

OpFocus Marketing Operations Assessment

The OpFocus Marketing Operations Assessment is a comprehensive two-day, on-site review of your marketing operations, processes and technologies. The assessment includes the following:

Pre-work

Preparation

- Pre-project questionnaire
- Recommend materials and topics
- Propose plan

First Day

Discovery

- Systems review
- Lead capture
- Lead flow optimization
- Lead scoring
- Data health
- Reporting

Second Day

Analysis and Recommendations

- Website
- Marketing automation
- Salesforce.com
- Install data cleanliness dashboards
- Report and review

Marketing has evolved from traditional marketing planning and execution to be more agile and operationally focused, incorporating newer technologies for automation, tracking and reporting. Marketing operations now includes process management, inbound marketing strategy and lead management automation.

The OpFocus Marketing Operations Assessment will review all of these disciplines and systems and provide detailed recommendations so that you can optimize your business operations.

Highlights

- KPIs and Campaign ROI
- Marketing automation audit
- Social media strategy
- Inbound marketing
- Data health
- Sales & marketing alignment and funnel optimization
- Best practices

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Our ongoing relationship with OpFocus gives us an edge on leveraging best practices and getting the most out of our Salesforce.com system and its data. They offer strategic guidance and tactical knowhow in helping us run our company better.

Michael DiPetro
VP Marketing & Product Management
HealthcareSource



To schedule your
Operations Assessment
call 781.262.3400 x1

OpFocus has expertise with the following marketing operations tools:



Our Focus:

At OpFocus, we don't simply show up and erect yet another silo of information. From day one, we work with you to find out what can be done better. With our unique, collaborative approach, we help integrate your systems, processes and teams towards greater operational efficiency. By working closely with your business units and IT team, OpFocus will help you increase revenue and reduce costs, operating more productively than ever before.

Our Core Values:



- People first
- Ownership
- Win-win
- Excellence through education
- Reinforce best practices

“OpFocus gives us expert strategic guidance, enabling us to manage our business more effectively.”

Tony Dolph
President, HubCast, Inc.



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