marketing transformation services
MTS
increasing performance

E³ Methodology

Envision

- Needs Assessment
- Marketing Maturity Assessment
- Organizational Readiness
- Business Case
- Marketing Automation Roadmap

Execute

- Business Requirements
- Global Resourcing
- Vendor Selection
- Roles & Responsibilities
- Skills Gap Analysis & Training
- Project Management & Oversight

Engage

- Change Management
- Customer Experience
- Strategic Alignment
- User Enablement & Adoptions

Strategic Advisory Services

- Strategic Business Planning
- Organization Optimization & Efficiencies
- Marketing Campaigns & Innovations