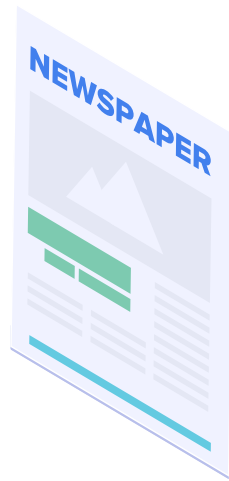
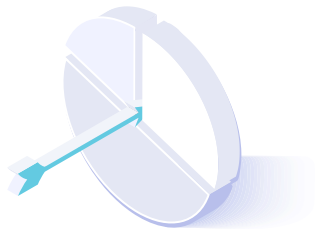


8

Challenges Facing Small Marketing Teams

Small marketing teams regularly feel the challenge when their marketing budgets contract from one year to the next.



Introduction

It's the same story every year. Marketing budgets are shrinking, teams are getting (or staying) lean, and there's lots of scrutiny around results, ROI and the effectiveness of marketing programs.

In fact, according to Gartner's annual CMO Spend Survey, budgets stalled entirely in 2017, and are down 6% back to levels of 2015 and before.

If you're a team—especially one tasked with managing a global brand—you feel that pain acutely.

The good news? You're not alone. There's a distinctive pattern around the challenges that lean marketing teams face, and some consistent and proven best practices that can help you make the most of the resources you do have to drive outstanding results for your company.

1 HIRING THE RIGHT PEOPLE

It's nearly impossible to find a new hire that's good at *everything*. Instead, **look to hire specialists who can adopt the mindsets of generalists**, or people with expertise in one or two areas that can also help in several others.



MOVING AT THE SPEED OF MARKETING 2



The key to modern marketing success for small teams is in staying **nimble, agile and adaptable**. Review your plans monthly instead of quarterly, and be prepared to pivot on campaigns, promotions or product launches to stay relevant.

3

PRIORITIZING EFFORTS

Examine your campaigns, events and activities, then categorize them as:

✓ Essential

You have data that proves efficacy and results.

✓ High value

You suspect they will be effective, but may not have all the data to back it up yet.

✓ Desirable

You'd like to do them, but they may be new to your planning and are yet unproven.

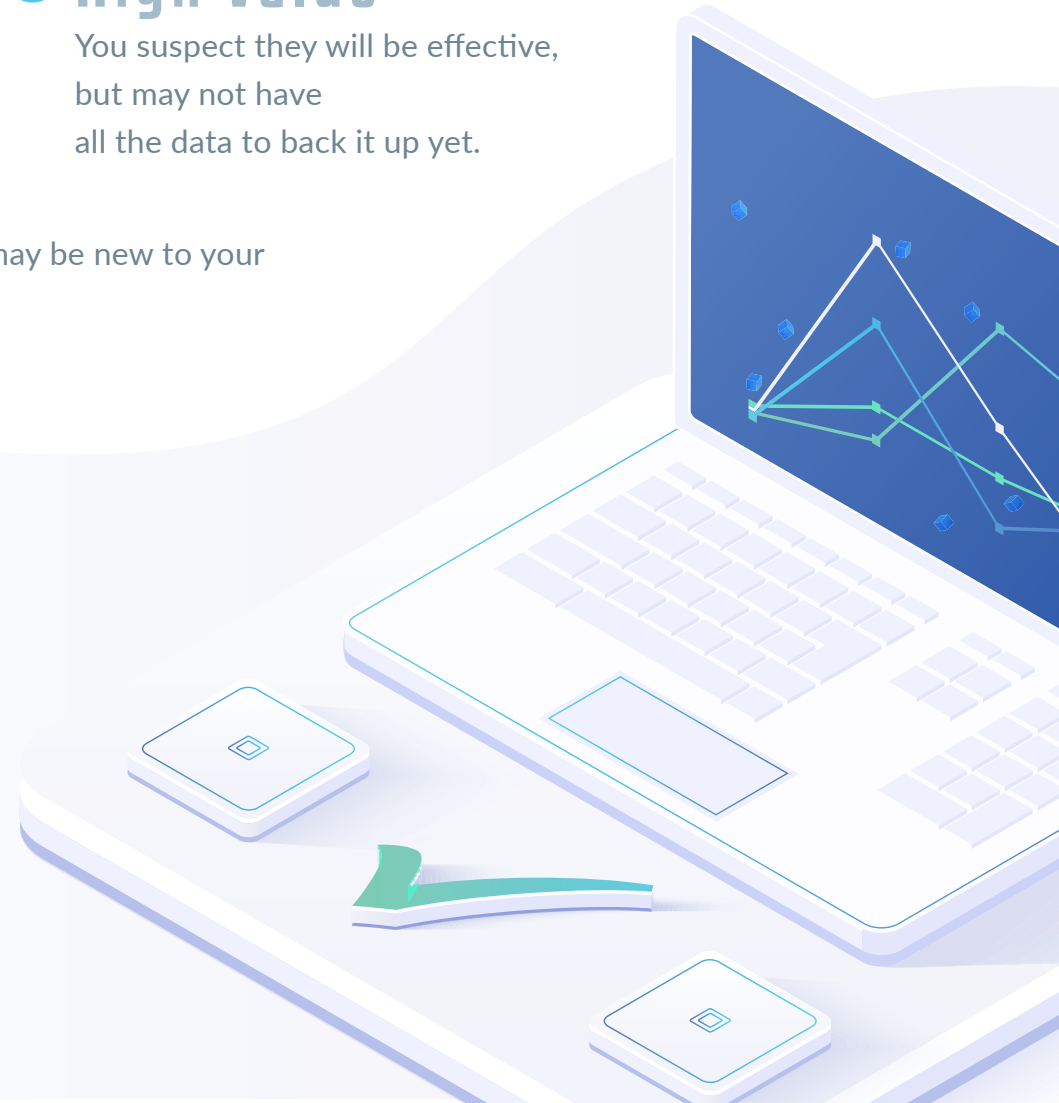
Then, categorize the audiences and personas that you're trying to reach. Identify:

