

Tech, Talent, or Programs?

Structuring Budgets and Teams for Long-Term Growth

Businesses need the right combination of talent, technology, and smart budgeting to succeed. Data-informed strategies help marketers determine which processes, technologies, or positions drive the most ROI.



How do top performing revenue leaders structure budgets for growth?

- They define the organizational vision and identify cascading priorities
- They communicate what each department is expected to focus on and achieve
- They clearly articulate department goals, metrics, and KPIs

What are some pitfalls marketers should avoid?

- Focusing on too many competing priorities and projects, which can lessen their impact and hinders alignment with the overarching vision
- Neglecting to adequately track data and either lacking a destination for data or having it trapped in silos



How is an information-driven marketing journey successfully designed?

- 1 Support and enact the vision with informed, data-driven metrics
- 2 Ensure a process that defines, organizes, analyzes, and utilizes metrics, and use that to guide priorities, goals, and projects
- 3 Routinely refer to the metrics to track progress against business and department goals, course-correcting as needed

“Ask: What are we trying to accomplish as a company? How does marketing, or your department, contribute to the growth of the business? Define what’s important, then create KPIs.”

—Tracy Kraft, Vice President of Revenue Marketing, Demandbase

To get started on your organizational growth journey, visit Demandbase.com/frost