

# Surviving Your Next MarTech Implementation

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- 1** Team prep, success factors
- 2** Making the right vendor choice
- 3** Common pitfalls and how to avoid them



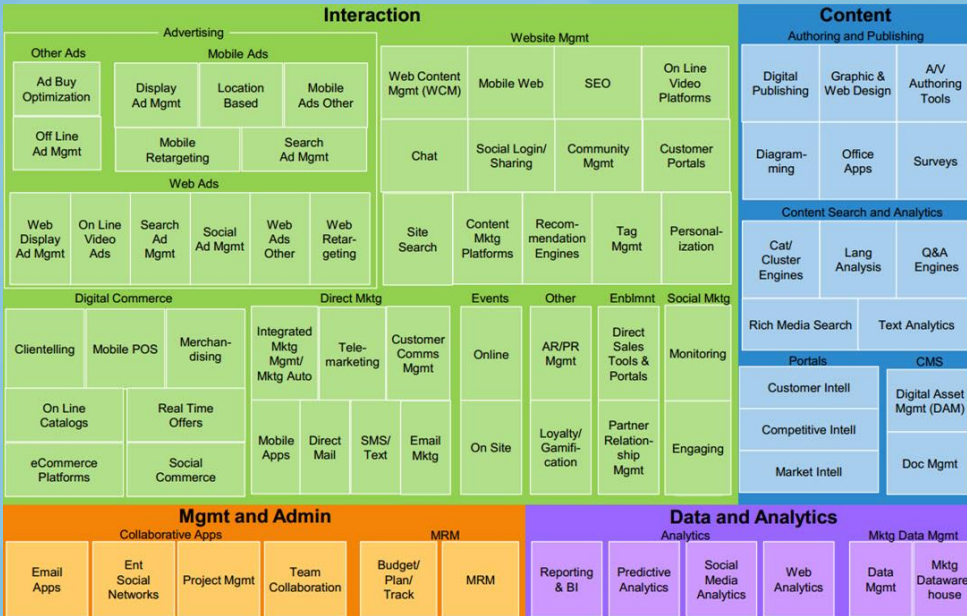
# 3800+ MARKETING TECHNOLOGIES

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*Chiefmartec.com*

# IDC MARTECH MAP: 4 AREAS

IDC

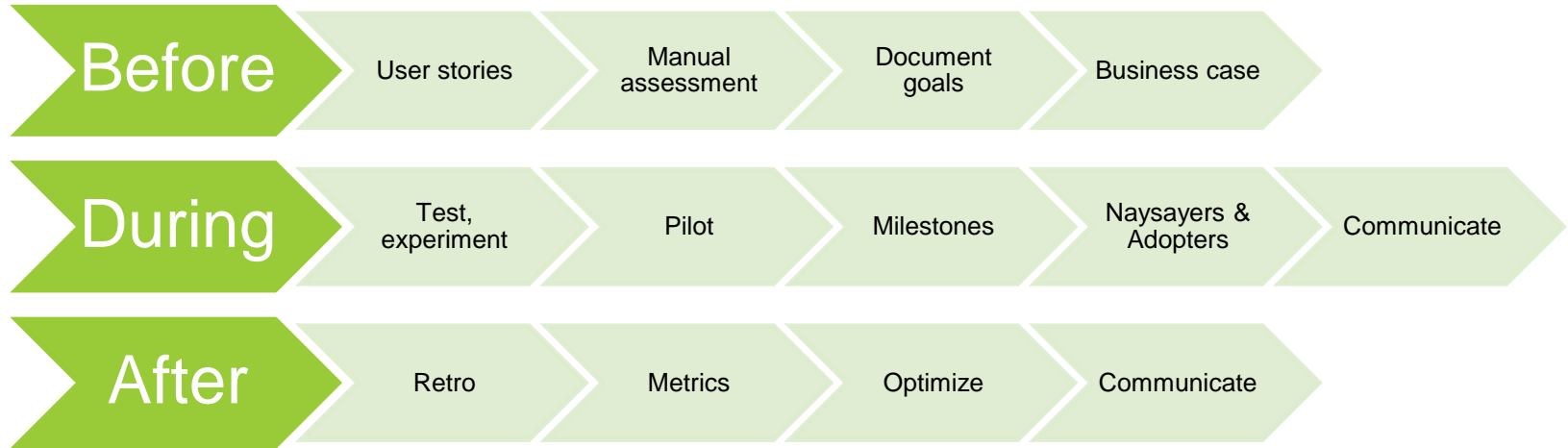




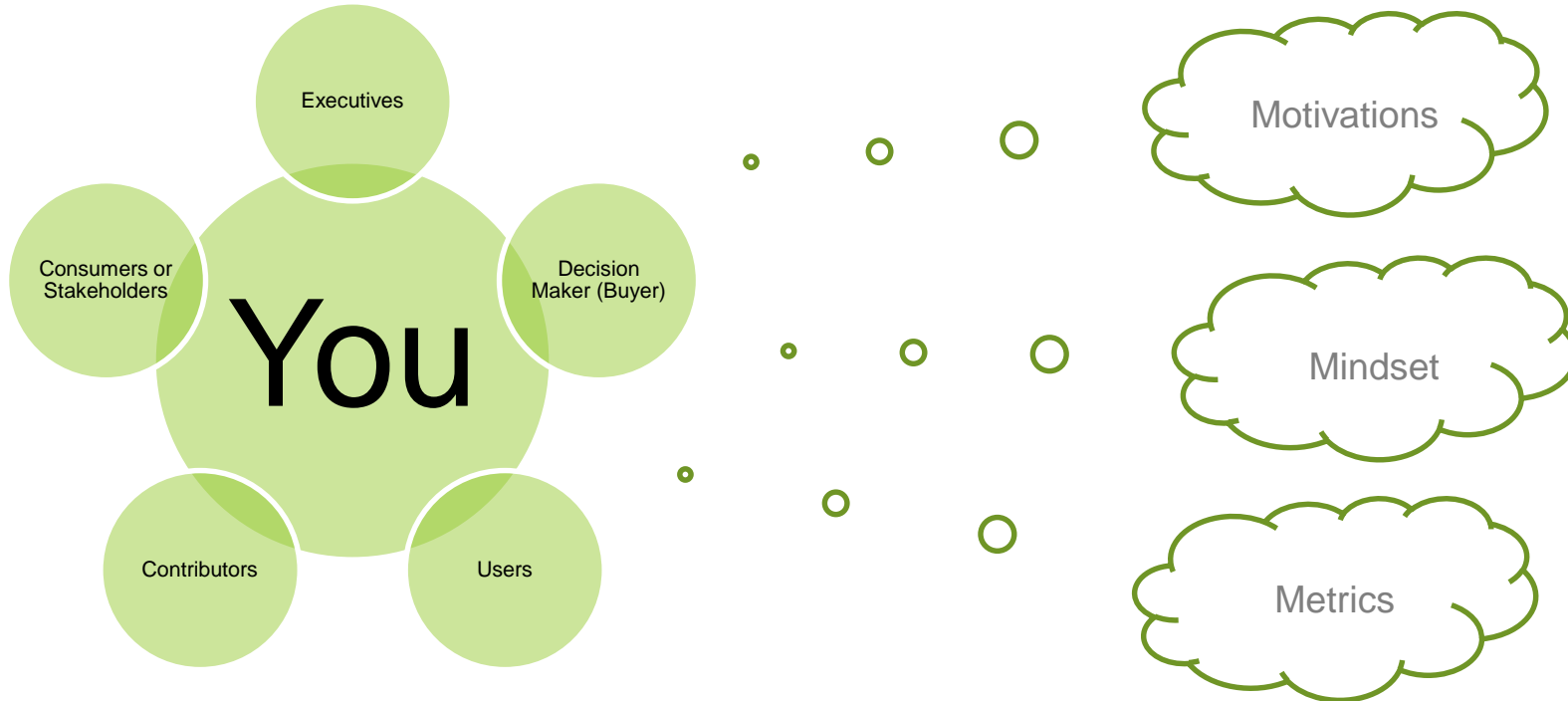
1

# Team Prep

# Success Factors



# Your Internal Buying Map





# 2

# Key Questions to Ask Vendors



# 9 QUESTIONS TO ASK

## ANY MARTECH VENDOR



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HISTORY

# History

- How long has this business (product) been in the market?
- Experience with {enterprise, mid-market, or small} companies?
- Look for fit and experience with similar size of company or processes



SUPPORT,  
SERVICE

# Support and Service

- Is support free or fee? Levels?
- Services – free or fee?
- Access to support, service resources?
- Get recommendations for your specific use case



# Customers



- How many customers?
- Retention rate
- Referenceable customers, like you





POST-SALE

# Post-Sale

- Transition from sales to post-sale?
- Who will be assigned to your account?
- Beware A team for sales, then ignore



# Analytics, Reporting



- Out of the box vs custom?
- Self-serve reports, easy to create?
- Including push/pull to stakeholders?  
Custom dashboard?
- Monthly snapshots, comparisons?
- Custom reports, ease of development?





FEEDBACK,  
FEATURES

# Feedback Loop

- Feedback channel and feature requests?
- Community, a user summit or other ways users can share ideas?

