

# Capability Chasm

5 steps to address the skills deficit in marketing technology



## STEP 1 BUDGET ALLOCATION

There is an important balance to be made with investing not just in technology, but also on softer skills and strategy development. **Martech SaaS (Software as a Service) can greatly extend an organisations capabilities**, but without clear strategy and investment into the teams responsible for operating this tech, the benefits of new technologies won't be realised.



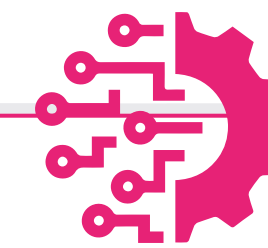
## STEP 2 ORGANISATIONAL DESIGN

Defined roles and responsibilities across all marketing functions should form a core element of your organisational design. **By considering the structure of your team in relation to the wider organisation and business objectives**, this can drive efficiency and contribute to the successful execution of your goals.



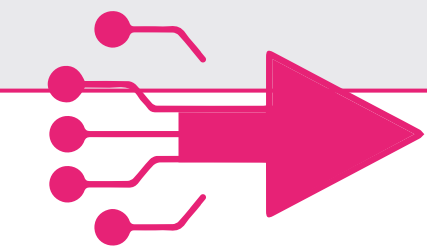
## STEP 3 TRAINING & RETENTION PLANNING

Marketers should look to continuously identify and develop their teams' capabilities. With 70% of marketers finding that technical knowledge and skills are their biggest challenges in executing multi-channel campaigns, there is a clear and immediate need to **focus on upskilling and training to provide their teams with the knowledge to address this skills deficit.**



## STEP 4 OPERATING MODEL

Ever growing responsibilities and technology acquisitions can often place pressure on teams. **It is important to recognise that not everyone needs to be a platform expert, or even a platform user.** In fact, outsourcing continues to increase with over 70% of organisations using external support for projects, campaign delivery or BAU activities.



## STEP 5 SIMPLIFICATION TECHNOLOGIES

Organisations are increasingly deploying 'simplification solutions' to mitigate against the complexities of a growing and more complicated martech stack. **These solutions provide a single place from which marketers can build their own marketing collateral**, reducing the risk of placing unskilled marketers into the platforms themselves.