✓ Essential buyers

This audience fits your ideal customer profile, and buys what you offer.

✓ Growth audiences

Those who are *likely* to buy from you, but might require more effort to convince.



✓ Aspirational audiences

Those who represent interesting and high-potential new markets for your business.

Then prioritize as follows:

- 1 Essential plans + Essential audiences
- 2 High value plans + Growth audiences
- 3 Desirable plans + Aspirational audiences

Stay focused on high-priority objectives and goals, while leaving room for more projects as data and resources permit.



CONTENT OVERLOAD

Avoid the chaos of creating lots of content just for the sake of having it. Instead, produce **thoughtful, evergreen content that educates and informs** prospects and customers.



You can **recycle and repurpose that content** for use in various channels. An e-book can become a series of blog posts, for example. One major asset can provide months of content.

5 SCALING AND AUTOMATING

Many small teams feel pressure to “punch above their weight class,” and technology can help with that.

Don't be afraid to invest in tools. What processes, practices or operational tasks *take the most time, money and effort to manage*? There may be technology solutions to help you ease the burden and complexity of those projects.



6 NOT ENOUGH HANDS AND BRAINS

Sometimes, technology alone isn't enough to handle the burden of bigger challenges.

Small teams can call in reinforcements in the way of **partners, vendors and agencies** that can help them execute on more ambitious projects. A wise budget investment can bring on key partners that have the expertise, processes, technology and tools to get the work done more efficiently.



7 DROWNING IN YESTERDAY'S MARKETING

Marketing might be having a digital revolution, but plenty of companies haven't made the shift.

Still relying on paper, like mailings and catalogs? It might be time to move to digital and take that material online.

Webinars and other multimedia experiences can provide insightful content at a distance, and much more cost-effectively.

If you're selling physical products, learn how to leverage e-commerce to get your goods more quickly into the hands of your customers.





8

LONG CYCLE LEARNING

Marketing teams in the past would spend months making an annual plan, and execute those plans and evaluate results throughout the year.

The answer for today's modern, lean teams is to set shorter-term goals, have regular, simplified reporting in place, and to **be comfortable with failing fast** so adjustments can be made based on learnings, in real-time.

When something doesn't go right, you can do a deep post-mortem later, but it's more important to have a backup plan. Ask yourself and your team:

- ✓ Do we do something different altogether?
- ✓ Do we adjust what we're doing and continue with it, to see if that improves results?

Knowing how you'll handle the inevitable bumps in the road results in a nimble, agile marketing plan.

CONCLUSION

Don't let your small size stop you. Make a few key investments and prioritize well, and you'll be able to stand toe-to-toe with the largest marketing teams.

ABOUT MOTIONPOINT

MotionPoint solves the operational complexity and cost of website localization. Unlike all other approaches, our technology and turn-key solution are built specifically for this purpose.

We translate, deploy, and operate multilingual websites, optimizing the customer experience across all channels.



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