

## Martech Stack Checklist

Marketing technology provides you capabilities and leverage that would barely be possible through manual human labor. Maximizing value from your stack requires that you pick products that fit your business needs and that you integrate them. Marketing managers should take a methodical approach to selecting and evaluating their marketing stack products. Listing out your marketing stack will make it easier to plan, budget, and integrate.

Here are the basic marketing stack categories:

1. Customer Relationship Management (CRM) if B2B
2. Data Management Platform (DMP) if B2C
3. Search Engine Optimization Platform
4. Content Management System
5. Site Analytics and Heat Map
6. Site A/B Testing
7. Social Tracking
8. Email and Marketing Automation
9. Account Based Marketing if B2B
10. Sales Enablement of Content if B2B
11. Survey and Quiz
12. Webinar

If you would like to discuss the topic, please contact your customer success manager or call us at 800-678-8023 or email us at [info@brightedge.com](mailto:info@brightedge.com).