Rein in Marketing Automation Sprawl with Distributed Marketing

Acquia

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Rein In Marketing Automation Sprawl With Distributed Marketing

The Current State of Marketing Automation

Marketing automation platforms are powerful business enablement tools.

Marketing automation has reinvented how marketers engage customers, accompany them along the buying journey, provide personalized experiences and maintain competitiveness.

Marketing automation solutions have enabled enterprises to save time and resources by automating time-consuming and tedious tasks, freeing up marketers to focus on building more creative, effective and engaging content and campaigns.

The efficiencies marketing automation platform (MAP) solutions provide are even wider-ranging. They allow marketers to launch, manage, track and report on marketing campaigns with fewer errors. They also help eliminate missed opportunities

by systematizing all aspects of marketing campaigns and routines. And the pay-off is undeniable: **Research shows that 25% of marketers rate their marketing automation as very successful in helping them meet their objectives and 66% rate it as somewhat successful.**

But it's not all MarTech Solution of the Month stuff: Marketing automation can have its challenges, too. **Research indicates that 39% of marketers say a lack of training and knowledge prevents them from utilizing MAPs to their fullest potential. Meanwhile, a lack of resources to manage a MAP and a lack of budget to maintain a MAP were named as significant barriers by 32% and 31% of marketers, respectively.**

91%

of marketers find their marketing automation solution successful.

For all that MAPs alleviate, streamline and improve, the reality is that people using MAP solutions may be on different teams, live in different geographies and even work under different franchises or brands. They likely have differing levels of technical skills and may not be fully leveraging the features of their MAP solutions. As such, it can be hard for large marketing organizations to ensure consistent customer experiences across campaigns deployed by different teams working in different business units.

There needs to be a way to bring scale to marketing automation while maintaining a level of uniformity, and fortunately, there is. It's called **distributed marketing**, and it allows enterprises managing multiple brands, products, teams, markets and geographies to take a unified approach to marketing automation that ensures all campaigns across an enterprise remain true to brand

standards and data sovereignty while also giving individual campaign managers the freedom to customize according to specific audience interests and needs.

In this e-book, we'll discuss what distributed marketing is and how it unlocks the most powerful aspects of MAP solutions. We'll draw on use cases to explore the benefits of distributed marketing and we will examine how distributed marketing validates the enterprise investment in MAP solutions.

What Is Distributed Marketing and Who Needs It?

Distributed marketing is essentially a multitenant marketing automation capability that addresses the chief information officer's need for central governance over technology solutions and the chief marketing officer's requirement for governance while granting campaign managers the flexibility to customize individual campaigns. Such capabilities are extremely important for marketing organizations that are dispersed across a number of business units, products, brands and/or geographies.

CMOs must empower their teams to create and deploy campaigns quickly in order to deliver relevant messages to each unique audience. At the same time, CMOs need to be confident that each of these personalized experiences contributes to a cohesive brand identity while also remaining compliant with requirements

for things like data residency, sovereignty and security.

Balancing scale and consistency is a tall order for large marketing organizations. The traditional approach to investing in marketing teams and tools to carry out the marketing objectives for different products, business units or brands has introduced significant inefficiencies stemming from the purchase of redundant technologies and tasking personnel with time-consuming, low-level activities to ensure each campaign adheres to a common set of standards and requirements.

Marketers at large enterprises have learned to live with the inherent inefficiencies stemming from an ad hoc or manual approach. But some enterprise-level marketing leaders have also learned that there is a better way: Distributed marketing gives CMOs the

technology and control they need to enable their teams to adhere to brand parameters and create campaigns that are specific to the brands, products, target markets and geographies for which they're designed.

Distributed Marketing in Four Common Business Models

There are four common use cases to which distributed marketing solutions are appropriately applied.

