Orchestrating Content Supply Chain and the use of Generative AI.

Mattias Malmer
SVP Global Marketing Operations

Agenda

- OUR characteristics
- WHY marketing orchestration?
- WHAT is Marketing orchestration?
- HOW does it work?
- OUR outcomes!
- NEXT STEPS

OUR
Characteristics

Our Characteristics

GLOBAL

We are one global connected company but still local at scale with a global delivery model

B2B

We are a B2B company, with a very specific target audience

COMPLEX OFFERING

We don´t sell products we help our clients transform their business through digital innovation

LONG SALES CYCLES

Long engagements that are business critical and have impact on many parts of an organisation

Why Marketing Orchestration?

The Challenge

Striking the balance

between the long-term brand building and the short-term activation.

Breaking the silo dilemma

between organizational structures and different agencies.

Marketers need to balance
long-term brand and short-term activation

Sales uplift over base

Short-term effects dominate ~6 months

Brand

Activation

Time

The B2B Institute

Strategy

Brand & Content

Campaigns Activations

PR

Website

Media

CRM

Analytics Data

Marketing Automation

SEO SEM
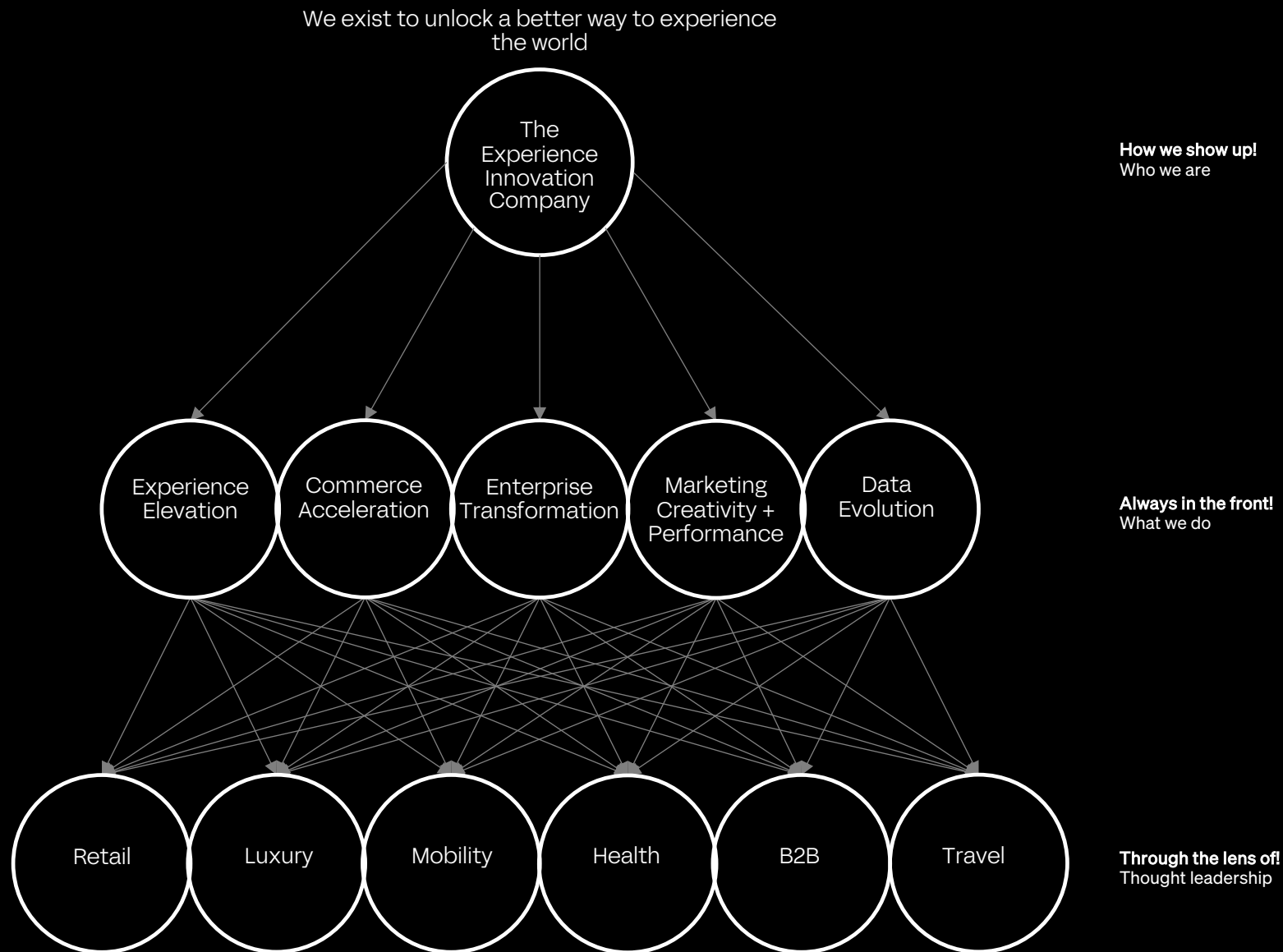
The Framework

How we show up

We are the experience innovation company and in every touchpoint in our external coms we need to deliver on that promise.

Always in the front

Our offerings is what we do, and we always need put what we do in the front of coms and that through our work (Client cases).
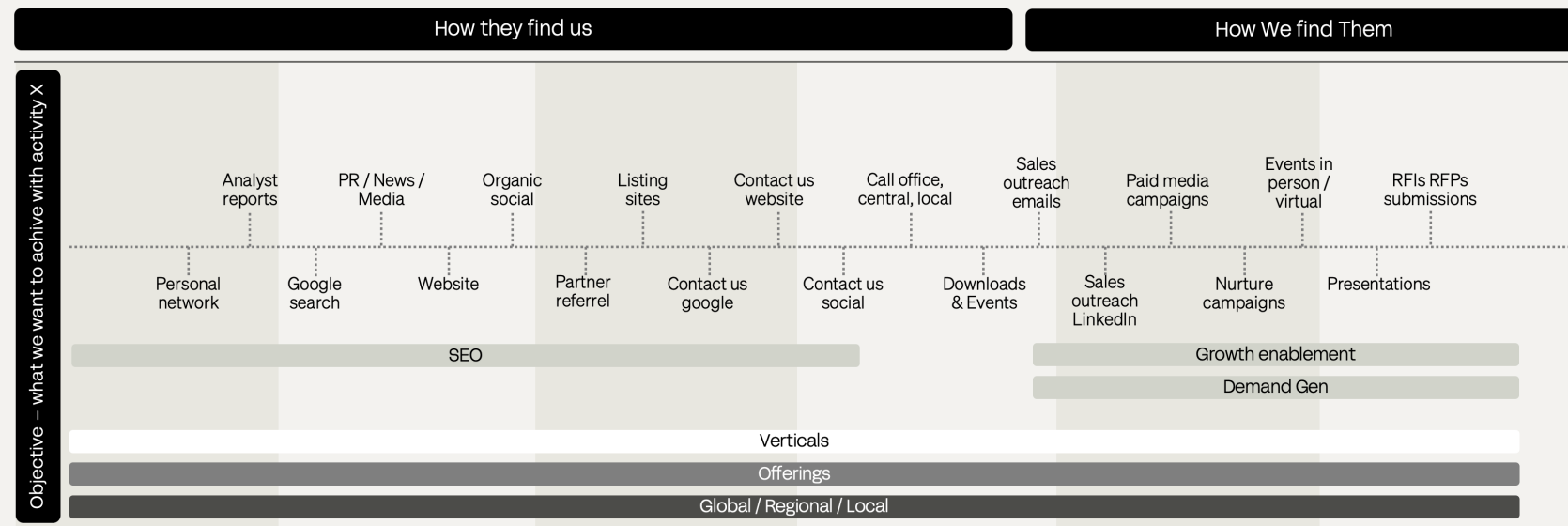
Through the lens of

To bring relevance to our audience we need to communicate above across all touchpoints through the lens of the Industries.

