

# Building A Marketing Center of Excellence

To Scale your GTM



# The Why

## Marketing Excellence

- Execution Aligns to Strategy
- Shared Processes Yield Execution Consistency
- LOB or “Siloed” Learnings Become Company-wide Best Practices

## Economies of Scale

- As Marketing Efforts Grow, Elements are Modular and Repeatable
- New or Experimental Programs Don't Impact Overall Team Performance

## Technology Excellence

- Best Practices are infused into marketing technologies
- Shared Technology Management removes it from LOB “siloes”
- Vendor Selection tightly aligned to strategy

# The How

- ❑ Advertising
- ❑ Content
- ❑ Social
- ❑ Measurement
- ❑ Shared Services

**Corporate  
GTM  
Initiatives**

- ❑ Vendor Selection
- ❑ Technology Management
- ❑ Data Management

**Marketing  
Technology  
Management**

**Center of  
Excellence**

**A Foundation for Lasting  
Marketing Improvement  
and Growth**

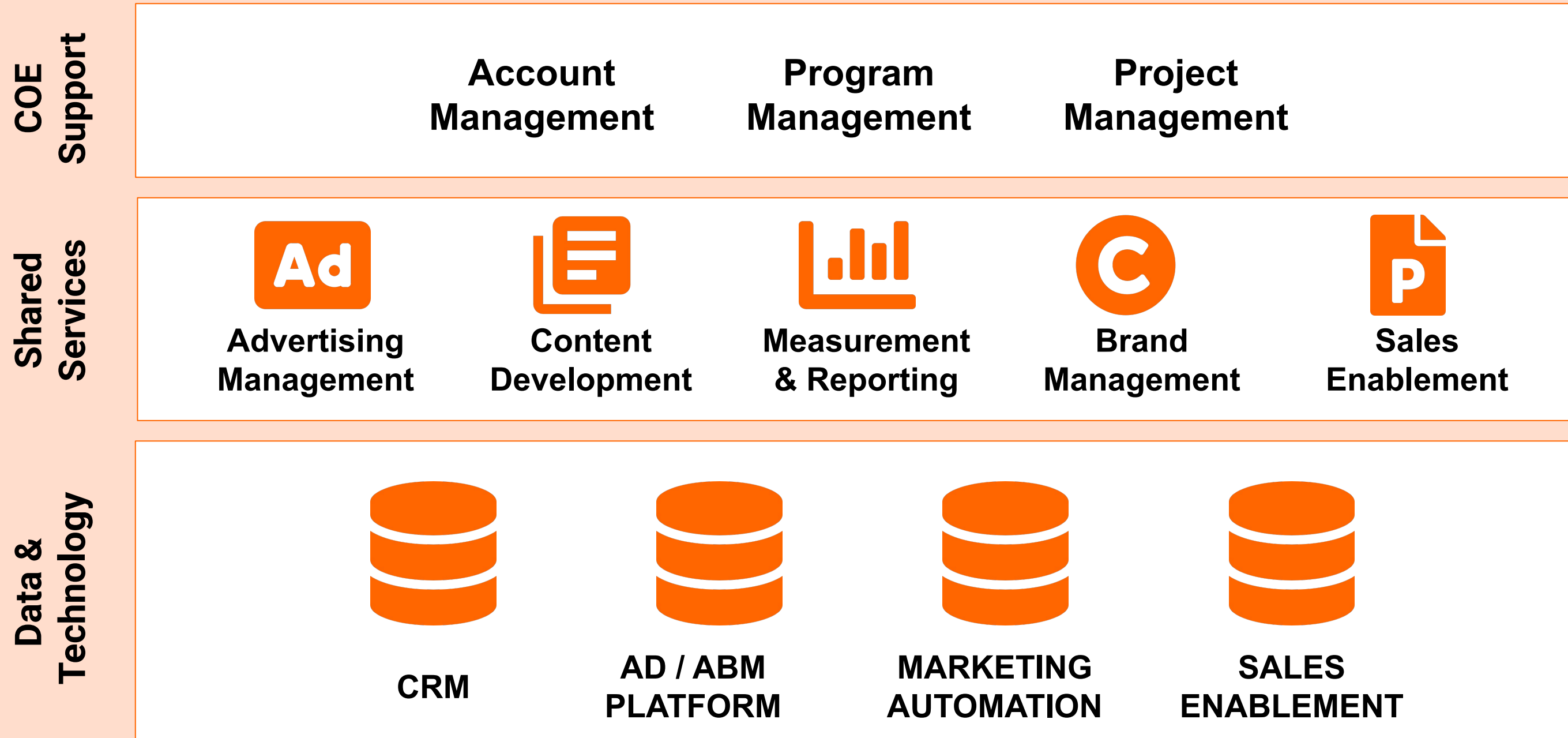
**Marketing  
Best  
Practices**

- ❑ Program Playbooks
- ❑ Thought Leadership
- ❑ Team Training

**Marketing  
Ops  
Excellence**

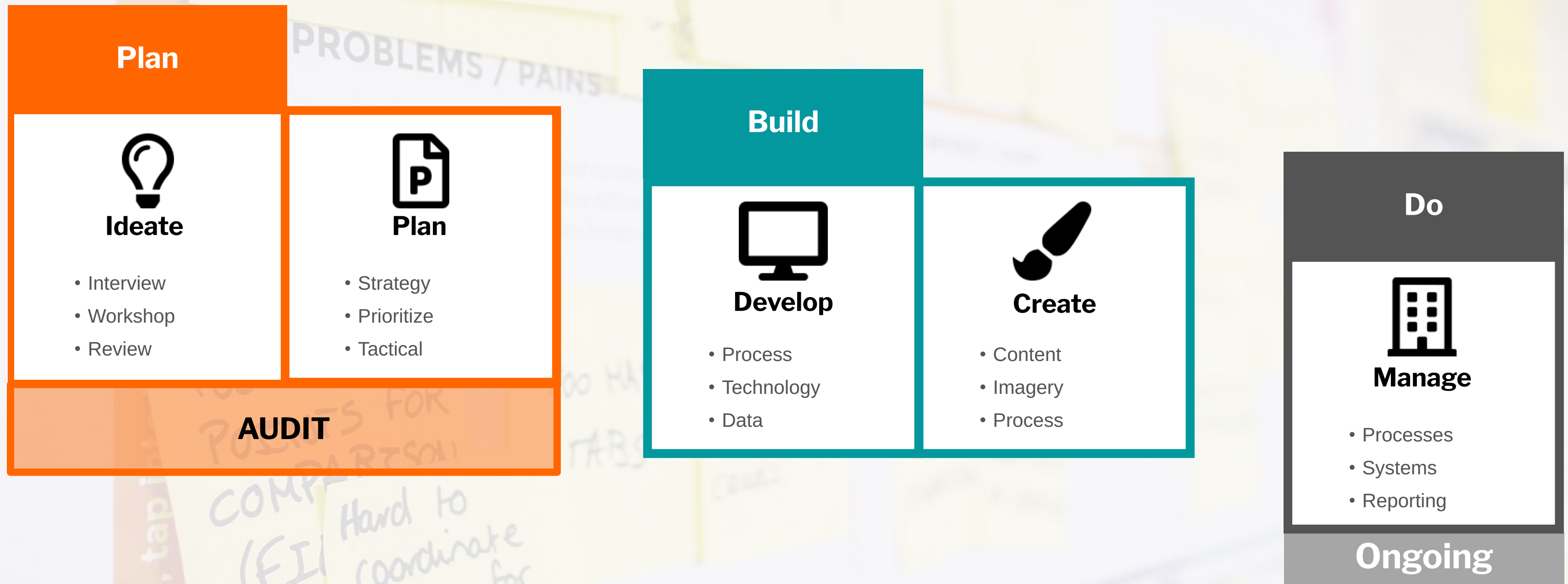
- ❑ Process Excellence
- ❑ Scaled Support
- ❑ Alignment

# The What (We Do)





# Our Proven Launch Approach





## Scale Your GTM

### 1. Things to Consider

- a. Geographic Scope
- b. LOB Scope
- c. Internal COE Leadership
- d. Alignment to GTM

### 2. Tactical Next Steps

- a. Ideation Session on Your Needs
- b. COE Engagement Framework



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