Model Name	For businesses that...	Example
Parent-Subsidiary	Centralize branding or resources via a parent company and need individual MAP instances to manage separate contact lists, brand guidelines and branded campaigns	A corporation may have bolt-on acquisitions that have retained their original names. Though the names, marketing teams, services and customer sets of the subsidiary companies have remained the same, the brand standards and data privacy requirements are now the responsibility of the parent company. The parent company needs a holistic view into campaign performance across subsidiary brands and needs to ensure all campaigns and marketing functions at all subsidiaries adhere to approved brand standards.
Franchise	All sit under one brand umbrella, but who rely on franchisees to distribute products	A QSR brand may have restaurants in multiple cities around the world. Each wants to run campaigns targeted to the local market, but the global marketing organization wants to be sure each campaign adheres to the global brand standards and draws only on messaging and other content that has been approved for public-facing use.
Distributed Enterprise	Rely on a central brand team but also have other internal business units with MAP needs, such as regional communications teams operating in different geographies	An e-learning enterprise's central marketing team owns branding, tone of voice and the design of all digital communications. The HR function at this enterprise engages in periodic outreach in the form of newsletters or emails to employees, and the product marketing function sends out product updates to customers and promotional educational packets to prospects. The central marketing team must ensure all employee-facing collateral from HR and all automated outreach campaigns from product marketing align with the brand-approved voice, tone, design and, in the case of automated email sequences, recommended customer journey.
Marketing Agencies	Manage a portion or all of their clients' marketing automation needs.	A marketing agency with 20 clients has at minimum 20 sets of brand standards, campaign strategies, customer journeys, contact lists and compliance requirements. If their clients have any sub-brands, franchises or subsidiaries, the agency may have even more contracts and MAP accounts to juggle. All too often, the agency's internal teams "reinvent the wheel" because they can't replicate automation-enabled efficiencies across their multitudinous landscape. Any heavy lifting done in one MAP account is isolated to that one account.

In each of these business cases, a distributed marketing solution has the potential to both centralize and automate the compliance aspects the CMO is demanding while empowering the distributed marketing teams to shape individual campaigns according to the needs of the intended audience.

How Distributed Marketing Streamlines Marketing Automation

Distributed marketing streamlines a marketing organization's efforts by establishing a multitenant platform on which multiple MAP instances can be hosted.
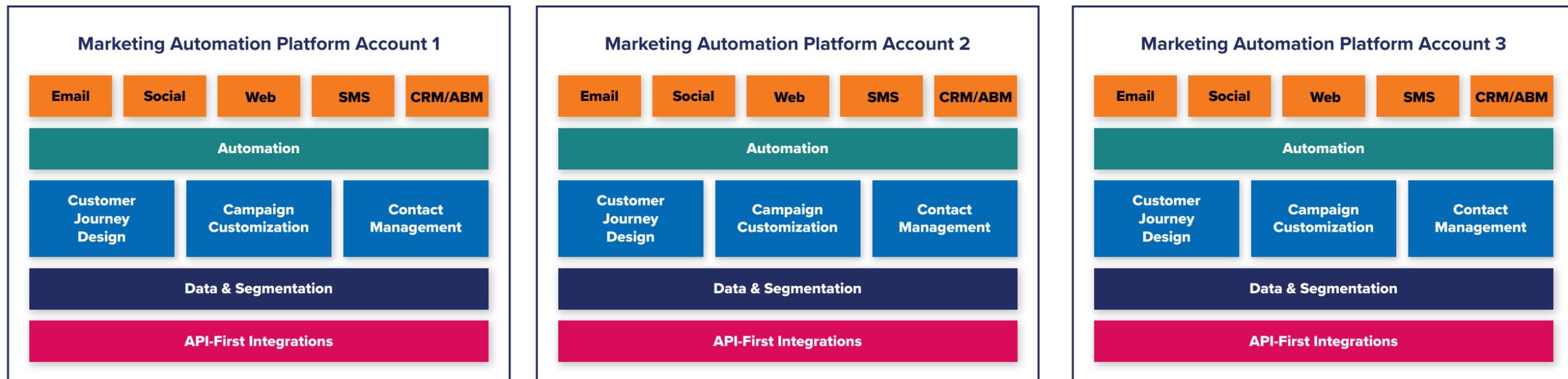
It's not uncommon for large enterprises that need to run marketing automation across a dispersed marketing organization to invest in multiple full-blown MAP accounts. This adds unneeded complexity and expense to the enterprise's marketing operations.