We exist to unlock a better way to experience the world

The Experience Innovation Company

How we show up!
Who we are

Experience Elevation

Commerce Acceleration

Enterprise Transformation

Marketing Creativity + Performance

Data Evolution

Always in the front!
What we do

Retail

Luxury

Mobility

Health

B2B

Travel

Through the lens of!
Thought leadership

Integrated marketing

Creating a seamless experience and cohisive story across all touchpoints

How they find us	How We find Them

Objective – what we want to achive with activity X

Analyst reports
PR / News / Media
Organic social
Listing sites
Contact us website
Call office, central, local
Sales outreach emails
Paid media campaigns
Events in person / virtual
RFIs RFPs submissions

Personal network
Google search
Website
Partner referrel
Contact us google
Contact us social
Downloads & Events
Sales outreach LinkedIn
Nurture campaigns
Presentations

SEO

Growth enablement

Demand Gen

Verticals

Offerings

Global / Regional / Local

What is Marketing Orchestration?

Our Journey

## In 2018 we started our Marketing transformation:

- Silos – without clear ways of working
- No of structure capital
- Inefficient – reinventing the wheel

Since then, we have:

- One team one way of working
- Manual setup – Confluence (manual Welcome)
- Reached the ceiling – we have done a lot but manual.

In 2023 we are setting up own Marketing Orchestration

- One single source of truth of our own orchestration Globally, Regionally and Local.
- Templates with automated workflows with approval processes.
- Internal coms, both within Marketing but also with key stakeholders internally.
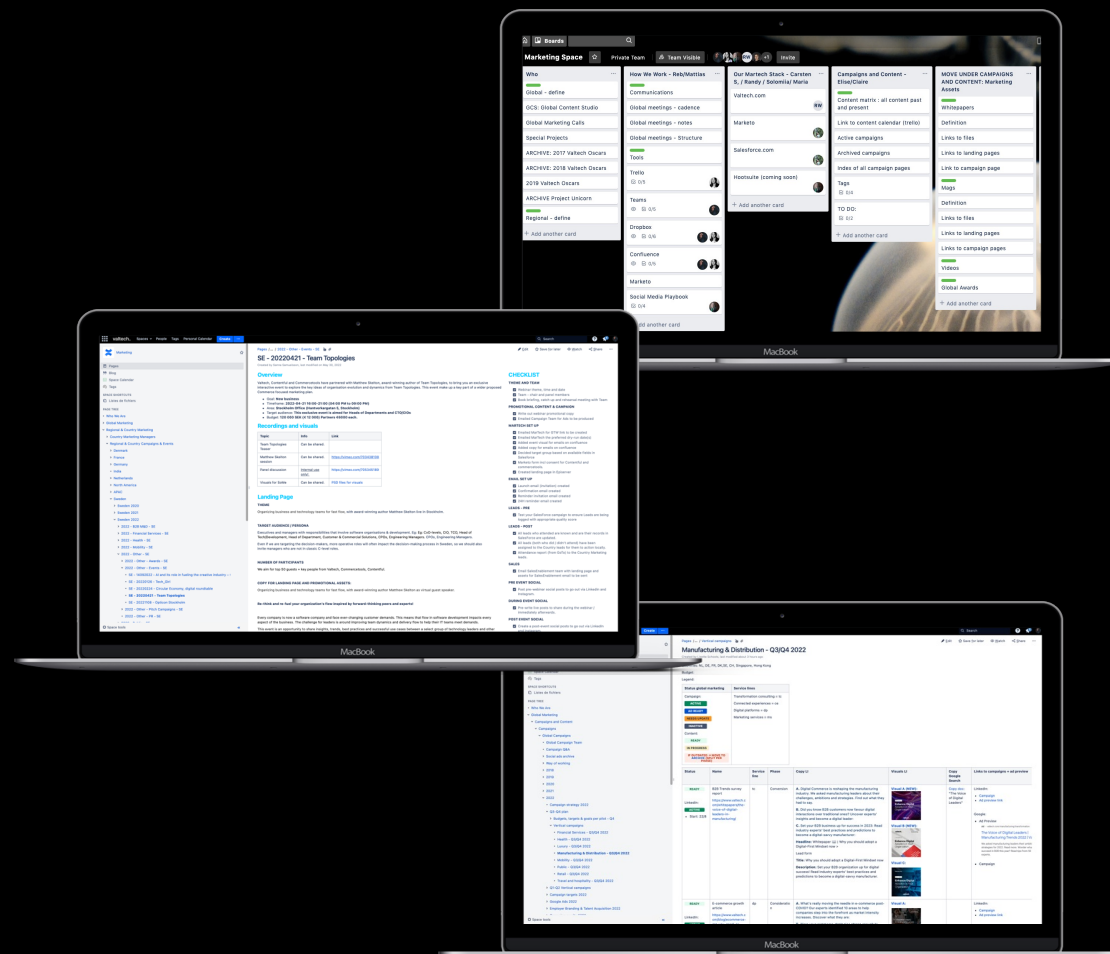
Marketing Orchestration – The ERP for marketing

