

BUILDING A SMARTER MARKETING ORGANIZATION

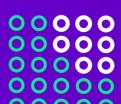
Enterprises must be able to operate smarter marketing functions, including:



Manage and understand large volumes of data



Configure and optimize technology



Execute unprecedented numbers of campaigns

This means businesses always face the choice between in-house operations or using external agencies / BPOs to provide new skills, add capacity, or to save money.

	 IN-HOUSE	 AGENCY	 BPO
 SCALE	Moderate, while constantly adapting to new technologies and needs	Ability to scale up and down in line with seasons, events, unusual situations and new product launches	High scaling capacities , but considering longer training and management times
 EXECUTION & SKILL	Able to support a full range of execution and strategic skills with impact to the bottom line	Providing highly strategic skills at high costs to support across all areas of the marketing disciplines, including industry benchmarking at high costs.	Moderate skill. Cost vs quality trade offs
 COST	Increased for high skill staffing. Long term investment in hiring, training and management	Increased investment in setting up agency partners across multiple marketing disciplines	Lower cost , but impacting quality of service and requires external support for strategic disciplines
 CONTROL	High control of operations, being part of an existing organization	Minimal control and limited integration in client organization	Minimal control and limited integration in client organization

ANATOMY OF A MORE EFFICIENT MARKETING ORGANIZATION

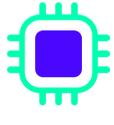
Marketing as a Service is an alternative to conventional outsourcing (BPO or agency partnership models), or works as a hybrid of both with the goal of supplementing in-house marketing with on-site or off-site resources.



Cost effective



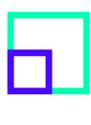
Outcome oriented



Technologically Smart



Flexible



Modular and Scalable

MaaS incorporates three high volume operational disciplines:

MARTECH	DATA	DEMAND GEN
<ul style="list-style-type: none"> Marketing Tech Campaign Automation 	<ul style="list-style-type: none"> Data Operations Analytics & Business Intelligence 	<ul style="list-style-type: none"> Social Omnichannel Demand Gen

MARKETING HEALTH CHECK

Understand your current marketing operation, learn about your bottlenecks from our tailored **“State of Marketing”** assessment which includes a built-in Solution Blueprint addressing your specific challenges.

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