

Tactical to Transformational: The Evolution of Marketing Operations

Introduction

While some Marketing Operations teams are operating at a tactical level, often disconnected from marketing leadership, best-in-class organizations are empowering their marketing operations teams to drive transformational change in the way marketing aligns with the product and sales.

With the increasingly essential role of planning, measuring and reporting marketing's contribution to the corporate bottom line, marketing operations is uniquely positioned to enable better alignment, efficiency and transformation across marketing, sales and product organizations.

Marketing Operations: Core Responsibilities

The Marketing Operations function enables accountability and alignment. Craig Moore, Services Director - Marketing Operations Strategies at SiriusDecisions, shared 4 core responsibilities of Marketing Operations to transform the marketing organization towards better strategic alignment:

- **Accountability.** How is the marketing organization aligning to business objectives? How can marketing provide visibility and report on marketing's contribution to revenue to various stakeholders within the organization?
- **Infrastructure.** What technology stack (systems and technology) should the marketing organization be using to build for growth?
- **Enablement:** How can we improve marketing processes and optimize team performance, so that the marketing organization is structured, focused and aligned to the overall strategy?
- **Planning.** How can the marketing organization align marketing strategy and investments to revenue performance?

Strategic Alignment

There are two SiriusDecisions frameworks that help Marketing Operations teams align marketing strategy and investments to business goals and revenue performance:

- The SiriusDecisions Campaign Framework — [learn more](#).
- The SiriusDecisions Strategic Budgeting Framework

This webinar overview focuses on The SiriusDecisions Strategic Budgeting Framework.



SiriusDecisions

In 2014, we need to share our marketing budgets, plans and performance with all the stakeholders around us.

— James Thomas, CMO of Allocadia

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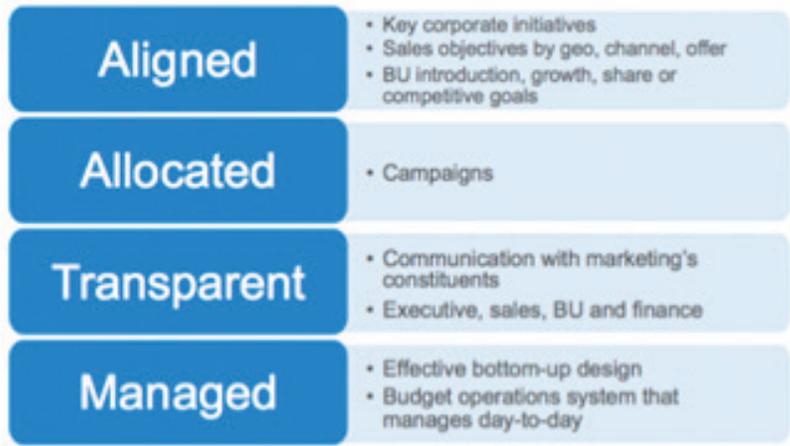
**Tactical to Transformational:
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[Watch the webinar](#)

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Strategic Budgeting Framework

In order to manage a complex marketing budget effectively, The SiriusDecisions Strategic Budgeting Framework recommends that budgets must be visible through several perspectives: by sales/ geography, product, function and campaigns. The Framework outlines how you can align your strategic budgets with corporate, sales and business unit strategies, while at the same time establishing lines of communication with constituencies. The Framework identifies 4 key pillars — Aligned, Allocated, Transparent and Managed — to consider as you build out your strategic budgets. The Strategic Budgeting Framework can be operationalized in Allocadia — here's how:



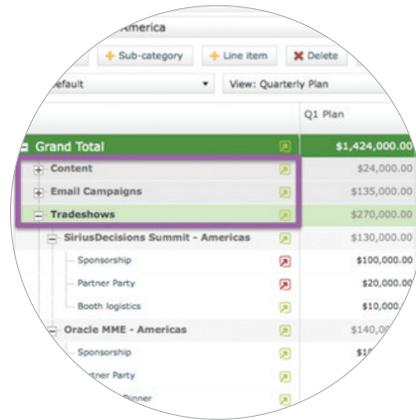
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Aligned

Align your business strategy to your marketing budgets. In Allocadia, you can view your budgets (bottoms-up program planning) by corporate objective or campaign themes (top-down strategic planning).



Allocated

Allocate your investments regionally and globally across various campaigns. Marketers across different teams manage and track investment, campaigns and results in Allocadia, instead of using disconnected, disparate spreadsheets.