Templates & Workflows for:
- Content production – All formats, Podcasts, video, WP:s, Case.
- Campaigns – Global branding and awareness to local tactical.
- Events – Big external shows to roundtables.
- M&A – All integration and migration activities

Approval
- Brand – Strengthen our brand consistency
- Budget – Build in ROI mindset in every investment
- Accountability – Secure clear accountability

Overview
- Global, Regional, Local – Overview on geographic dimensions
- Verticals, Partners, Services – Overview on focus areas
- Campaigns, Events, Content – Overview on tactics
- Details – Drill down and get all details on all above.
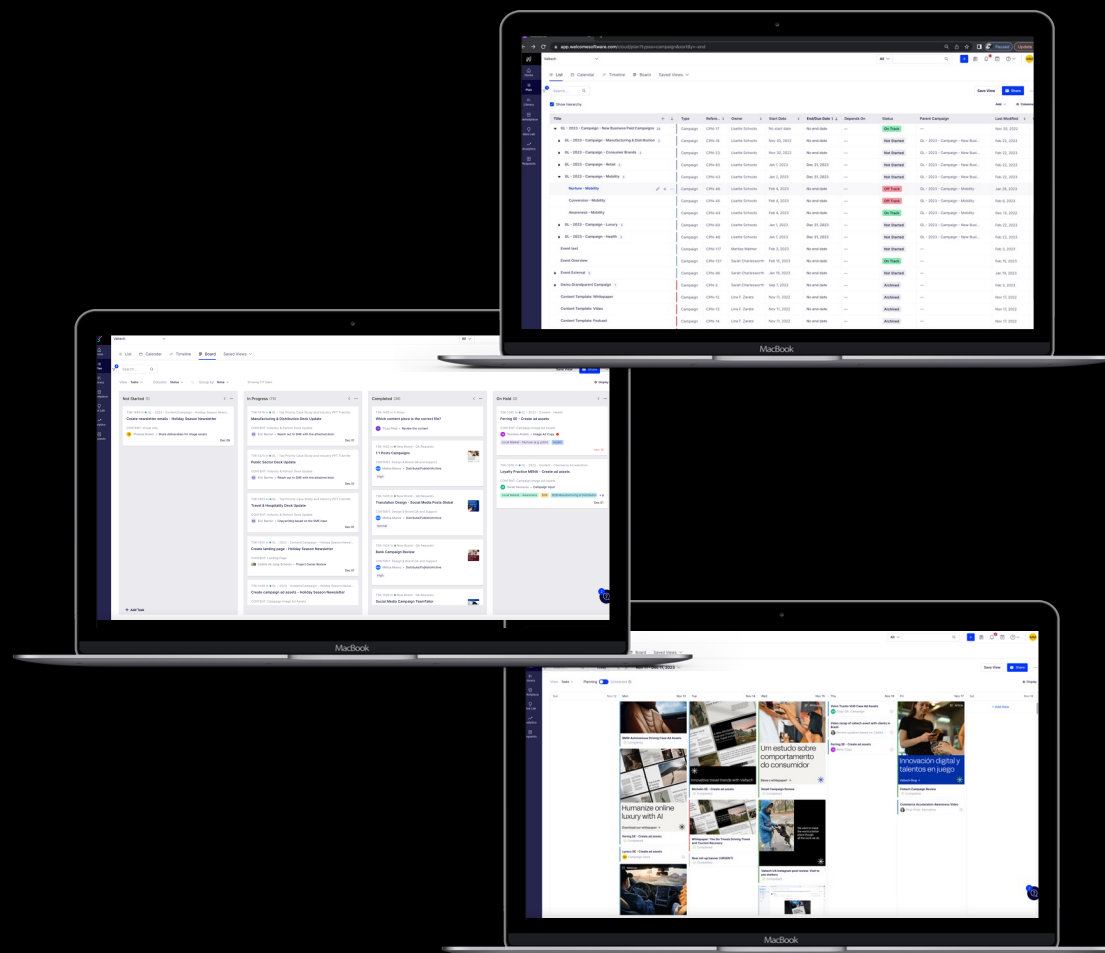
How does it work?
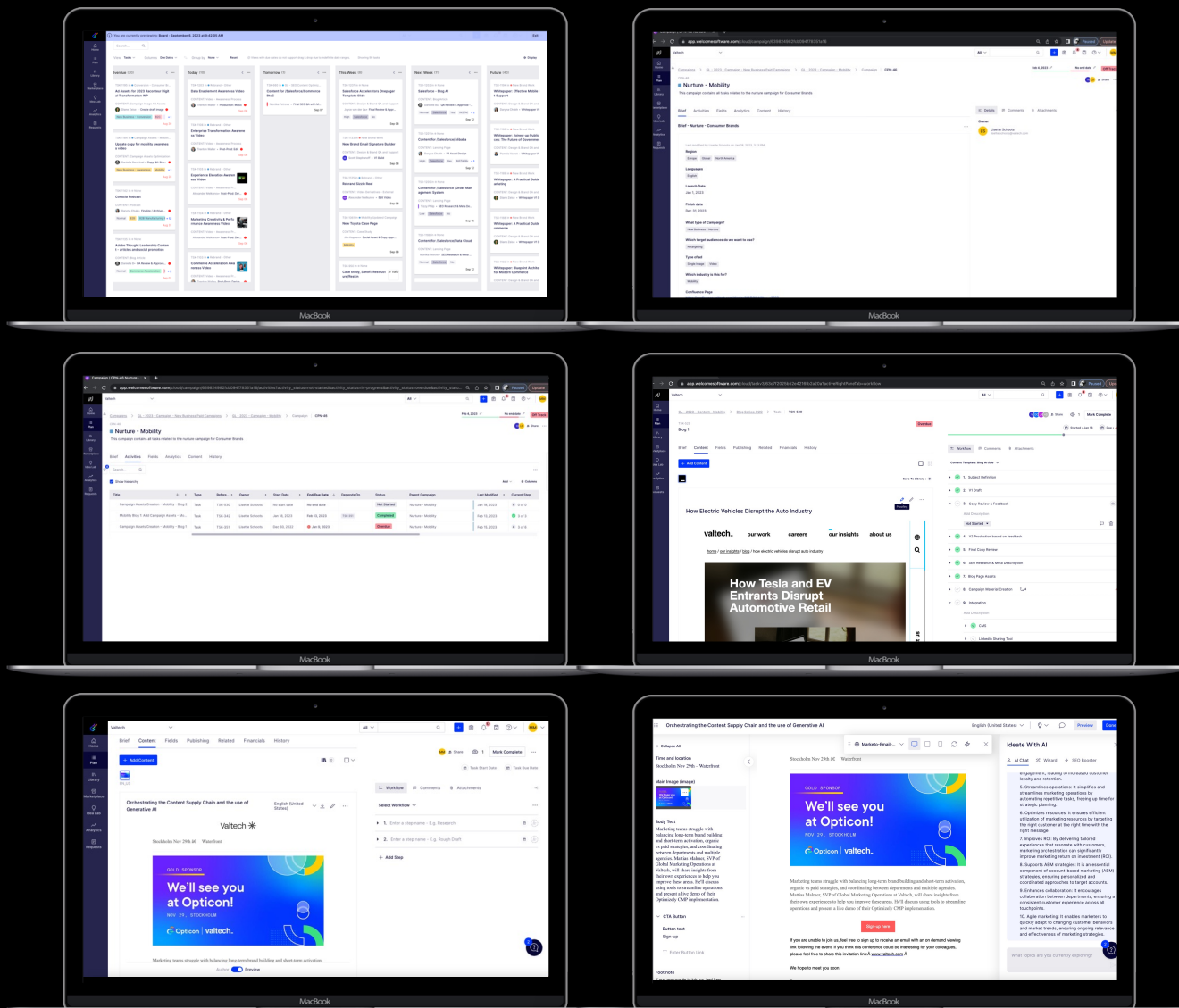
DEMO

Summary Demo

The Planner

The Brief & Request

The Activities

The Workflow & Approval

The Marketo integration

The Gen AI

Our Outcomes?

