

LeapPoint 



FROM CHAOS TO CONNECTION

The Secret to Delivering Powerful Experiences
as a Modern Marketer

TABLE OF CONTENTS

| | |
|--|----|
| 01 - A (Real) Day in the Life of a Marketer | 3 |
| 02 - The Impact of Enterprise Chaos | 5 |
| 03 - Work is More than Just Work | 7 |
| 04 - A Foundation in Work Management to the Rescue | 9 |
| 05 - Marketing Better, Faster, Smarter | 11 |
| 06 - The Connected Work [®] Difference | 13 |



01 | A (REAL) DAY IN THE LIFE OF A MARKETER

As the demand for hyper-personalized, omni-channel marketing intensifies, the number of digital marketing solutions keeps growing and growing. Tech companies are literally creating an app for every part of the marketing lifecycle.

Awesome, right?! Well...

A real day in the life of a marketer can be intense. You have to get the right content to the right people at the right time via the right channels with lightning fast speed and precision. Customers want authentic, powerful experiences—and they won't settle for anything less or they're moving onto the competition.

Marketers need to create it, launch it, track it, promote it, engage with it, and know exactly how every campaign or marketing activity performs. And when marketers are really good, they can draw a straight line from marketing to corporate goals, business functions, and increased revenue.

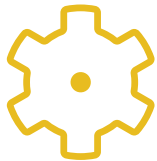
That involves a lot of tools; a lot of time spent opening and closing applications, transferring data, and checking in with teams to compile an accurate picture of what is really going on. Some marketers jump between apps and windows nearly 1,200 times to get work done, taking up roughly 9% of their work day.¹

All of this technology, while specialized, is not serving marketers like it could, or should.

¹Harvard Business Review, "How Much Time and Energy Do We Waste Toggling Between Applications?" August 29, 2022. Authors Rohan Narayana Murty, Sandeep Dadlani, and Rajath B. Das



44% of marketing teams are using **four or more tools** to execute their strategy²



92% of the most successful marketers agree that consolidating tools would increase productivity and efficiency³



58% Marketing teams pay for as many as **120 different marketing tools** but only utilize 58% of their capabilities⁴

²The State of MarTech: Growth Strategies That Drive Results, SharpSpring from Constant Contact, September 2021

³The State of MarTech: Growth Strategies That Drive Results, SharpSpring from Constant Contact, September 2021

⁴Gartner Marketing Technology Survey 2019



02 | THE IMPACT OF ENTERPRISE CHAOS

Enterprise chaos is what happens when people, processes and technology are untethered.

Enterprise chaos prevents internal teams from working efficiently and collaborating across business functions to deliver exceptional customer experiences. It is a huge problem for marketers, and every employee they interact with.

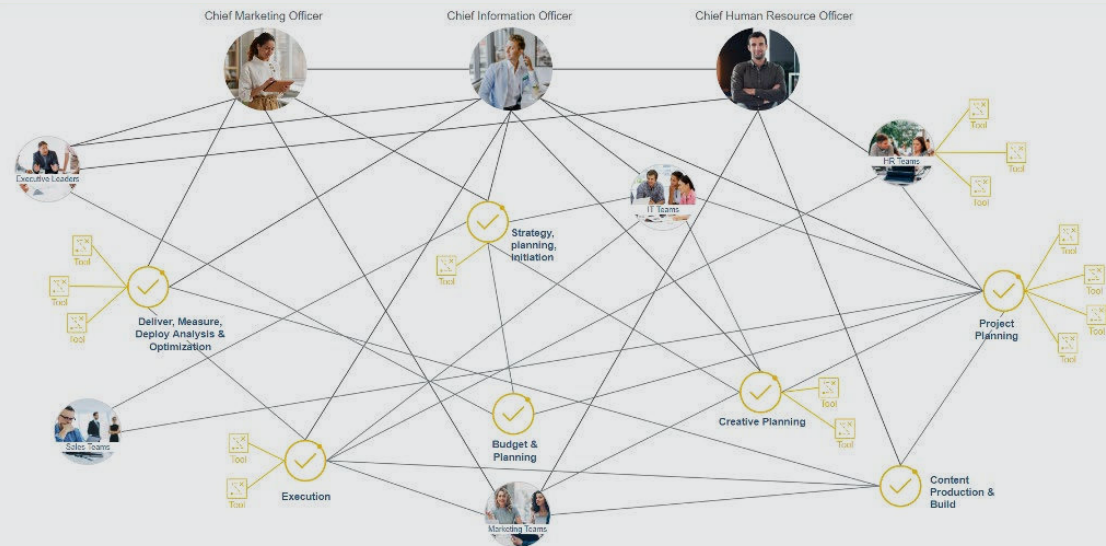
Think about it: marketers liaise with **Legal teams** for reviews and approvals, **Procurement teams** to onboard new vendors and contracts, **Finance teams** to get campaign budgets approved, **IT teams** to leverage new technologies and support cross-collaboration, and **Sales teams** to make sure everyone is aligned on how to drive revenue forward. All of these teams have a stake and role in helping the business grow. For enterprises, this can impact dozens, if not hundreds of team members.

