



# Marketing Ecosystem Roadmap Services

by  munvo

A roadmap enables you to **clearly define and understand** the components, technologies, actions, and decisions required to build a marketing ecosystem for all current and future business needs. Munvo’s marketing transformation services **help align and achieve your team’s business goals** with a personalized, phase-driven marketing roadmap.

## Ready to kickstart your marketing plan?

### ENGAGEMENT PHASES

1

### Current State Assessment



- Define objective capabilities, use cases, and business or user experience
- Understand and implement corporate strategic vision, as well as macro variables that affect organizational change
- Evaluate current ecosystem capabilities (internal and vendor services)

2

### Gap Analysis



- Analyze requirements for current vs. future states
- Define target operating models for near, medium, and long term
- Specify a tangible set of activities for people, processes, and technology components – including opportunities for interoperability between multiple platforms
- Maintain a capability scorecard to prioritize activities between phases

3

### Planning and Implementation



- Design and plan a complete roadmap that include key business outcomes and milestones for each phase (crawl, walk, run)
- Define building blocks to lay the foundation for each phase of the roadmap framework
- Provide high- level design recommendations for key roadmap execution components
- Delineate project plans and budget projections for planning use
- Coordinate organizational support with change management to take on next steps, and keep moving forward – from “thinking” to “doing”

## Munvo offers MTS for 4 services:

- Customer Experience Enablement
- Infrastructure Strategy and Planning
- Organizational Change Management
- Data Activation

## Munvo's Approach to Roadmapping: Sample Roadmap Phases

	<i>Current State</i>	<i>Near Term (3-12 months)</i>	<i>Medium Term (12-24 months)</i>	<i>Long Term (24-48 months)</i>
	<b>Campaign Process</b>			
<i>Data and Channel Delivery</i>	Basic customer views, no unified data processes	Build models for unified contact and response information	Onboard CDP / Machine Learning model scores	Integrate real-time systems with enterprise data stream
<i>Offer Management</i>	Inconsistent offer definitions across LOB divisions	Standardize offer template library and KPI metric models	Implement unified multi-channel attribution strategy	Expand target objectives and revise execution framework where applicable
<i>QA Testing</i>	No QA validation, environment, or processes available	Develop templates and standardized testing frameworks for key areas (e.g. creative review, data quality, etc.)	Distribute change across relevant groups (including training and runbooks)	Implement automated QA steps (e.g. sizing, workflow integration, etc.)

## Framework and Methodology

How we help our clients achieve their organizational goals in the near, medium and long-term:

- Set of phased activities
- Traditional project plans
- Easily adopted recommendations and guidance

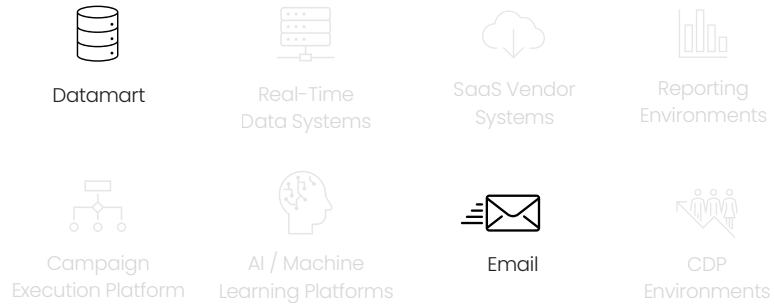


# Future State Ecosystem View (High Level)

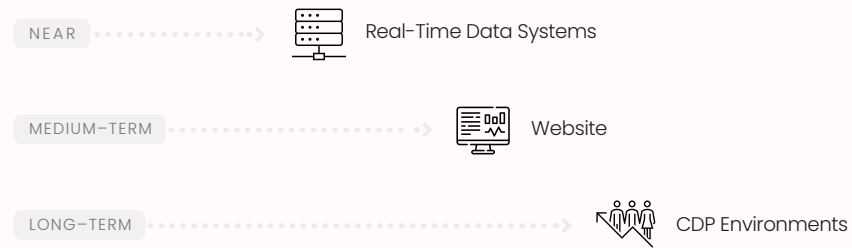
MTS will help identify current gaps and the elements required to enable a future state ecosystem.

A company reached out to Munvo MTS, with a basic infrastructure and lacked standardization of processes. They were looking to increase real time communication abilities and increase sales.

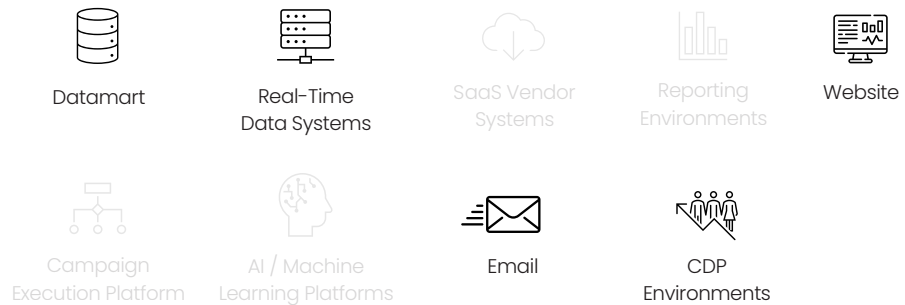
## 1 Current State



## 2 Roadmap



## 3 Future State



## The Outcome:

Increased Customer Acquisition by ..... **15%**

Improve brand recognition NPS increase of ..... **30%**



### Ready to get started?

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