



Wrangle Your Inherited MAP In 60 Days

Time is ticking! Whether you've inherited an incredibly messy tech stack, marketing automation platform (MAP), or a spaghetti nest of an attribution model, no one has time to spend their first 6 months on a job "getting their bearings". As such, we've rounded up the top 6 tasks to tackle in your first 60 days of inheriting a tech stack or MAP platform.

STEP 1

Know your stack and data flow. While some technology may not be under your control, it is incredibly important to understand what technology your organization uses, AND how the data flows between these systems. If you are not able to obtain an outline of your tech stack to include features, functionality, owner, and data details for each piece of technology,

MAKE ONE! Be the hero and create one for your company. More importantly, keep it maintained!



be
the
hero

STEP 2

Audit your marketing automation platform.

If you are lucky enough to have documentation from previous system owners, read it. If not, dig in or obtain a full system audit to truly understand what you are working with.

If you have team members currently using the system or that previously used the system, sit with them to understand their processes and procedures.

Now is not the time to make judgments on what you find, just gather all the details you can!



STEP 3

Implement best practices and resolve "red flags" from the audit.

If you uncovered glaring areas where best practices have been ignored without reason, get it cleaned up! No one likes to run uphill backwards trying not to spill their water!

Best practices should be quick wins that make life easier for all involved. Similarly, move quickly to resolve any "red flag" issues identified during the audit.



STEP 4

Get users trained. While your team may know enough not to break your systems (or at the very least, not to send an email to the entire database), they may be missing key functionality that could be saving hours of time!

Even when we train teams that have used the platform for a year, we hear several "Ah ha!" moments.



these
systems
are
powerful!

STEP 5

Streamline processes. After a full system and tech stack audit you will now likely be able to start seeing areas for process improvement.

There may be room for improvement for specific processes, or room for improvement among your team, and who manages what aspects of the platform. Focus on saving time and automating once manual processes.

Determine the root cause of any recent errors, and put processes in place to mitigate future concerns.



improve
efficiency
& reduce
errors

STEP 6

Develop a roadmap. Ensure you are maximizing the features and functionality of the systems by developing a roadmap to tackle issues identified during your system audit.

On a marketing maturity scale, develop a plan to execute advanced programs within these systems so you can hit those marketing KPIs with greater ease and efficiency.

Finally, make sure your attribution reporting is locked in tight so you can prove marketing's contribution and provide detailed data for spend planning.



where
do I go
from
here?!