

HOW DO YOU DEVELOP A MARTECH DREAM TEAM?

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TOP
5
TIPS

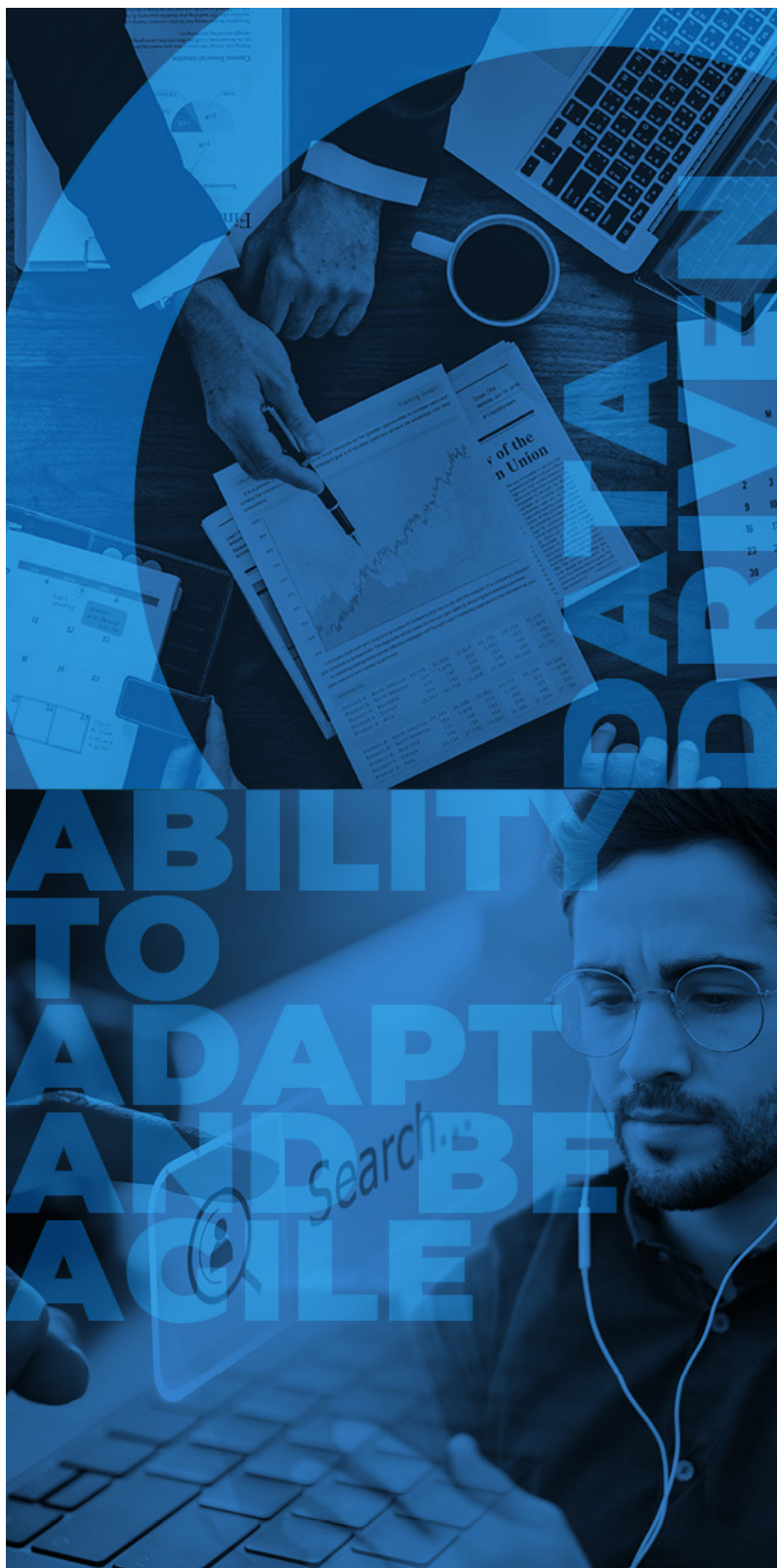


1.
START WITH YOURSELF.

Today, the Chief Marketing Officer (CMO) needs to be completely fluent in the language of technology, data, software techniques, project management and agile innovation. The CMO needs to be able to work across the enterprise to develop and implement the systems, processes, and mindsets necessary to leverage marketing technology effectively.

2.
BUILD A TEAM WITH DEEP TECHNICAL SKILLS.

Marketing and technology have always been intertwined; however, no one could have predicted the pace at which technology, especially, digital communication would evolve due to the global pandemic. Today, marketers need to be adept at utilizing the collection of technologies (CRM, CMS, E-commerce, etc.) needed to optimize marketing processes throughout the customer journey.



3. BE DATA DRIVEN.

Customers want information that is useful to them. Data driven marketing allows for a higher level of customer experience. A MarTech team needs to be comprised of individuals who understand how to effectively analyze and utilize data to offer more personalized service that targets specific needs.

4. FOSTER CHANGE MANAGEMENT SKILLS.

In our current environment, marketing teams need to be able to roll with change. Given the recent rate of digital transformation, the ability to adapt and be agile is critical.



**5.
CHECK YOUR EGO
AT THE DOOR.**

Right now, it's important to foster a culture where team members embrace a continual learning curve. It's also important to be able to check egos at the door. It's impossible to get it right all the time, so it's important to know when to cut an idea loose, learn from it and move forward.



**FOSTER
A CULTURE
WHERE TEAM
MEMBERS
EMBRACE CONTINUAL
LEARNING**