High level outcomes… so far

Striking the Balance:
- Supporting the planning and creating better consistency.
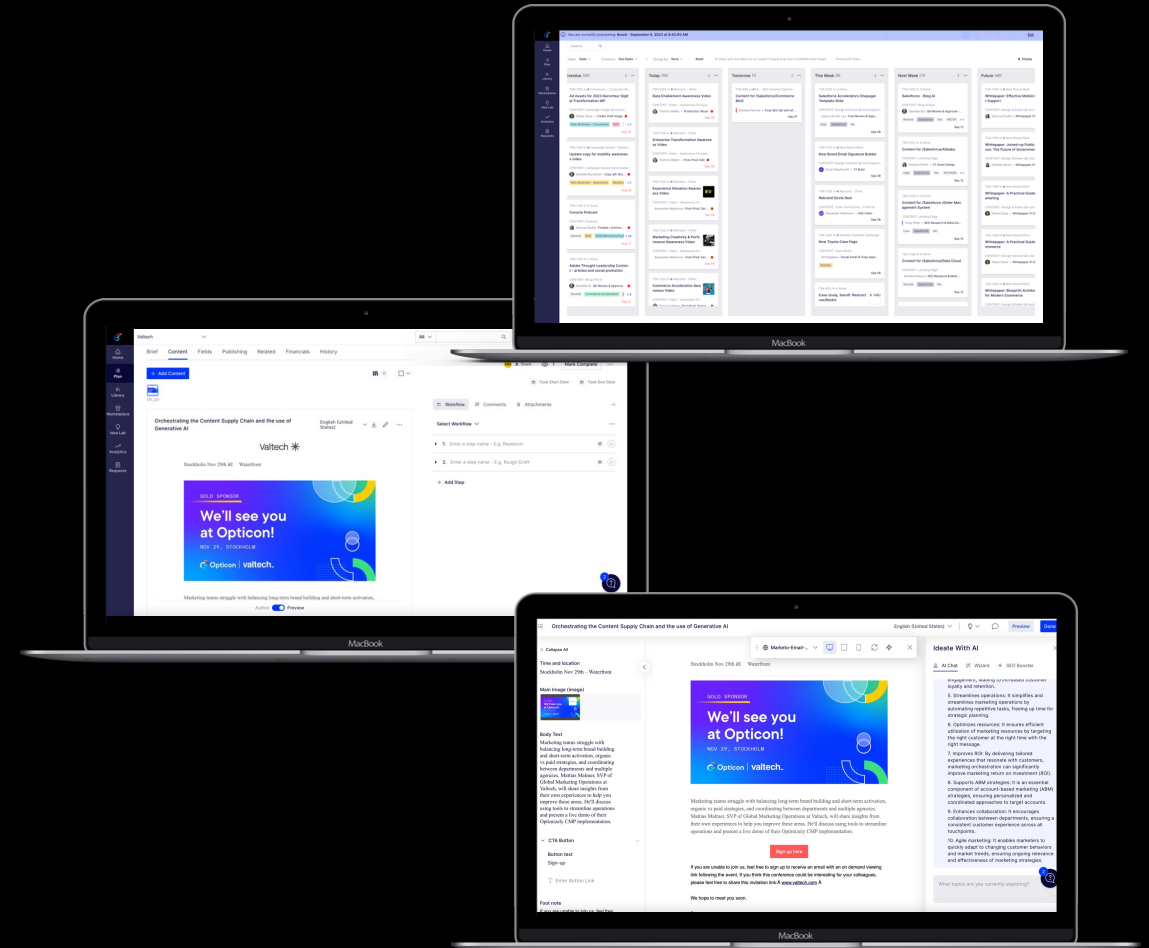- Supporting the plan being connected to the strategy.