Chaos also often exists within marketing teams themselves. Content teams have one way of working. Campaign teams have another. Meanwhile, the digital team wants to allocate the right resources, but lacks visibility into what's coming next. And to top it off, leadership needs updates now on project status and campaign performance—everyone is left scrambling to provide answers. At the end of the day, this environment isn't conducive to delivering effective marketing at scale.



DISCONNECTED TEAMS

- ⊗ Time-consuming integration
- ⊗ Long deployment cycles
- ⊗ Siloed Interactions
- ⊗ Leadership & employee misalignment
- ⊗ No transparency



CONNECTED TEAMS

- ✓ Strategic alignment
- ✓ Cross functional velocity
- ✓ Predictable Success
- ✓ Transferable Skills and Resources
- ✓ Measurable Insights against ROI

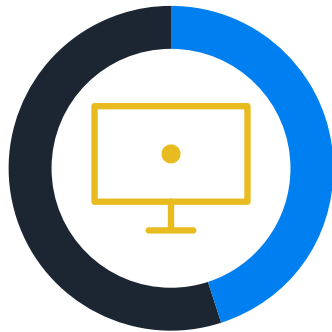
03 | WORK IS MORE THAN JUST WORK

Work is never just work. It's way more personal than that. Following the "Great Resignation," comes what Gartner's Chief of Research Chris Howard calls the "Great Reflection" - a time when employees are re-evaluating what is important to them.⁵

Across all industries, there is often a disconnect between organizational structure and the capabilities employees really need to get work done and succeed in their careers.

Helping employees do their best work is not about technology alone. It requires creating smarter and better connections between people, processes, and technology to show employees that their work really matters.

You can't expect employees to deliver great experiences for customers if they're not having a great experience themselves getting the work done.

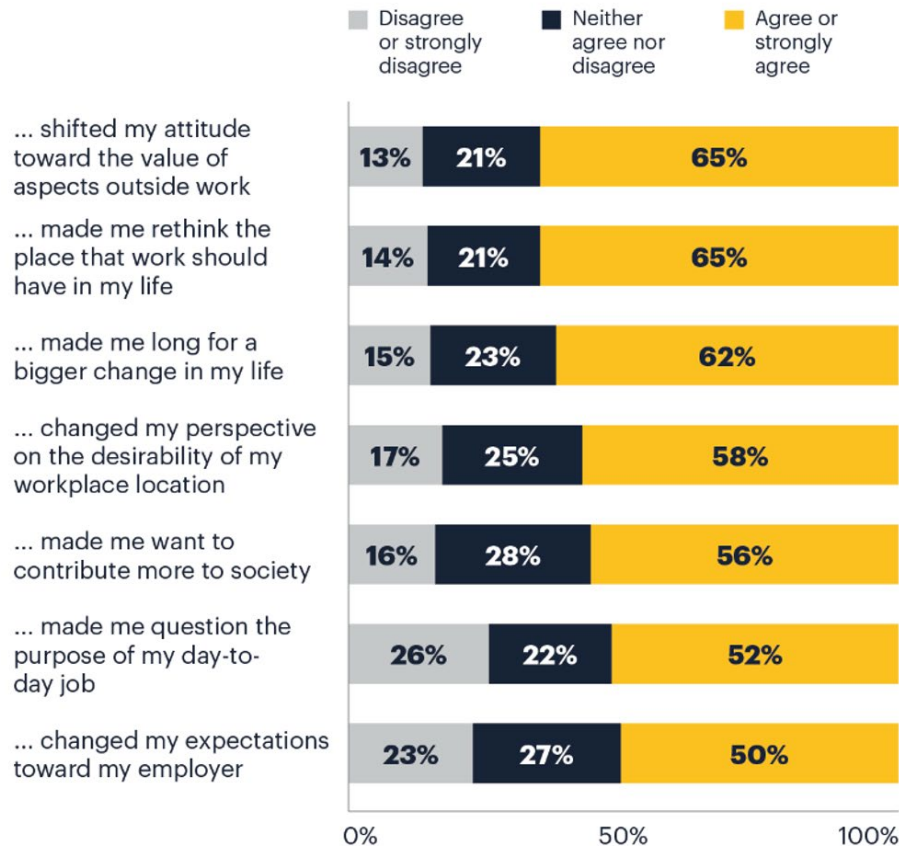


Nearly half of digital workers say they are willing to leave their current job if technology hurts their performance instead of elevating it.⁶

⁵Gartner Marketing Technology Survey 2019, ⁶Adobe Workfront 2021 State of Work Report

What Employees Say About How the Pandemic Has Changed Their Feelings About Work and Life

The pandemic has ...



