DG Tech and Tools

What a tech stack should and shouldn’t be
In this lesson?

- The problem with too much technology
- The proper role of technology in DG strategy
- Our favourite DG tools
The problem with too much tech?

In too many marketing departments, the technology becomes the strategy.

Resulting in bloated stacks that take so much optimising, tweaking and improving, marketers forget what they should be doing.

Understanding customers and executing activities that create and capture demand.
The proper role of technology under a DG approach?

As we discussed earlier in the course your primary goals and role as a marketer is understanding your customers, devising a strategy and executing activities that create and capture demand. Driving pipeline and revenue for the business.

Your marketing tech exists only to make it easier to plan, execute and measure those activities.

Rule of thumb: if you’re spending more time tweaking your tools and tech, than you are running campaigns, you’re stack is too bloated for the team you have.

Marketing fundamentals first, technology second.
DG Tech and Tools
Our favourite DG tools and tech
What is it?
Message testing platform.

What do we use it for?
Message testing and customer insights.

Why is it helpful?
Fast insights that would take weeks if done manually.
What is it?

Attribution platform.

What do we use it for?

Tracking and attributing marketing efforts in usually untrackable places.

Why is it helpful?

We can see the impact of our ads and activities at the impression level, not just first and last touch.
What is it?
Sales intelligence.

What do we use it for?
Customer insights.

Why is it helpful?
All customer calls recorded and transcribed and easily searchable.
What is it?
Website personalization and optimisation tool.

What do we use it for?
CRO, website experiments, website journeys.

Why is it helpful?
No-code, easy-to-use tool that allows us to personalise the experience of our visitors and covert more traffic.
What is it?

Gifting and direct mail platform.

What do we use it for?

In-person activation campaigns, ABM.

Why is it helpful?

Helps us activate campaigns outside of digital with meaningful experiences and gifts, with all of the logistics easily taken care of.
What is it?
Sales intelligence.

What do we use it for?
Contact data and targeting.

Why is it helpful?
With Cognism, we can focus purely on demand generation as our sales team are fueled for outbound and there’s no need for the marketing team to be responsible for collecting data.
Thanks for watching!