Breaking the silos:
- Supporting the holistic/fully integrated approach
- Ownership and Stakeholder management

Efficiency in way of working
- Clear ownership, nothing between the chairs
- Quality control

Increased focus on ROI
- Each activity have a clear budget.
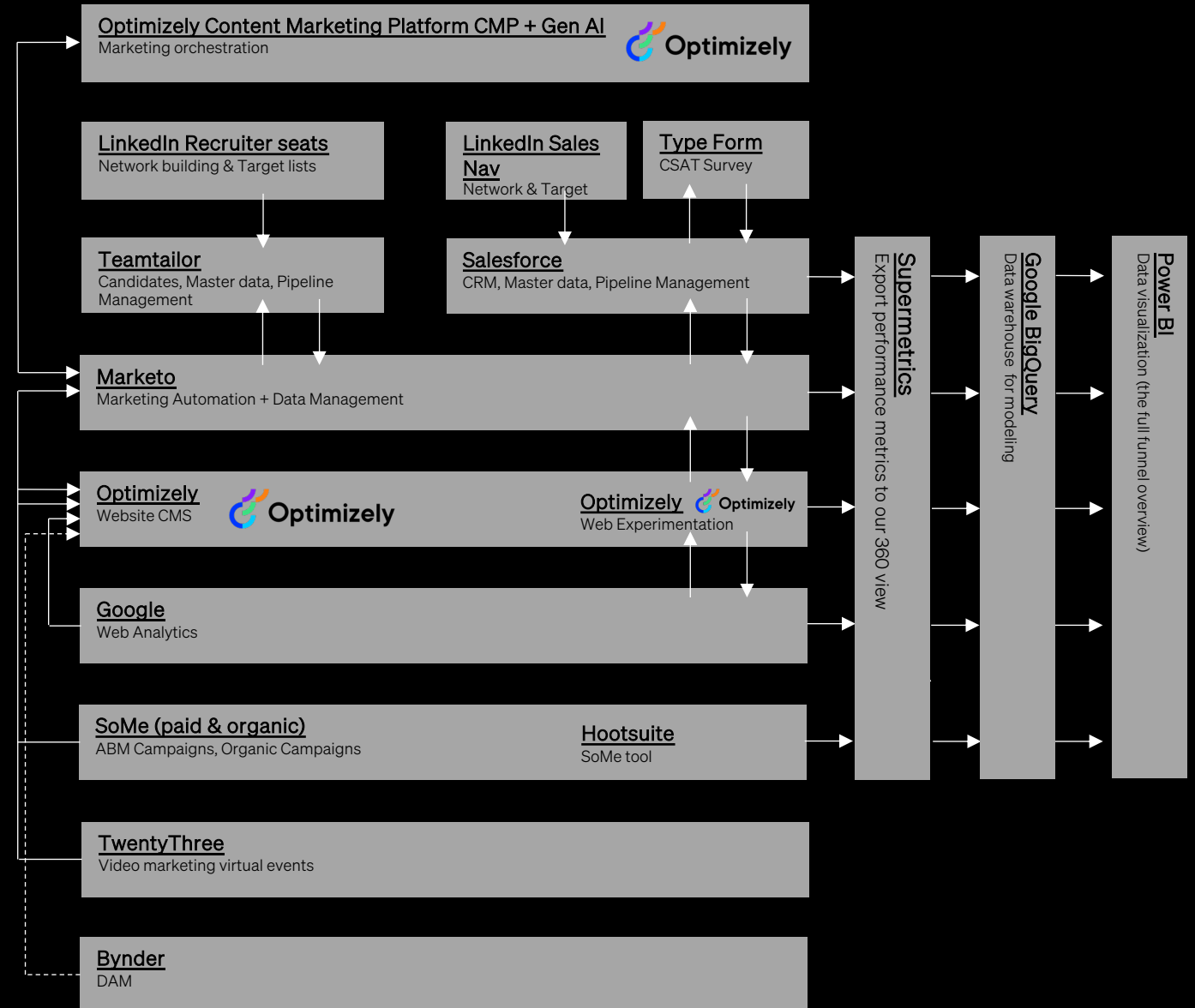- Each activity have a clear goal - ROI

The Ecosystem

The orchestration tool (the CMP) helps us to manage everything that runs through the ecosystem (Campaigns, Events, thought leadership etc.). New feature that we are using right now is both Gen AI and Marketo Integration.

