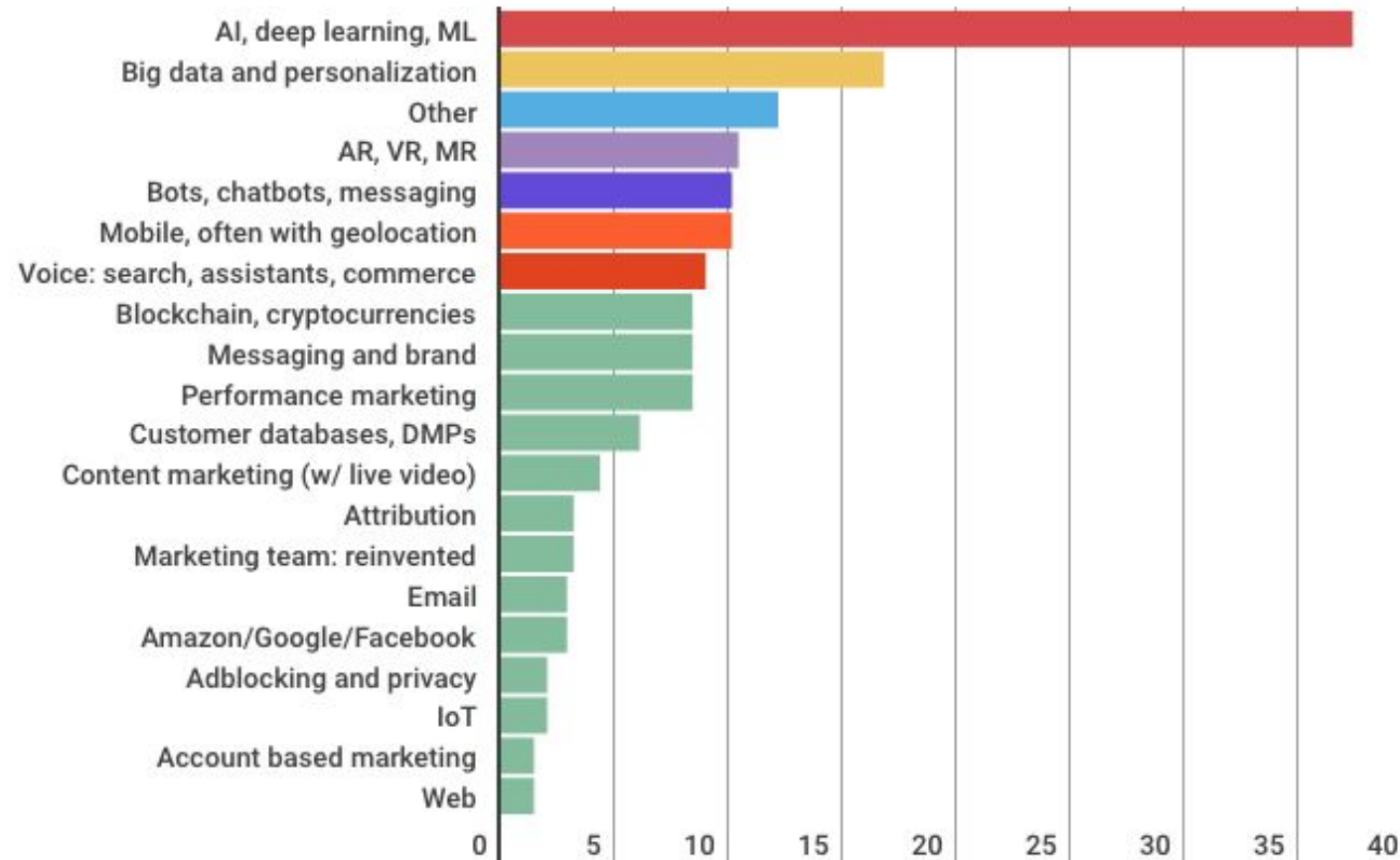
1. **Improve Strategy**
2. **Better Defined KPIs**
3. **Better Analytics**
4. **More Data**
5. **More Training**

A photograph of a city skyline at night, with various skyscrapers and buildings illuminated against a dark sky. The lights from the buildings create a warm glow, contrasting with the cool tones of the twilight.

THE FUTURE OF MARKETING TECHNOLOGY

Where is This Ship Headed?

What Technology will Impact Marketing most in 2018?



TUNE



KEY TAKEAWAYS

What Matters Most?

Boiling it Down - How do I Think About This?

What Can You Focus on Today


1. BE DELIBERATE & INTENTIONAL
2. Develop a System of Record for your Customer Data
3. For each Persona, know the Who, What, Where, Why & How
4. Prioritize #3
5. See #1 when buying Technology

Thank You


Mark Kelly


✉ mark@themag.co

☎ 913.735.6846

 [marketingadvisorsgroup](#)

 [mgkelly](#)

 [marketing-advisors-group](#)

 [themag.co](#)