[gartner.com](https://www.gartner.com)

"Bringing together technology and talent in a meaningful and purposeful way drives efficiency and collaboration, higher win rates, retention of clients, more revenue, profit, faster growth and employee satisfaction."

Nicholas DeBenedetto, CEO, LeapPoint



04 | A FOUNDATION IN WORK MANAGEMENT TO THE RESCUE

In physics, “work” is the transfer of energy from one place to another. In business, work is the transfer of knowledge, skills and discrete functions among hundreds of employees to accomplish a goal. While the act of going to work, doing work and getting work done is a Tier 1 asset, many large enterprises still lack a good system for planning, tracking and executing....work.

Many marketing teams still rely on manual, monolithic spreadsheets and other point solutions

that don’t provide automation, collaboration, or real-time insight into project status, planning, and results.

Implementing an operational work management system of record (like Adobe Workfront) can bring everything together in one place to help marketers—and the functions they work with across the enterprise—standardize practices, plan campaigns, prioritize work, balance resources, and manage workflows among hybrid teams.

Put simply, work management makes work easier.



CASE STUDY

Implementing a work management system of record that aligns and automates marketing across the enterprise (similar to existing systems of record for Finance, Human Resources and IT) results in:

- ✓ Higher Win Rates
- ✓ Better Customer Retention
- ✓ More Revenue
- ✓ Increased Profit
- ✓ Faster Growth

*"When your team nicknames the marketing spreadsheet 'The Beast' you know it's time for a new way to work. By connecting and optimizing our people, technologies, and processes, we can be more nimble, offering transparency to our internal stakeholders while delivering increasingly personalized marketing to our customers."*⁷

Michele Cascone, Marriott International
Director of Digital Personalization and Marketing Orchestration

12 FTE's

SAVED

25K HOURS

SAVED



05 | MARKETING BETTER, FASTER, SMARTER

Organizations that invest in the foundational steps required to connect their people, process, and technology unlock better, faster, and smarter ways to engage customers. Let's take a look at a hypothetical example of an organization that leverages some of the industry's leading MarTech tools from Adobe.

- 1 AN IDEA IS BORN**
A Campaign Manager has an idea for a new campaign. She builds out her strategy, project plan, and budget in Adobe Workfront.
- 2 ORCHESTRATING THE WORK**
The campaign requires a new content asset and supporting digital assets, including email. The Campaign Manager submits the requests directly in Adobe Workfront. Tasks are automatically assigned out to the Content, Digital, and Operational teams.
- 3 REVIEWING & APPROVING THE WORK**
The first drafts of the assets are ready to go from Adobe Creative Cloud and the Campaign Manager receives an alert. Everything looks good, so she quickly assigns a task in Workfront to her Legal/ Compliance team for final approval.

4

EXECUTION

The assets get automatically stored in Adobe Experience Manager Assets, and are also synced to Adobe Marketo Engage to be ready for email campaign deployment.

5

EVALUATING PERFORMANCE

The campaign is executed, and it's time to check the results. The Campaign Manager uses analytics fed into Workfront to gain a holistic view of performance across channels and share highly visual reports with her leadership. She also uses the first-party data gathered from the campaign to build the next step in the customer journey.

This is just a very simplified example of how marketing teams can drive **greater efficiency, faster delivery, and increased visibility by connecting work**. The framework can easily be applied across a variety of work processes and tools.



06 | THE CONNECTED WORK[®] DIFFERENCE

LeapPoint is changing the way companies connect work, technology, and talent to solve big business challenges and drive successful outcomes.

Established by Big 4 alumni who sought more flexibility and agility in meeting clients' most critical business needs, LeapPoint is committed to making life and experiences fundamentally better for employees, customers and those they serve.