In our work we have focused on four main areas:

- Fully connected – Integrations
- More modular – Agility
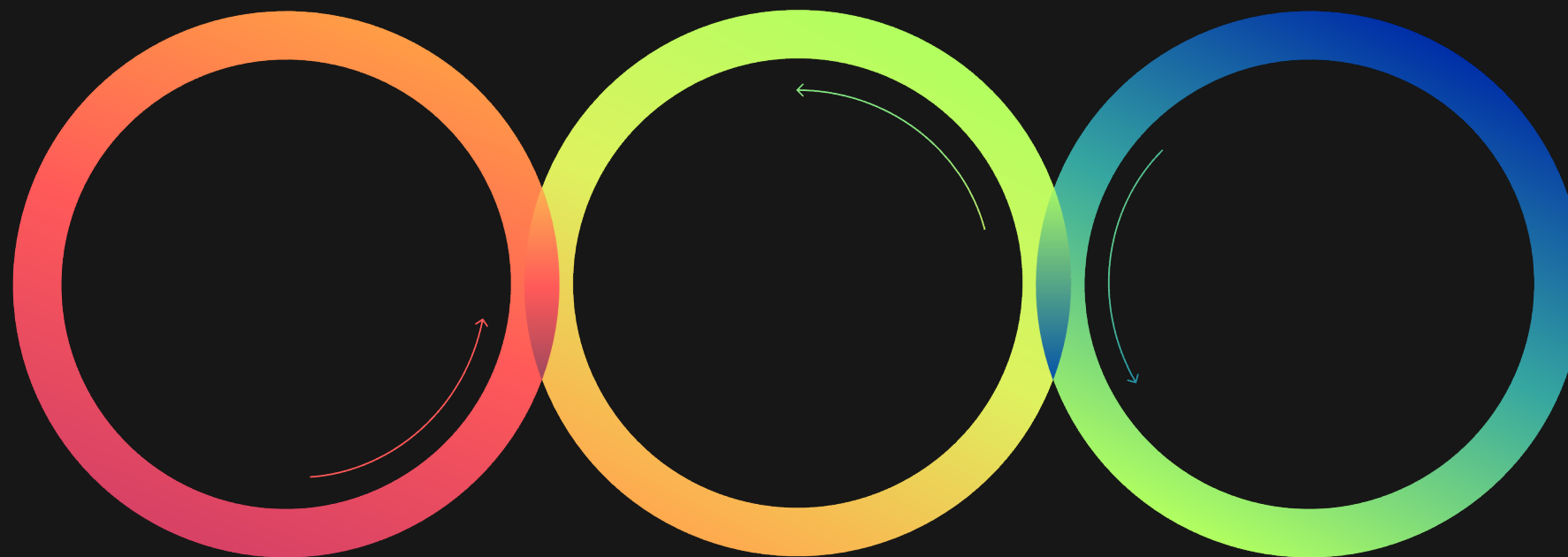- Data driven – Optimization
- Relevance – Customer journeys

Optimizely Content Marketing Platform CMP + Gen AI
Marketing orchestration

LinkedIn Recruiter seats
Network building & Target lists

LinkedIn Sales Nav
Network & Target

Type Form
CSAT Survey

Teamtailor
Candidates, Master data, Pipeline Management

Salesforce
CRM, Master data, Pipeline Management

Marketo
Marketing Automation + Data Management

Optimizely
Website CMS

Optimizely
Web Experimentation

Google
Web Analytics

SoMe (paid & organic)
ABM Campaigns, Organic Campaigns

Hootsuite
SoMe tool

TwentyThree
Video marketing virtual events

Bynder
DAM

Supermetrics
Export performance metrics to our 360 view

Google BigQuery
Data warehouse for modeling

Power BI
Data visualization (the full funnel overview)

Next steps?

Approach implementing Optimizely CMP and Content Supply Chain

Discovery
- Mapping existing processes.
- Identify challenges and silos.

Design & Build
- Prioritize which processes to start with.
- Implement the first process including enablement.

Run & Optimize
- Run the first projects /productions/processes.
- Evaluate and make necessary optimizations.

Thank you.

Mattias Malmer
SVP Global Marketing Operations