



MA BESPOKE

MARKETING AUTOMATION
WORKSHOPS AND ADVISORY SERVICES

ADVISORY SERVICES.

Maximise your investment in marketing automation with our advisory services. Our team has a wealth of experience in marketing technology, automation and data. We will work alongside you and provide strategic advice on how you can get the most value out of your technology.



MARKETING AUTOMATION AUDIT

Are you currently using a marketing automation platform that you KNOW you're not using to its potential? Our audit includes a detailed review of your platform, capabilities usage, and actionable recommendations that will help you extend your marketing automation platform to work best for your business.



MARKETING AUTOMATION READINESS ASSESSMENT

Looking to invest in a Marketing Automation platform? Unsure where to start? MA experts will help you define your technology requirements and priorities so you can choose the right platform in a snap. The MA Readiness Assessment is custom-made for your business and simplifies investment decision-making.



MARCHITECTUAL ADVISORY

Do you have complex integration requirements or a tricky data situation? With the Marchitectual Advisory service, bring on experienced advisors to help construct your marketing data model or architecture for your MA platform. Get expert recommendations on solutions or technologies to extend your capabilities suite.



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TAILORED SERVICES.

Our tailored workshops are designed to dive into the more specific elements of your marketing strategy. Choose from one of our best practice workshops below, or we can work with you to create a more customised package to meet your requirements.



REVENUE OPERATIONS WORKSHOPS

It all comes down to revenue. In the Revenue Operations Workshops, we'll work with your marketing and sales team to build the baseline for your revenue operation strategy. Our RevOps experts will help you define your revenue funnel, lead scoring, prioritisation framework, and RevOps dashboards and reports.



CUSTOMER PERSONAS WORKSHOPS

Designing and visualising your ideal customer profiles paves the way for more targeted and effective segmentation and tailored customer journeys. In our Customer Personas Workshops, we work with your teams to design and finalise your key buyer personas in an interactive and productive setting.



NURTURE WORKSHOPS

The key to a successful nurture is trying together the right touchpoints with the right message at the right time. Whether its a welcome nurture, re-engagement, onboarding, or and end-to-end nurture framework, our marketing experts will help you design, setup, and launch your campaign from whoa to go.



ABOUT CATTLE DOG DIGITAL.

Cattle Dog Digital provides full-funnel architecture solutions for innovative businesses. Together with the world's top technologies, Cattle Dog Digital delivers measurable business outcomes from marketing to financials using agile delivery and a best practice governance model.

To learn more, visit: www.cattledogdigital.io
Email us directly at: hello@cattledogdigital.com