Category

Commercial Excellence

Marketing Operations & Demand Engine Excellence Playbook

Building a demand engine that runs on repeatable process, not heroics from one skilled marketer

- Practitioner
- Intermediate
- Template Included

- Administrator
- 02 December 2018
- 3 minute(s)

Overview

A framework for marketing operations and demand engine excellence — systematic campaign process documentation, consistent lead management workflow, and marketing technology stack discipline — building demand generation capability that scales beyond dependency on individual marketer expertise.

What's the risk of a demand generation engine that depends heavily

on one or two skilled marketers' individual expertise? This creates genuine business risk — demand generation performance becomes fragile to staff turnover, and scaling the function requires replicating tacit individual knowledge rather than following documented, repeatable process, which is much harder to do reliably.

Where does marketing operations excellence most commonly break

down? Marketing technology stack sprawl and inconsistent lead management workflow — as marketing teams adopt more tools over time without consistent integration and process discipline, campaign execution and lead handoff quality become increasingly inconsistent.

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