Figure 1 illustrates such a typical enterprise setup: siloed, duplicated full deployments of MAP solutions without any centralized orchestration, governance or efficiency.

Exacerbating the complexity of managing multiple MAP deployments are the advanced technical skills often required to deploy and/or harness the power of the solutions. Many MAP solutions are so complex they require certified specialists to fill skills gaps on marketing

teams. In fact, only **20% of marketers** believe they are using their MAP tools to their fullest potential.

Figure 1: **Siloed, Redundant Marketing Automation Platform Accounts**

Marketing Automation Platform Account 1

Email	Social	Web	SMS	CRM/ABM

Automation

Customer Journey Design	Campaign Customization	Contact Management

Data & Segmentation

API-First Integrations

Marketing Automation Platform Account 2

Email	Social	Web	SMS	CRM/ABM

Automation

Customer Journey Design	Campaign Customization	Contact Management

Data & Segmentation

API-First Integrations

Marketing Automation Platform Account 3

Email	Social	Web	SMS	CRM/ABM

Automation

Customer Journey Design	Campaign Customization	Contact Management

Data & Segmentation

API-First Integrations

Rein In Marketing Automation Sprawl With Distributed Marketing

Instead of investing in multiple complete, siloed and complex MAP solutions, distributed marketing establishes a multitenant parent-child architecture that requires only a single, centralized MAP account supported by multiple MAP instances that can be accessed by each team within the broader marketing organization to plan, execute and measure their own campaigns.

Simply put, distributed marketing is the umbrella platform to all instances of marketing automation within an enterprise. Any actions, rules or templates set at the highest level — the distributed marketing platform or "account" level — can be pushed downstream to all or selected MAP instances. This ensures every campaign action made by

every individual MAP instance adheres to the branding and compliance requirements as set in the distributed marketing platform. Conversely, no proprietary data can flow from any one instance to any other instance, thereby ensuring multitenancy, a key aspect of data privacy and security.
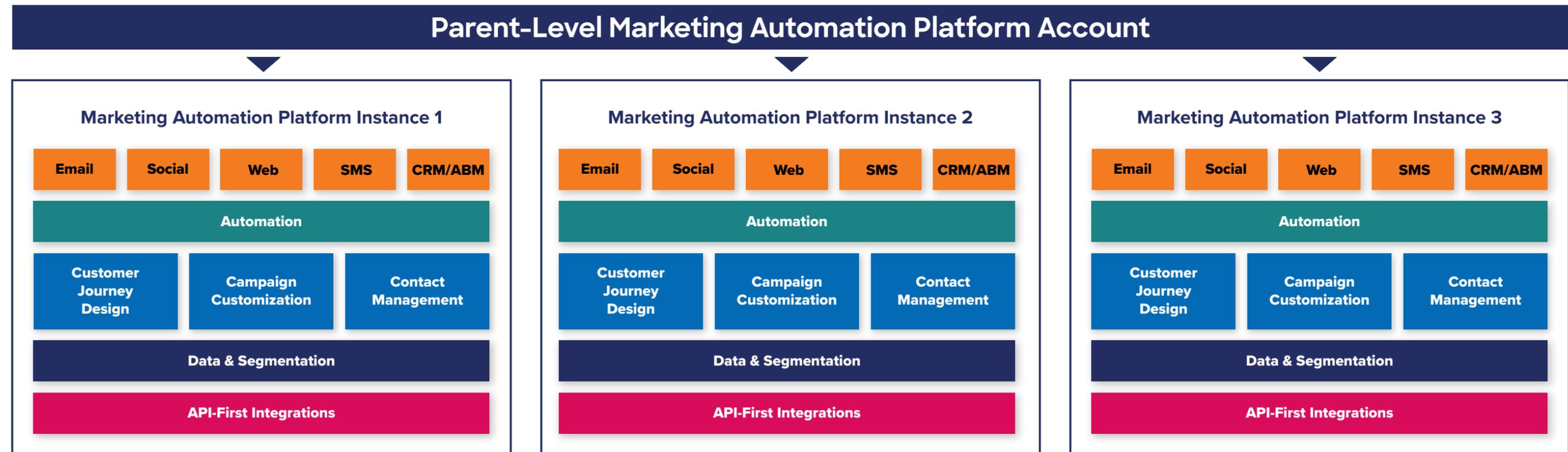
The multitenant parent-child architecture also enables centralized management of campaigns executed by different brands, functions or teams across the enterprise. When orchestration is provided at the parent level of the architecture, marketers using a child-level instance can avoid a good deal of manual involvement. Adopting such an architecture alleviates skills gaps by reducing the number of marketing automation experts needed to manage duplicative MAP features across the enterprise.

