

6 Steps to Designing the Ideal MarTech Stack



From choosing Adobe to Salesforce, your martech strategy matters. Teams that develop a vision for how their martech stack will evolve to meet future business needs are more adept to change. In order to help you develop the best martech stack to meet your team's personal needs and your marketing department's, we created a whitepaper with six actionable steps to get you started.

In the following whitepaper, you'll see how to:

- Craft a martech vision
- Consolidate and centralize current tools
- Document your ideal marketing work process
- Map your existing tools to your workflow
- Conduct a gap analysis
- Prioritize best next actions