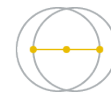
Our **Connected Work** framework help organizations:



Refine their strategy and mission with a unified roadmap by department, division or organization



Evaluate and optimize business practices to ensure they strategically support goals



Find the the right mix of technology solutions that improve efficiency, uncover revenue opportunities and reduce costs



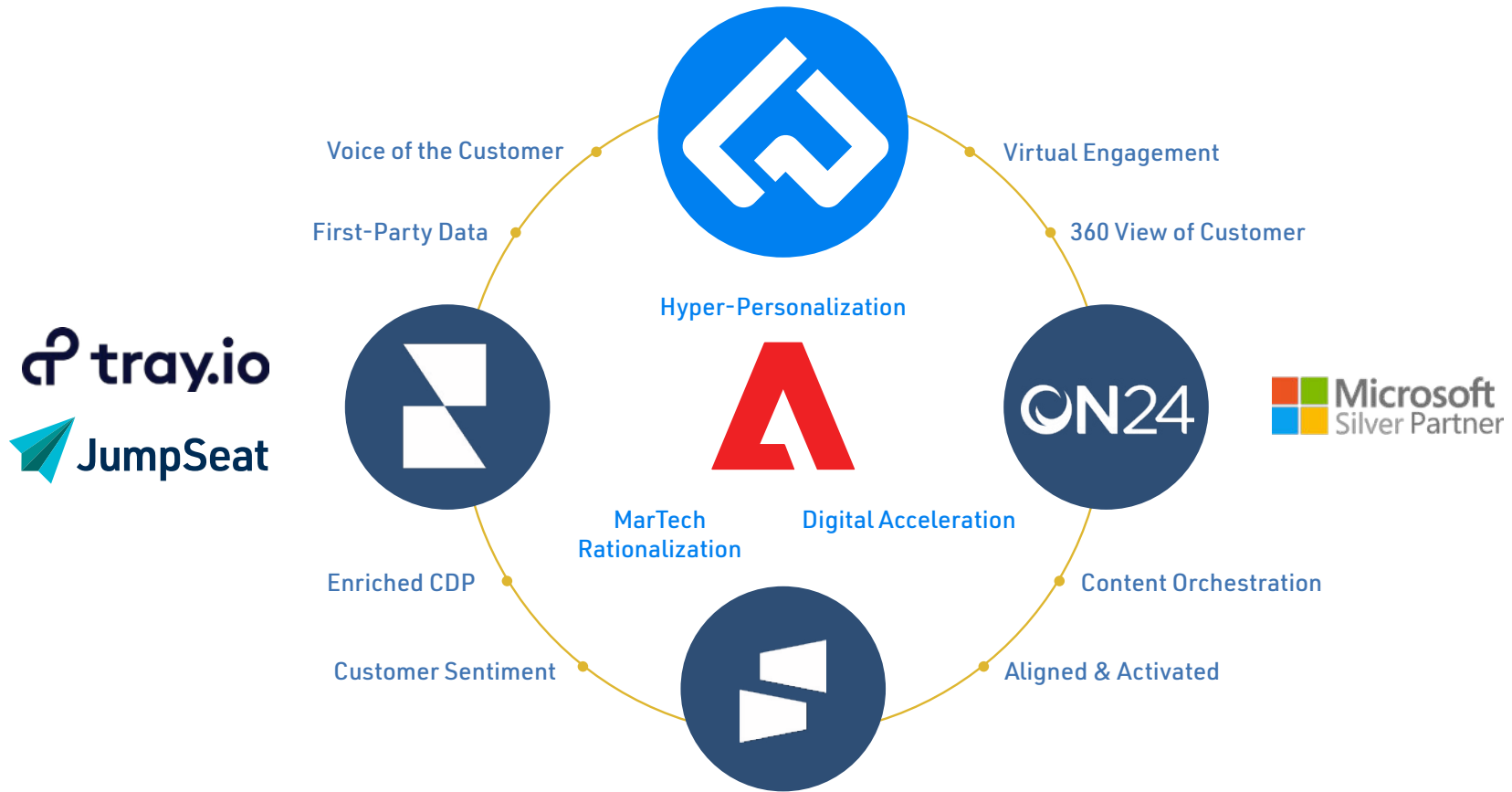
Equip company leaders with the tools and information to manage positive digital transformation experiences across every employee and customer



Empower informed decision-making based on actual, real-time data of how digital transformation strategy is performing to see where adjustment is needed to reduce risk or quickly capitalize on opportunity

CONNECTED WORK TECHNOLOGY PARTNERS

LeapPoint has partnered with the industry's top technology vendors to help marketing teams along their digital transformation journey. We offer expertise in implementation, integration, and optimization to ensure our clients can achieve Connected Work across the enterprise.





leappoint.com | [1.888.972.5972](tel:18889725972) | info@leappoint.com

LeapPoint is changing the way companies connect work, technology, and talent to solve big business challenges and drive successful outcomes. Established by Big 4 alumni who sought more flexibility and agility in meeting clients' most critical business needs, LeapPoint is committed to making life and experiences fundamentally better for employees, customers and those they serve. LeapPoint's break-through Connected Work[®] services are the essential framework for the Future of Work.