

March 27, 2019

Greetings!

Last month, we wrote about marketing organizations not evolving with or as quickly as marketing technology. Marketing continues to operate in silos which prevent us from perfecting a seamless, omnichannel CX, keeping our costs down and growing the skills of all marketers.

The scope of cross discipline integration includes all of marketing from branding and product development to marketing operations and analytics. And we need to push that integration into sales and IT!

Most of today's marketing organizations have a "digital divide". We have traditional marketing functions including outbound in one organization. Since the introduction of the web, a sister digital organization that is more inbound centric has grown alongside the traditional outbound teams.

In order to achieve the seamless omnichannel CX we desire and develop well rounded marketers, we should have them working more closely on the design and implementation of omnichannel programs.

Reducing the number of layers in the marketing organization will also increase collaboration and team work, make us more productive and reduce costs – think of Jack Welch's management style at GE long ago!

Just add routine team communication (perhaps stand-ups agile style) and program status with KPIs on a scorecard. What an easy, effective, and inexpensive way to cross train marketers in additional marketing disciplines and eliminate the "digital divide" of marketing organizations!

How easy is that!

Simpler said than done. Let us help you get there.

I am passionate about helping companies grow their businesses organically through strategies and tactics that are powered by modern marketing practices in an omnichannel world. In addition to my marketing strategy and technology expertise, I have experience running large, complex enterprise marketing and sales programs.

Regards,

Marianne

PS On Tuesday, April 2<sup>nd</sup>, we will be a sponsor for a panel discussion at the Philadelphia chapter of the Financial Communications Society entitled "**How Financial Marketers Get Content Right.**" Esteemed marketers from Vanguard, Oppenheimer and MassMutual will be on the panel! Join us if you are in Philadelphia.