



# MARKETING OPERATIONS ASSESSMENT

Understand your marketing machine in 5 fin'staps



# You can't run a race without a good pit crew

## People, Process, Tech, Data and Analytics

People, Process and Technology – the tried and true elements that make any team work well together. Today, you have to add data. It's what the people need, processes deliver, and tech ingests and spits out. And, how do you make sense of the data: Analytics. These five capabilities make today's marketing engine hum.

Who's going to help you manage those five capabilities to ensure that your whole marketing team is fueled and working efficiently? Your operations team. At Rockstar CMO, we call that "The Machine". But it is more than hardware – it's all five elements that enable the team to meet your goals.

So, do you have the marketing operations team you need to be successful? Even the marketing teams of once mighty brands, like IBM, HP, or Kodak, have faltered because they didn't address their capability gaps.

Rockstar CMO takes a holistic view of the capabilities of an operations team to help you understand whether you need the basics or it's time to upgrade to advanced capabilities.



# Are you ready to race?

As a CMO or marketing leader in a new role with a new team, or just trying to figure out how to make the marketing engine run better, you need an objective assessment. Does your operations team have the skills, tools, and resources to fine tune your marketing engine? Time invested in boosting your ops team will pay off in races won.

## Time for a Tune-up

Our marketing operations competency report covers 5 marketing operations capabilities:

- Marketing & Sales Tech Stack Management
- Performance Reporting and Analysis
- Marketing Data Management
- Process Management
- Demand Center Operations

In each competency, we have a maturity model that has three simple steps: Basic Intermediate and Advanced. We evaluate each of your organization's capabilities against over a 100 criteria across the five capabilities to see where your machine stands today. The criteria also help you objectively determine where you need to be.

**Result: a gap analysis that you can put into action.**



# A 5 F'IN' STEP PROGRAM



**#1**

## **Discovery**

Understand your business objectives, marketing goals and uncover specific areas of focus for improvement.

**#2**

## **Assessment**

We interview the team, stakeholders and internal customers and assemble the results across the capabilities.

**#3**

## **Analysis**

Review the assessment findings against our 5-point maturity plan and provide ranked recommendations.

**#4**

## **Assessment report**

Prepare and present our executive recommendations report and our Marketing Ops Capability Assessment Guide.

**#5**

## **Remediation Planning**

Define next steps, review budget and planning.

**Get in touch for a test drive**

Contact us for a free one hour consultation

# WHY ROCKSTAR CMO?

## Applied practical experience

This isn't rocket science, but it does take a scientific approach. We have worked with dozens of midsize and large enterprises to assess their capabilities and deliver an action plan for the CMO.

The action plans arm the CMO and their marketing leadership with targeted training, staffing and capability improvements that become part of the masterplan.

## Recent gigs

- Helped conglomerated digital services firm to understand their capability challenges after merging companies, CRMs and marketing tech stacks.
- Provided capability gap analysis for large tech company striving to build an insight-driven marketing team.
- Designed custom marketing operations capability guide for cloud productivity platform company.
- Advised large cyber data services company define capability gaps for adopting revenue centric business model.
- Developed capability gap analysis for leading global provider of digital, cloud, AI and advisory services firm building a new sales and marketing analytics function.

**Find out more on [our website](#)**



# PRINCIPAL



**JEFF CLARK**  
**Principal, Strategic Advisory**  
**Boston, USA**

Jeff Clark leads our Marketing Operations advisory and is a creative marketing executive with over 30 years of experience running corporate and product marketing teams for enterprise software companies and start-ups.

Jeff is a former principal analyst for Marketing Operations at Forrester SiriusDecisions, where he helped hundreds of clients to improve planning and execution processes, including the adoption of integrated campaign strategies, martech optimization, and agile marketing.

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## ROCKSTAR CMO

Our jam is to share our marketing street knowledge to help ambitious CEOs, CMOs, marketing leaders and founders grow their start-up or established B2B businesses.

We call it “street knowledge” as it comes hard-earned from decades of experience of actually doing it, with a hat tip to bosses, mentors, clients, colleagues and the occasional screw up that taught us these lessons.

Founded in 2018, we are very focused on the success of B2B product companies, and we’ve helped clients with flexible fractional leadership, bootstrap marketing startup programs, CMO mentorship, marketing strategy advisory and product go-to-market.

## Sleeve Notes

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