What is **MarTech**?

"Marketing technology (martech) is a set of software solutions used by marketing leaders to support mission-critical business objectives and drive innovation within their organizations.

Martech solutions focus on content and customer experience, advertising, direct marketing, marketing management and marketing data and analytics," according to Gartner.

Why Is **MarTech** Critical To Business Growth?

"Chiefmartech and MartechTribe's 2022 marketing technology landscape reveals that the martech industry has exploded in size with 9,932 solutions now available.

The report reveals that the industry has grown by an enormous 6,521% since 2011 to date and since 2020 has seen 24% growth."

The 4th Industrial Revolution (4IR): The Age Of Artificial Intelligence

*"The MarTech future will be about **campaign orchestration, insight and relevance in the age of artificial intelligence**. A number of Marketing Tech providers will try to grab the spotlight by offering machine learning services, surfing the peak Hype-cycle wave."*

René Kulk, email marketing evangelist

> **These modern martech stacks are empowering marketers to do more with less, which is ideal for teams that are trying to boost efficiency and business resilience.**

By Anna Murphy
Editor of Intercom

For Growth Marketing, Sales & Marketing Teams Must Align On Goals & Integrate

Before you can create a martech stack, review the qualified marketing and qualified sales lead goals, digital channels driving current customers or clients who convert, opportunities to increase the volume of MQLs and SQLs on those channels, and identify under-utilized platforms or advertising programs to reach new prospects.

How To Start Designing Your MarTech Stack
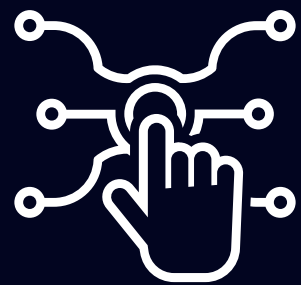
Avoid chasing shiny objects. Instead, determine if you want a micro or macro martech stack. A micro stack targets a specific goal. Whereas a macro stack will scale and accomplish many goals for your organization.

Connect Sales & Marketing With AI Social Listening

AI Social Listening

By utilizing AI social listening tools, companies can understand the digital competitive landscape and reach their customers and prospects at different stages of the sales funnel.

Objective: Listen, learn and leverage content marketing and paid media by collecting data across social media channels and the web.

Goal: Analyze social listening data, optimize targeting for keywords, competitors and influencers. Expand research analysis to identify audiences and messaging at different stages of the sales funnel.

Solution:
- Mentionlytics
- Ubersuggest
- Behavioral studies

Multiple MarTech Tools Can Automate LinkedIn

MarTech Stack For LinkedIn

Personal LinkedIn profiles are great for creating professional relationships and also for generating sales prospects and new clients. However, it's labor-intensive to research specific connections and send the connection requests.

Objective: Generate more LinkedIn connections for networking and prospecting

Goal: Automate targeted connection requests

Solution:
- LinkedIn Navigator: List Building
- PhantomBuster: Automated Connections

Scaling **MarTech** Stacks For Sales & Marketing

Objective: Leverage existing marketing technology and identify new martech tools to scale marketing and sales activities and mutual goals.

Goal: Integrate and automate a scalable martech solution versus using many singular solutions that are disjointed, costly and labor-intensive.

Solution:
- Zoho, HubSpot, Salesforce
- LinkedInSales Navigator
- SeamlessAI
- AI Email Marketing

Sales & Marketing MarTech Stack

Most companies are using approximately 25-35% of their marketing technology.

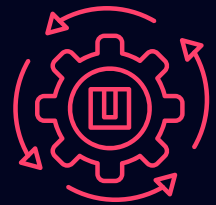# How to Get Started
With MarTech

- Identify mutual sales and marketing strategies, goals, prospects and channels

- Review existing marketing technology, functionality and capabilities

- Determine best macro or micro martech platforms

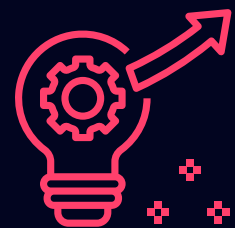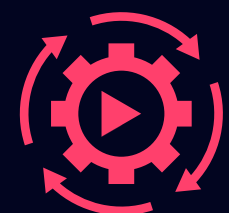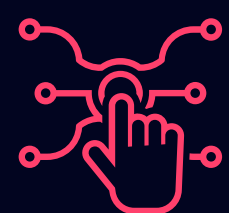- Test platform(s), implement, scale, automate and report

Quality and integrity of data will drive business and marketing decisions

Data science and AI will drive marketing and advertising decisions

Over the next five-to-seven years, most marketing and advertising will be automated

Marketers, businesses and consumers will be forced to evaluate the ethical application of technology

> **The ethical integration of artificial intelligence with human values and emotions will form the foundation of future artificial intelligence.** Intelligence, emotions, ethics, and values are part of human intelligence; without those, we are far away from human-level AI.

By Amit Ray
Pioneer of Compassionate AI Movement

THANK YOU!

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HOW TO LEVERAGE MARTECH TOOLS
for Growth Marketing