# Building the Ultimate
# Marketing Tech Stack
## for
# High-Performing Marketers

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# Introduction

If you are a marketing professional, what is that one crucial question that is bothering you the most in terms of the roadmap of your marketing strategy? Well, I understand that with the growing amount of people, data, and all that security and data privacy concerns, you have more than one reason to be worried. But did you know that with a flawless MarTech stack, you can overcome all the potential challenges that might block the road to your business's success?

# What is a Marketing Tech Stack?

MarTech stack is the assortment of advanced and related marketing technologies and tools that help streamline your entire marketing process by offering a logical and functional format. It is used across multiple digital channels such as CMS, CRM, Web Analytics, and Advertising Platforms and at different stages of an organization's customer journey for an efficient digital marketing campaign. MarTech stack offers 360-degree monitoring and control of the marketing data management, analytics, automation, and CRM processes. It also focuses on the challenges that a buyer might face and rationalizes the problem areas, helping your organization retain, nurture, and increase its customer base. Moreover, the MarTech stack provides you with actionable insights from the data collected, aiding you to make informed decisions with the right technology and skill set.

# Why do you need to build a good MarTech stack?

As it has been rightly said, the MarTech stack is the backbone of your organization's marketing technology infrastructure and strategy. The goal of building a MarTech is to yield enhanced results by integrating cutting-edge technology into your digital marketing campaign. MarTech stack offers faster and more accurate information to the users, that too, in real-time. It also prompts any action taken by the user to keep a chronological track of customer movement. It provides better security to customer and business data by monitoring how and by whom the database is being used. MarTech stack gives a stronghold to the centralized data by collecting all information at a single platform where it gets recorded and analyzed with business analytics tools. It eradicates your IT team's extra burden to develop custom integrations with the built-in data infrastructure tool's help.

But the challenge in building an ideal MarTech stack is to select the right technology from a list of thousands, making them user-friendly, and setting them up in a way to leverage the best possible benefits. Thus, to help you get the best ROI from your marketing investment and to gain a competitive advantage in the industry, here is a list of guidelines on building your organization's MarTech stack:

# How to select your tools

With so many marketing tools to select from, you can easily get confused. Thus, to make the selection of marketing automation tools easy, you need to shortlist them in two categories: must-haves and nice-to-haves.
Tools essential to perform your marketing function are the must-have tools that will help you be more organized or creative, but it's still possible to hit your goals without them are nice-to-have tools.

**Here is a list of must-have SaaS tools for your marketing tech stack:**

## Customer Relationship Management (CRM)

CRM, a data source platform, is the most commonly used customer data source that stores most customer data, revenue data, campaign, and program data, including new leads, lead scores, opportunities, latest offers and customer renewals, and many more. It is designed to help businesses grow engagement and build relationships with their existing and prospective customers. CRM offers the main interface where marketers and salespeople can collect, collaborate and use data they need. The data being related to new and existing accounts, individual contacts, new leads, use cases, sales calls, event participation, website visits, landing page visits, and many customer behavioral and demographic data. Marketers need the tool to see the entire history of the relationship with a customer and information related to sales deals that are currently in progress. It is essential to bridge the gap between marketing and sales teams and to achieve better alignment throughout an organization.

There are several CRM tools available in the market, and Salesforce is the leading provider of cloud-based CRM software for businesses of all sizes.

## Project Management

The marketing team needs to streamline communications, manage workflows, and keep tabs on current project initiatives, all in the same place. For this project, management software is a must in this technology-driven world. A project management tool is essential to stay organized and track various project progresses by allowing marketers to work in collaborative environments that are primarily project-based. Moreover, it helps create custom workflows for daily or weekly tasks, helping you stay accountable for upcoming deadlines.

Asana is one of the top-rated project management solutions for businesses of all sizes as it offers a variety of task management features for collaboration and customization. "Asana supports team productivity as well as individual work, allowing the user to customize their task flows and contribute to team initiatives. Users can even build their tasks into a calendar, making it easy to see what's due and when," states Martech Zone.

Another great project management tool is Wrike, built of enterprise-level features for businesses in hyper-growth mode. "In 2016, the company expanded its product line to include Wrike for Marketers, a tool designed specifically to mimic common marketing workflows," adds Martech Zone.

The tool is uniquely positioned to help marketing teams stay organized and execute content creation, event management, and product or service launches easily. Wrike's project templates help get you started with project management quickly.

# Marketing Automation

A marketing automation tool's primary objective is to effectively bridge the gap between your sales and marketing teams to improve conversion rates. It streamlines the work of digital marketing professionals by automating marketing tasks and offers more time to your team members to focus on other essential aspects of the business and help the sales team increase conversion. Further, the right marketing automation tool reduces customer acquisition costs, increases average order value (AOV) of customers, converts one-time buyers into loyal customers, increases the frequency of purchases, and improves conversion rates. It helps create personalized messages for different campaigns automatically. Moreover, you can also schedule your messages to get delivered at the right time, with you having to do it manually.

HubSpot is a popular marketing platform that provides businesses with the sales, marketing, and customer service tools they need to execute their marketing campaigns successfully. It helps improve your lead generation rate with excellent email marketing strategies and data analysis.

MailChimp is another marketing automation tool for organizations that are focusing on growing their email marketing services. Its flexible pricing plans make it easier for small businesses to implement MailChimp in their email marketing system.