Transparent

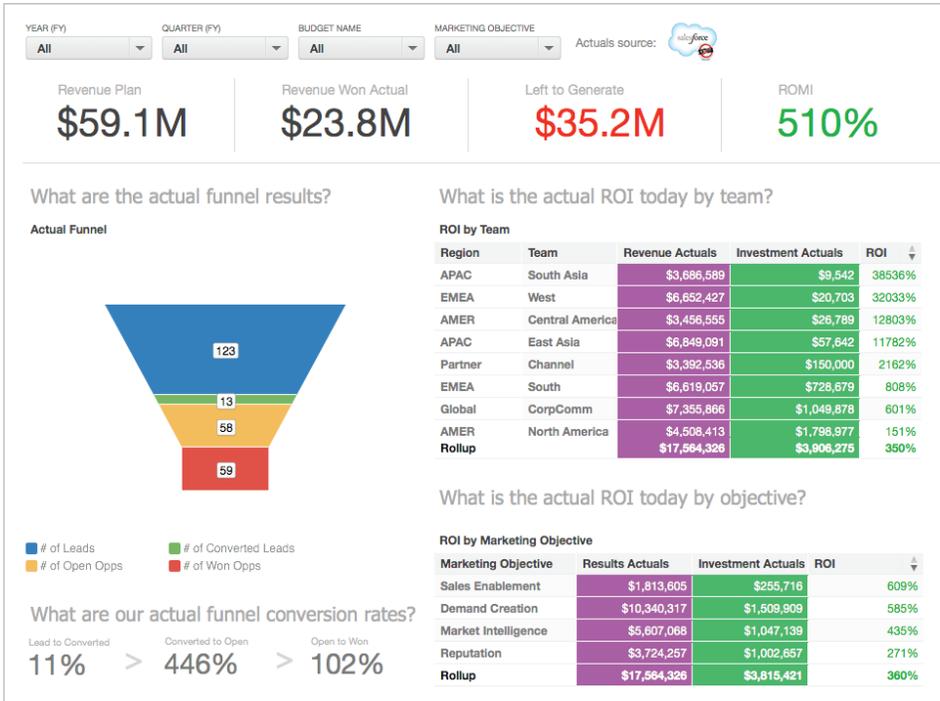
Get full transparency into your marketing plans, investments and revenue performance. From the C-suite to field marketing, users are given different permission levels to view marketing data securely in the cloud, anytime, anywhere.

Managed

Manage and track your strategic marketing investments, budgets and results, all in one place. For Marketing Operations teams, Allocadia helps align campaigns and activities across your global and regional teams, reducing the challenge of silos and disparate data sets.

“Money drives behavior. If you fund silos, that’s how they will behave.”

	FY Plan	FY Forecast	FY Actual	FY Plan vs Actual
Grand Total	\$5,095,000.00	\$1,706,311.00	\$193,220.16	\$4,901,779.84
Email Campaigns	\$175,000.00	\$122,200.00		\$175,000.00
..... Activity	\$5,000.00	\$4,500.00		\$5,000.00
..... Digital Marketing	\$10,000.00	\$700.00		\$10,000.00
..... Promotional	\$25,000.00	\$21,000.00		\$25,000.00
..... Mailout 2 High Tech	\$20,000.00	\$9,000.00		\$20,000.00

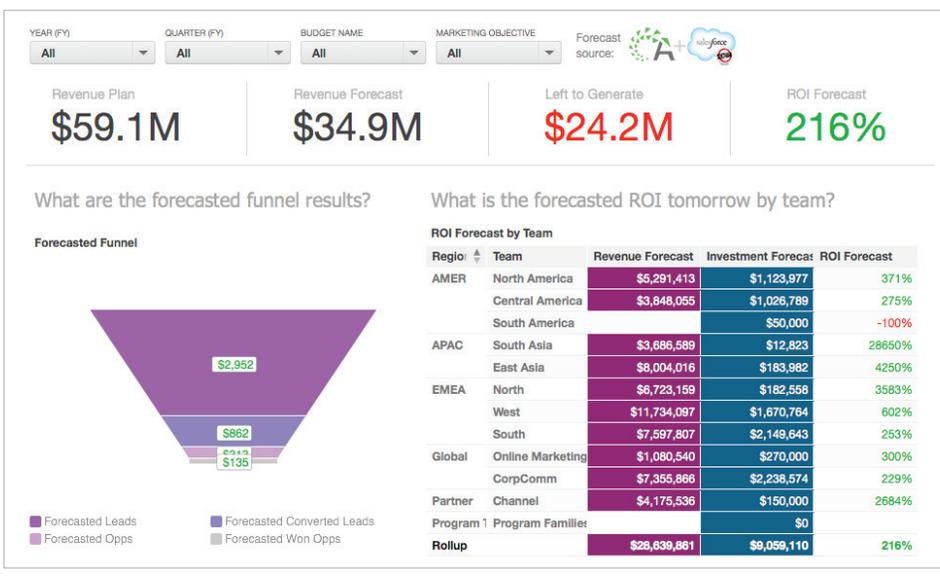


Real-time Revenue Performance and Drill-down

This illustration shows how you can gain visibility into your marketing investments and revenue performance, so you can understand real-time return on investment data by team, objective or program.

Example: The ROI by Team dashboard shows the revenue actuals vs. investment actuals to give you the percentage of ROI achieved based on how your organization is performing by region and team.

Allocadia gives you critical marketing operational data at your fingertips. With full visibility across the organization, you can align marketing strategy and investments to business goals and revenue performance.



Predictive Revenue Performance and Drill-down

This illustration shows how you can begin to predict and forecast revenue performance.

Example: The ROI Forecast by Team dashboard shows forecasted revenue as it relates to the investment and regions. When you collect enough data sets (ie. conversion rates from leads to won opportunities, sales cycle, etc), Allocadia can use those insights to give you visibility into your forecasted revenue performance.

Allocadia helps marketing organizations gain complete visibility into their marketing operations and performance, so they can plan more strategically to predict future growth.

With Allocadia, you can access over 50 visual reports for marketing or customize your own within minutes. Marketing gains the critical ability to share with the C-suite, sales and finance teams where marketing is investing and why.

About Allocadia:

Allocadia Marketing Performance Management is planning, budgeting and analysis cloud software for revenue-driven marketing organizations. Allocadia helps enterprise organizations like Juniper Networks, VMware and Hootsuite get rid of cumbersome spreadsheets and gain unprecedented visibility into marketing performance. Learn more at www.allocadia.com.