Figure 2 illustrates the multitenant/child architecture of a distributed marketing deployment.

From alleviating technical skills gaps to scaling marketing activities, distributed marketing streamlines the experience for internal users and customers alike. When CMOs govern the parent-level distributed marketing platform and set rules for branding and compliance, they can enforce better brand consistency and ensure governance and compliance in downstream instances.

Figure 2: Unified Framework for Marketing Automation

| Parent-Level Marketing Automation Platform Account |

Marketing Automation Platform Instance 1
- Email | Social | Web | SMS | CRM/ABM
- Automation
- Customer Journey Design | Campaign Customization | Contact Management
- Data & Segmentation
- API-First Integrations

Marketing Automation Platform Instance 2
- Email | Social | Web | SMS | CRM/ABM
- Automation
- Customer Journey Design | Campaign Customization | Contact Management
- Data & Segmentation
- API-First Integrations

Marketing Automation Platform Instance 3
- Email | Social | Web | SMS | CRM/ABM
- Automation
- Customer Journey Design | Campaign Customization | Contact Management
- Data & Segmentation
- API-First Integrations

Rein In Marketing Automation Sprawl With Distributed Marketing

For example, a car dealership might own 10 regional, subsidiary dealerships, all with different names. The parent dealership manages marketing teams, brand governance and MAP solutions at all locations. By eliminating redundant MAP accounts at each dealership and instead unifying and streamlining all MAP activities with a distributed marketing platform, the parent dealership delivers more consistent experiences and more focused messaging for the customers of all dealerships and the marketing functions at each of the subsidiaries.

The parent dealership maintains a coherent, consistent brand experience across each entity and alleviates the time and resource consumption of managing 11 siloed MAP solutions. Additionally, the marketing functions at each of the subsidiaries can scale back their manual involvement with the MAP

solution because the guardrails are established and maintained at the distributed marketing platform account level.

Baseline data privacy and security regulations are set at the parent dealership level and are managed at the child/individual dealership level to ensure each subsidiary adheres to regional specifications such as general GDPR compliance, or region-specific regulations such as the California Consumer Privacy Act (CCPA), the Virginia Consumer Data Protection Act (CDPA) or other regional regulations.

Key Benefits of Distributed Marketing Solutions

Beyond streamlining automation efforts, distributed marketing solutions also centralize governance and templatize campaigns across properties — without sacrificing the ability to customize campaigns.

Centralized Governance

Centralized governance means that marketing leadership won't have to invest as much time or as many resources in making sure campaigns across the organization conform to all best practices and requirements. Deploying a parent-level distributed marketing platform unites downstream instances and scales resource management, cost savings, compliance and security, and brand adherence.

Distributed marketing streamlines resources, reduces the footprint of the martech stack, eliminates redundant functionality and optimizes processes. Marketers can manage users, determine how to delegate tasks and workflows, and specify roles and permissions — all within one view to simplify campaign creation and deployment.

The reduced footprint of the martech stack also leads to financial efficiency when brands consolidate technology platforms and stop paying for duplicate licenses of MAP solutions. In a distributed marketing architecture, the parent-level enterprise can scale and maintain compliance across the board, while compliance and data security regulations and standards can still be localized per region at the child-level instance. Standard marketing automation capabilities such as contact hygiene and campaign customization are retained and managed at the parent level.