# Search Engine Optimization Tools

Search engine optimization (SEO) enables businesses to improve their organic search rankings and become more discoverable. But if you are thinking SEO is all about filling your content with just keywords, you might need to check on the rules of SEO in digital marketing and its complexity. To gain a good SEO rating, your marketing content needs to focus on website developing and crawling accessibility, user experience optimization, content development, UX designing, writing, and more. Only a marketing professional can understand the difference between the available content and impactful SEO-friendly content.

Besides, SEO tools also provide several advantageous features to help marketers build backlinks, conduct keyword research, and perform audits of the web content to improve digital growth. Its built-in analytics helps users track and measure the impact of their SEO.

Over the years, the marketing industry has seen advanced SEO tools that require more technical software capabilities. But thankfully, accomplishing through organic search is now made easy with several SEO software solutions available in the market for different organizational goals.

Ahrefs' comprehensive suite of SEO tools offers various features such as keyword research, rank tracking, link building, and reporting to help marketers and SEO professionals of all experience levels boost their organic traffic rankings.

ScreamingFrog, a search marketing agency known for its SEO Spider product, offers in-depth technical SEO audits. It helps marketers to uncover duplicate content, find broken links, and audit redirects. It also provides a free version for basic auditing functionalities.

# Social Media Management

Social media comprises several platforms where marketers need to keep their followers updated, and you might have to run multiple social media profiles at once. Social media management tools allow marketers to schedule posts in advance, monitor brand mentions, and access advanced user analytics.

Sprout Social social media management tool helps marketers post automation, granular engagement analytics, and performance reporting. Its user-friendly interface and advanced reporting capabilities can help organizations develop effective social media content.

# Data Warehouse or ERP Systems

Data warehouse systems have a central storehouse of customer data. The data sources include inputs and store customer data to the warehouse from multiple sources, including financial applications, sales, and marketing systems, purchasing tools, operations platforms, and more. Further, an ERP system helps its users systematize and clean data to transform the data sets into usable and accurate forms for marketers and salespersons. It can easily identify how prospects and customers make purchases of products, services and respond to offers and deals.

# Analytics tools

Marketers use analytics tools for reporting, data visualization, and business intelligence to process the collected customer data to get insights for campaigns. It helps get generic customer trends, minute and specific insights, data presentation in visual-rich diagrams to measure and extract actionable business intelligence. Analytics tools aid source overall campaign performance insights, delve into ad campaign data minutely based on specific metrics, get detailed breakdown data of marketing attribution, and many others.

## Business Intelligence (BI) and Reporting and Analytics Tools

BI tools help marketers format data in stipulated data patterns, visualize customer data, and extract customer insights. It enables users to view data in various readable and usable formats and gain actionable intelligence. You can look through the different web and social media ad campaigns using BI tools and collect campaign performance data, as well as a detailed breakdown of marketing attribution.

# Things to consider before implementing any new marketing tool

## Ensure it does not tamper with your marketing strategy

With the availability of so many marketing tools and the pressure of success, one can easily get carried away to change the entire marketing strategy. This might create confusion in the system and turn out to be a massive digital marketing failure. Thus, always remember to stick to your strategy first and select technology that fits your marketing strategy. To achieve your business objective, you need to build your MarTech stack around your sales and revenue-driving strategy. Remember that strategizing the entire process took a tremendous effort since it was made to keep every perspective under concern.

With the increasing workload and the rapid technology innovation, it is time to share some of our works with the machines. Automating the marketing system's possible areas helps you create more leads in less time and develops better customer relationships. A well-developed marketing automation tool not only focuses on building enterprise-grade power but also on consumer-grade ease-of-use. By constructing your MarTech stack around automation platforms, you can easily analyze the stored customer data, which in turn can help you produce a customer-centric marketing campaign. Moreover, creating great customer experiences keeps you ahead of your competitors in the industry.

## Segment and document all the data collected

If your business is going on the right track to success, your data center must be overflowing with uncontrolled and oversaturated data. That's what a modern, booming business looks like, but only until all the abandoned data gets messed up due to lack of documentation of the ever-evolving data. To maintain long-term success and to avoid data integrity issues, you need to label all your customers, as well as business history. This offers easy access to the data whenever required and is also easy to understand for new employees.

## Create a roadmap

With several marketing tools available in the market, finding the right tools for your MarTech stack can be challenging. But if you know your business objective and existing marketing issues, you can select the device that best addresses those issues. Building a MarTech stack is a time-consuming process, and a successful MarTech needs a well-planned roadmap. Most marketers make the mistake of not looking into the future of the company's marketing strategy and thus fail to create a roadmap. But once you have your MaTech roadmap planned, your marketing strategies will automatically get streamlined.
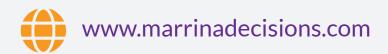
# Conclusion

Choosing the right partners is a lengthy and thoughtful process but worth every bit of your effort. Suppose you successfully partner with a new marketing technology that supports your end-to-end digital marketing strategy. In that case, you will witness a massive growth in marketing metrics, boosting your overall business. Besides evaluating the new marketing technology in every possible way, and once you are sure about incorporating it into your system, you also need to request a test run. Just a mere product description is no proof of its efficiency. So before investing in it, you can ask for a free or low-cost trial. Also, note that no marketing agency can give you the best result all by themselves. It depends on your marketing and sales team effort and how you strategize a marketing campaign, and the successful conversion rate of leads.

# Get in touch!

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