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Nota di contenuto

THE MARKETING PERFORMANCE BLUEPRINT; Contents; Foreword; Acknowledgments; Introduction; Underprepared and Underperforming; Build a Performance-Driven Organization; Accelerate Success; Section I: The Backstory; Section II: Marketing Talent; Section III: Marketing Technology; Section IV: Marketing Strategy; SECTION I The Backstory; Chapter 1 Mind the Gaps; The Marketing Talent Gap; In Search of the Unicorns; Fill Marketing Talent Gaps; The Marketing Technology Gap; Fill Marketing Technology Gaps; The Marketing Strategy Gap; B2C and B2B Consumers Take Control; Going Inbound Fill Marketing Strategy GapsThe Marketing Performance Gap; Fill the Marketing Performance Gap; Chapter 2 Commit to Digital Transformation; Adoption and Adaptation; Obstacles to Evolution; Accountability; Complacency; Conservative Culture; Lack of Knowledge and Talent; Power Struggles and Politics; Silos; Legacy Systems and Technology Fatigue; The Exposed Brand; The Underdog Opportunity; SECTION II Marketing Talent; Chapter 3 Build a Modern Marketing Team; A Talent War Has Begun; Transformation of a Traditional Marketer; Anatomy of the Modern Marketing Team; The Marketing Organization Chart Rise of the HybridsThe Science of Recruiting; Step 1: Map Skills Gaps; Step 2: Define Candidate Personas; Step 3: Adjust Brand Positioning; Step 4: Create Candidate-Focused Content; Step 5: Build Landing Pages with Profiling Questions; Step 6: Score and Segment Candidates Using Behavior-Based Signals; Step 7: Activate Automated Email Workflows; Chapter 4 Construct an Internal Marketing Academy; Keeping Pace or Falling Behind?; Outliers and Innovators; The Role of Online Education; An Internal Academy Model; Step 1: Appoint an Academy Leader; Step 2: Define Academy Goals Step 3: Conduct a Skills AssessmentStep 4: Build the Curriculum; Step 5: Map Standard Paths; Step 6: Personalize Individual Assessment Plans; Step 7: Establish a Feedback Loop; Step 8: Develop Support Systems; Step 9: Automate Management Emails; Step 10: Create a Measurement and Recognition System; Step 11: Conduct Performance Reviews; Chapter 5 Propel Growth through Agency Partners; The Marketing Agency Ecosystem; Finding Your Match; 1. Partner with Performance-Driven Firms; 2. Assess the Account Team; 3. Find Tech-Savvy Firms; 4. Demand That Digital Is Ingrained in Their DNA 5. Invest in the Doers6. Seek Systems for Success; 7. Find Partners, Not Providers; Turn to Partner Programs and Marketplaces; Managing the Outsourced Team; Agency-Side Factors; Client-Side Factors; SECTION III Marketing Technology; Chapter 6 Create a Connected Customer Experience; It Is Their Journey, Not Yours; The Impact of Automation; Automation at Work; Algorithms and Artificial Intelligence; Origins of the Intelligence Engine; Meet Watson, Your New Machine Overlord; Lets Get Contextual; Marketing in a Multiscreen World; When the Cookie Crumbles Chapter 7 Manage the Marketing Technology Matrix

Sommario/riassunto

Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical, scientific approach t