Brand guidelines and best practices can be designed and optimized at the parent level and implemented in all downstream instances. For example, a national chain of coffee shops might have 15,000 locations in a country. Of those locations, 9,000 are franchises. Though the franchise locations are owned by independent retailers, the franchised coffee shop still belongs to the parent company. By using distributed marketing rather than 15,000 discrete MAP accounts, the parent company determines and owns the customer experience, brand governance and all marketing campaigns. The individual franchisees retain governance over the data collected at their locations and in their campaigns.

Pre-Composed Digital Campaigns at Scale

Distributed marketing further contributes to time and resource savings by facilitating pre-composed digital campaigns at scale. Brands can develop a "golden template" at the parent level and implement that template at select or all downstream or child levels. Downstream marketers then leverage a brand-compliant template for multitouch, multichannel campaigns at the click of a button.

Marketers at the parent level of the distributed marketing architecture can gather analytics to understand campaign and content performance at the highest levels, enabling a holistic view of all campaigns across the enterprise without running afoul of data security or compliance regulations and rules.

At the singular instance level, marketers can rely on real-time analytics to inform their customer experience — but without the ability to see "upstream" or into other instances. Multitenancy ensures that data privacy is maintained.

Customization at the Child Level

Ensuring governance and branding at the parent level frees campaign managers at the child level to focus on personalizing the look and feel of each campaign to its audience.

Leading distributed marketing platforms are available for total house-brand labeling, or custom branding, to look and feel as an extension of the brand, and the MAP instances downstream can also be branded to assist busy marketers juggling many sets of brand guidelines or specific requirements.

How Acquia Supports Distributed Marketing

Acquia Campaign Studio and Campaign Factory unlock the power of distributed marketing for enterprises with complex marketing organizations.

The right distributed marketing solution can help enterprises avoid paying for multiple full-blown MAP accounts (most of which likely won't get fully utilized) by offering a streamlined parent/subsidiary solution with centralized oversight and child-level control. Usability and scalability are key to unlocking the benefits of a MAP solution across all marketing units, whether those units belong to one brand, subsidiary brands, partner-led businesses, dispersed teams or multiple accounts under one roof.

Distributed marketing is another manifestation of Acquia's approach to the "composable enterprise," eliminating the need for multiple MAP accounts and instead unifying MAP instances by providing templated campaigns that ensure brand governance and easy access to composable content and data to maximize customer engagement.

Operating at the "instance" level of a distributed marketing approach, Acquia Campaign Studio unlocks automation capabilities for modern marketers. Campaign Studio allows marketers to create, edit and manage campaigns from start to finish and personalize every stop along the way of the customer's journey. Acquia's marketing automation solution enables easy orchestration of entire customer journeys across touchpoints and enhances a brand's meaningful connections with customers. Campaign Studio integrates with the marketing stack and offers easy customization for marketers with all levels of technical expertise.

Operating at the framework-level, Acquia Campaign Factory is a distributed marketing solution that empowers brands to manage multiple marketing automation tenants in a singular parent-style platform. With Campaign

Factory, marketers can set up multiple instances of Acquia Campaign Studio for each team, business unit or client to reach their respective market quickly with on-brand messages and minimal manual intervention on the backend. Distributed marketing with Acquia Campaign Factory enables marketers to reduce their reliance on IT, activate and manage campaigns and best practices at scale, manage multiple teams and MAP instances, and deliver an experience that looks and feels unified at every touchpoint.

Scale Your Digital Experience

With Acquia Campaign Factory for distributed marketing, you can scale your digital experience operations across the entire enterprise and all consumer touchpoints from one hub.

Learn More

Acquia

Acquia.com

About Acquia

Acquia empowers ambitious digital innovators to craft the most productive, frictionless digital experiences that make a difference to their customers, employees, and communities. We provide the world's leading open digital experience platform (DXP), built on open source Drupal, as part of our commitment to shaping a digital future that is safe, accessible, and available to all. With Acquia Open DXP, you can unlock the potential of your customer data and content, accelerating time to market and increasing engagement, conversion, and revenue.