MARTECH ASSESSMENT

Category : Dynamics 365 for Marketing

Title : MarTech Readiness: 3-Day Assessment

Duration – 3 days

Cost $3500

Overview:

 An assessment using proven methodology and automation tools to help you understand your MarTech stack and provide recommendations for ensuring you are getting the most out of Dynamics 365 for Marketing.

Offer Description:

This 3day assessment will provide you with a set of recommendations that align to your business goals related to utilization of your existing MarTech stack and future MarTech needs.

**Included in the assessment: **

* Evaluate current marketing technology stack, including integration and utilization

* Understand current CRM approach including lifecycle communications, lead scoring and management processes, and data acquisition and management

* Evaluate current internal capabilities for executing on future looking programs with MarTech
Provide recommendations on current and future MarTech

* One day workshop

Deliverable </br>

 A customized set of recommendation and best practices to ensure your MarTech stack can be optimized to drive your business objectives.

Offer name: MarTech for Retail: 3-day Assessment

Overview:

 * This assessment will provide you with a set of recommendations that align to your business goals related to utilization of your existing MarTech stack and future MarTech needs.*

Offer Description:

Included in the assessment:

* Evaluate current marketing technology stack, including integration and utilization

* Understand current CRM approach including: lifecycle communications, lead scoring and management processes, and data acquisition and management

* Evaluate current internal capabilities for executing on future looking programs with MarTech Provide recommendations on current and future MaTech

* One day workshop

Deliverable:

 A customized set of recommendation and best practices to ensure your MarTech stack can be optimized to drive your business objectives.

Key sales triggers:

* Data and data consolidation. If you are talking to IT about this…ask them what their marketing is planning on doing with their first party customer data.

* Lack of utilization of existing investments. IT builds and buys tech for marketing without a full consultation of what / how they are going to use it. If you hear IT talking about the breadth of investment they have already made for marketing and they aren't using it.

* Existing D365 licenses. Ask how they are using it. Look for opportunities for Customer Insights, Customer Voice and Customer Journey Orchestration.
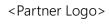

Why do companies need this offer:

Digital transformation and the need to stray connected with your customers at all touch points, is increasingly important. The martech world has exploded with thousands of companies bringing point solution

s and platform solutions to achieve customer connections throughout their journey with a brand. This assessment will evaluate your core marketing and business goals and provide insight to better utilize your existing technology investments, identify gaps and recommend best in class products to help you achieve your goals.

How does this offer achieve the pain points:

With over 8000 Martech companies in the business of making marketers life better, the main pain points are ; what do I already own that I should be leveraging more, what else do I need and then how do I run and operate my full stack for best marketing results. We're experts in the Martech field and can align your company strategies to your existing investment and ensure you are ready to utilize any new technology investments.

<Partner Logo>

<Offer Name>

Partner Point of Contact
<Name>	Jim
<Email>	jim.gascogine@vm

Microsoft PDM
<Name>
<Email>

Segment Coverage
Enterprise	<Yes>
MC	<Yes>
egulated Industries:	
Federal	<No>
State & Local	<Yes>
Education	<Yes>
FSI	<Yes>
Healthcare	<Yes>

eos/OUs Where Active
reat Lakes	<Yes>
id Atlantic	<Yes>
idwest	<Yes>
orCal	<Yes>
orth Central	<Yes>
ortheast	<Yes>
Northwest	<Yes>
SoCal	<Yes>
South	<Yes>
South Central	<Yes>
Southeast	<Yes>

<Partner Address>

Which scenarios do you support? (Highlight with "yellow")

Scenario Coverage
xxxx
xxxx

Where does the offer sit in the customer journey? (Highlight with "yellow")

Customer journey focus
Awareness and Interest
Envision – Assessment / Briefing / Workshop
Proof of Concept
Deployment / Migrate / Build

Other offer details

Cost of the offer	$
Time to implement the offer	

Why do companies need this offer?
Pain points faced by companies

- <>

How does offer solve the pain points?
How you can help prospects solve their challenges

- <>

Offer methodology / process?
Step-wise approach to help prospects visualize the final deliverable

- <>

Key sales triggers
Key customer moments that can be leveraged

- <>

Key offer deliverables

- <>

Key measurable impact of the offer

<>

Customer reference 1 / testimonial

<>

Customer reference 2 / testimonial

<>

Other company details

# of years in business	xx	# of customers	xx
MS Specializations	• <>		
MS Awards	• <>		