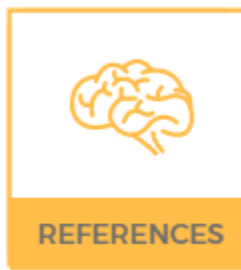




# Resources

- Will the tool require a central administrator?
- Can your team use the tool on their own?
- Big Q: *Will* your team use it?
- How will the tool help your team be better at their job?
- Planning and Budgeting: Technical, human resources?  
Migration, integration?





# Qualitative, References

- Vendor's own content
- Ask questions, check references
- Social media, review sites
- RFP - how they behave during the RFP process will give you clues. Speed, ease, communication.
- Test, pilot, trial





3

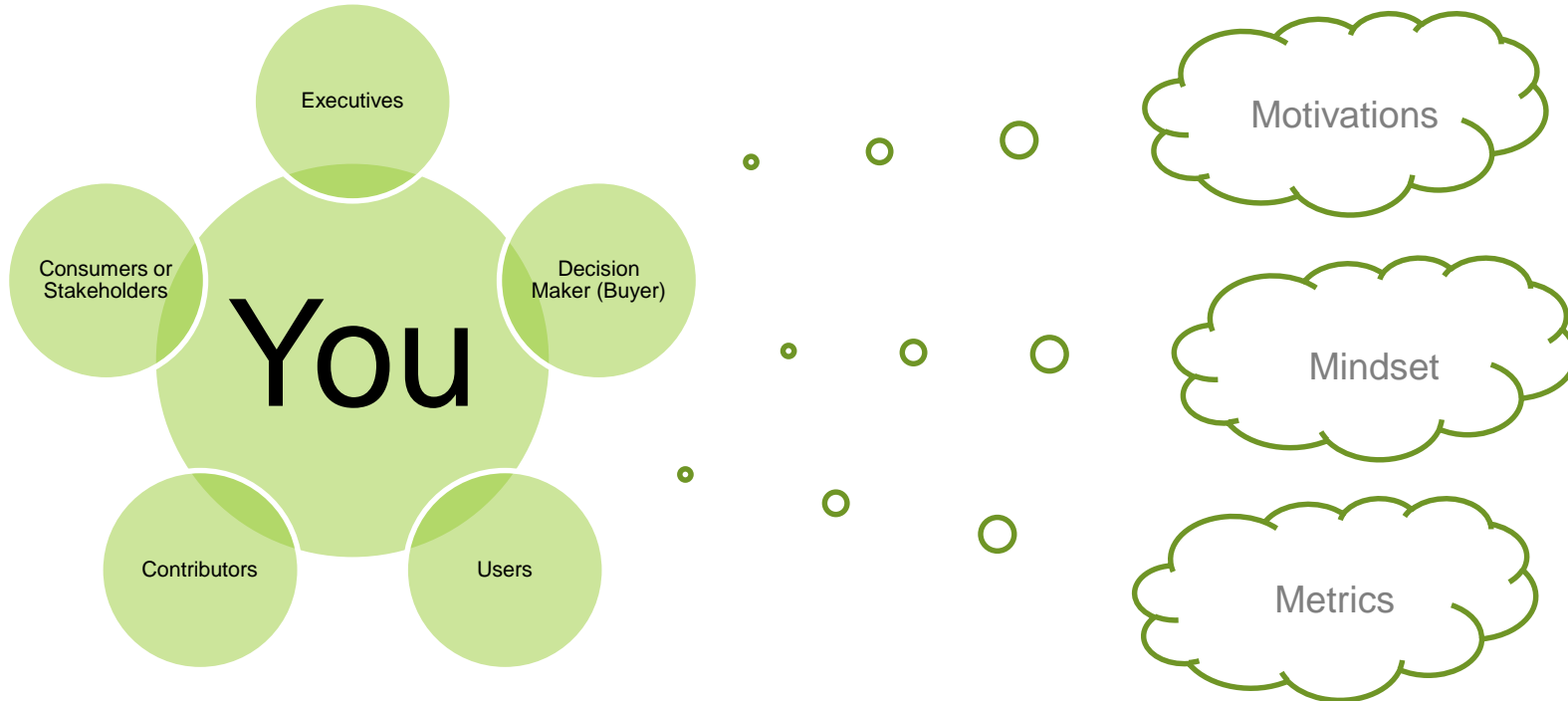
## Now What? Avoid Common Implementation Pitfalls

# Pitfall Prevention

1. People and process first, then technology.
2. Reduce, don't add.
3. Know the user payoff.
4. Simple wins!
5. Do just enough analysis.
6. Buyers are rarely users.



# Thrive vs Survive





*Let's stay in touch!*

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