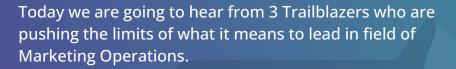


# Welcome To Exploring How MarketingOps Gets Things Done



#### Welcome!



In this session we will explore topics like:

- Skills needed to be successful
- Tips on tackling your toughest challenges at work
- Role that community plays in your success
- And more...

As part of this event it is our goal to help you define what the future of marketing looks like for YOU!

If you have any follow up questions, please use the chat or connect with us on LinkedIn.



**MARCOS DURAN** 

**SERCANTE** 

**MARKETING MANAGER** 



# AUDIENCE What skills do you think are the most important to succeed in MarketingOps?



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# SERĈANTE















#### **Panelists**



JAIME LÓPEZ

**AIVEN** 

SENIOR DIRECTOR,

MARKETING OPERATIONS



**SHONICA MICHELL** 

**BRIGHTDROP** 

GLOBAL MARKETING
AUTOMATION &
COMMUNITY MANAGER



**DAN PROKOP** 

HIKE2

DIRECTOR OF MARKETING OPERATIONS

### MarketingOps Guidebook

#### **Personal Assessment**



What have been the top 3 assets/skills/resources that have helped you move forward in your career in Marketing?



#### Formula For Success



#### JAIME LÓPEZ

Numeracy
 Ability to learn
 Presentation & communication



#### **SHONICA MICHELL**

1.Continuous Learning2. Align on terminology3. Understand the metricsthat matter



#### **DAN PROKOP**

Growth Mindset
 Data-Based Storytelling
 Proactive vs Reactive



#### Gartner Magic Quadrant for B2B MAPs

#### **Key Takeaways**

- Salesforce is a Leader in this Magic Quadrant
- **73**% of leaders\* have a B2B marketing automation platform
- **57**% of leaders\* believe generative AI would have high to extremely high levels of reward if used to support their marketing strategies
- **59%** of leaders\* say they lack the technical skills within their marketing teams to operate their stack



#### Skillset



How do you react to the statistic regarding lack of skills on marketing teams to fully leverage MAPs?

Should MOPS specialists be focusing on technical or soft skills?

#### **Transparency**



As a leader, how do you manage challenge(s) in your MarketingOps team?



#### Al & You

Based on the Gartner Report, Leaders\* expect the following benefits from Generative AI:

- Creating personalized content and offers
- Marketing automation and customer journey orchestration
- Simplifying analysis of customer or market data.

#### Education



Do you use AI today?

Have you incorporated AI into your new learning goal roadmap?



#### Places To Network

#### **Inside Your Organization**

- Slack / Teams
- Sponsored Groups
- Volunteer Events
- Customer Meetings
- Internal Meetings

#### **Outside Your Organization**

- User Group Meetings
- Salesforce Saturdays
- Dreamin' In-Person Events
- Dreamin' Virtual Events
- Salesforce World Tours
- Industry Specific Events
- Chamber of Commerce
- Social Media
- Forums
- Trailhead

#### Networking



How do you network (effectively)? How do you get started?







Soft Skills = Technical Skills



Be Transparent



**Learning Does Not Stop** 



Networking Is Essential



#### Coming Up Next In MarketingOps...



Creating A
Roadmap For Your
Salesforce Journey
In MOPs

Marisa Labadini, Grammarly



Bringing An Architect Mindset To Your Marketing Tools

Vicki Moritz-Henry, Trailhead



Better Together: AI-Powered Marketing Solutions

Tammy Begley, Media.Monks



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