



Consulting and Training | Reach New Heights

Course Name

Marketing Technology Stack Strategy and Management

Sector Name

Sales, Marketing and Customer Service

Document Type

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Marketing Technology Stack Strategy and Management

Course Introduction

This training program is designed to equip professionals with the skills to assess, build, manage, and optimize their marketing technology stack in alignment with business goals.

This training program covers strategic planning, tool evaluation, integration, governance, data flow, and ROI measurement.

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Target Audience

- ✓ Marketing Directors and Managers
- ✓ Digital Transformation Leads
- ✓ Martech Analysts and Operations Specialists
- ✓ Business Strategists and Consultants
- ✓ IT Professionals supporting Marketing
- ✓ CRM, Automation, and Customer Experience professionals

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Marketing Technology Stack Strategy and Management

Learning Objectives

- ✓ Understand the core components of a modern marketing technology stack.
- ✓ Develop a strategic approach to selecting and integrating martech tools.
- ✓ Evaluate vendor offerings and prioritize platforms based on business needs.
- ✓ Map out martech integrations across channels and platforms.
- ✓ Design governance frameworks for stack ownership, usage, and data compliance.
- ✓ Measure the effectiveness and ROI of marketing technology investments.
- ✓ Future-proof your stack by identifying trends and emerging innovations.

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Course Outline

✓ DAY 01

Introduction to Marketing Technology Stacks

- ✓ Evolution of marketing technology: from CRM to full stacks
- ✓ Categories of martech tools: CRM, CMS, analytics, automation, etc.
- ✓ The role of marketing technology in business growth
- ✓ Differences between B2B and B2C stacks
- ✓ Overview of popular martech ecosystems
- ✓ Common challenges in managing martech stacks
- ✓ Strategic importance of stack alignment with marketing goals

Building a Martech Strategy

- ✓ Steps to building a marketing technology roadmap
- ✓ Aligning martech strategy with business and customer objectives
- ✓ Identifying internal capabilities and gaps
- ✓ Conducting needs assessments and stakeholder interviews
- ✓ Prioritizing functions: lead gen, CX, automation, attribution, etc.
- ✓ Budgeting considerations and cost-benefit analysis
- ✓ Creating a phased implementation plan

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Course Outline

✓ Day 02

Vendor Evaluation and Tool Selection

- ✓ Establishing criteria for vendor/tool selection
- ✓ RFP process and stakeholder involvement
- ✓ Key questions to ask technology vendors
- ✓ Total cost of ownership (TCO) vs. ROI
- ✓ Pilot testing and demo evaluation frameworks
- ✓ Managing risk in vendor lock-in and over-dependence
- ✓ Procurement policies and approval workflows

Stack Integration and Architecture

- ✓ Data flows across martech platforms
- ✓ Role of CDPs, DMPs, and data warehouses
- ✓ API usage and middleware tools
- ✓ Integration of analytics and automation tools
- ✓ Unified customer view through system connectivity
- ✓ Avoiding data silos and duplication
- ✓ Architecture documentation and mapping

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Course Outline

✓ Day 03

Martech Stack Governance

- ✓ Governance structures for stack ownership
- ✓ Roles and responsibilities (IT, Marketing, Data)
- ✓ Data privacy, security, and compliance (GDPR, CCPA)
- ✓ Access control and permission frameworks
- ✓ Stack usage policies and tool adoption strategies
- ✓ Decommissioning and lifecycle planning

Analytics, Reporting & Attribution

- ✓ Key marketing metrics and dashboards
- ✓ Attribution models and data quality
- ✓ Conversion tracking across multi-channel funnels
- ✓ Real-time data monitoring and alerts
- ✓ Linking martech to business KPIs
- ✓ Visualization tools: Looker, Tableau, Power BI
- ✓ Communicating insights to leadership

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Course Outline

✓ Day 04

Marketing Automation and AI Tools

- ✓ Choosing the right automation platform
- ✓ Segmentation, personalization, and triggers
- ✓ Role of AI in campaign optimization
- ✓ Chatbots, recommendation engines, and content AI
- ✓ A/B testing and predictive modeling
- ✓ Marketing automation pitfalls to avoid
- ✓ ROI measurement of automation initiatives

Customer Experience and Martech

- ✓ Customer journey mapping and martech's role
- ✓ Integration of CX platforms (CXM, VOC, CSAT tools)
- ✓ Omnichannel experience orchestration
- ✓ Personalization engines and dynamic content
- ✓ Feedback loops and continuous improvement
- ✓ Loyalty and retention tools
- ✓ CX metrics and KPIs

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Course Outline

✓ Day 05

Future-Proofing the Stack

- ✓ Martech trends: AI, composable architecture, real-time data
- ✓ Future of cookies, privacy, and data regulation
- ✓ Scalable architecture and modular stack design
- ✓ Experimentation with emerging tools
- ✓ Evaluating and sunseting old technologies
- ✓ Staying updated with martech communities and resources
- ✓ Building internal innovation capabilities

Stack Optimization Workshop

- ✓ Diagnosing stack inefficiencies
- ✓ Gap analysis and optimization planning
- ✓ Interactive stack design session
- ✓ Hands-on martech audit framework
- ✓ Action plan for your organization's stack

Marketing Technology Stack Strategy and Management

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Sept. 21, 2026	Sept. 25, 2026	5 days	4250.00 \$	UAE , Dubai
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai
Nov. 23, 2026	Nov. 27, 2026	5 days	4950.00 \$	Italy , Rome
April 6, 2026	April 10, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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