FAST.
TRACK

Diagnostic
to traction
in 30 days

Accelerate data-driven marketing transformation

Speed up analysis and prioritization so you can be taking action within 30 days

STEP 1
RAPID ASSESSMENT

STEP 2
DESIRED STATE

STEP 3
AGREE ON PRIORITIES

ACTION PLAN

ISSUE → SOLUTION

In company after company, CMOs are frustrated with the slow pace of data-driven marketing transformation. Even after choosing new data fueled agencies and analytics partners—and investing in infrastructure to put data at the fingertips of marketing teams—the lack of dramatic improvement in marketing outcomes is disappointing. We know why. It's the internal human and organizational factors. Silos undermine connected customer journey management. Teams don't learn to use data. Processes and compensation don't reinforce use. New habits are not created. Marketers fear for their jobs. There's a lack of clarity on where marketing is going and how it will impact careers.

Daggerwing has 20 years experience helping CMOs improve the value of marketing through transformation. Our proven methods have been adapted into a *FAST*Track suite of digital tools that spans a diagnostic, end-state ideation and prioritization of initiatives… all designed to get a sluggish transformation ramped up. Special emphasis is given to the areas that frustrate CMOs the most: holistic management of the customer journey, putting data at the center of every decision, and breaking free of outdated creative and tactical planning processes. After 30 days, the CMO and leadership team will be on the same page about what to do, leading to a plan to get traction fast.

daggerwing GROUP
A MEMBER OF OMNICOM GROUP INC.

The **FASTTrack** process is effective for CMOs, marketing and digital leaders, analytics leaders and agency partners

STEP 1
RAPID ASSESSMENT

Assess your current state internally, benchmarked against external data relevant to your industry

Dimensions of Analysis

CMO Priorities and Investment	Customer Management	Structure and Process	Staffing and Skills	Analytics and Measurement	Future of Marketing	Digital

STEP 2
DESIRED STATE

Engage stakeholders in deciding exactly what the optimal end-state for marketing needs to look like within 6-24 months

	Top Priority			**Data Utility**	
Efficiency savings		Business impact	Data informs financial/tactical decisions		Data helps anticipate/meet customer needs

	Customer Impact			**Alignment Challenge**	
More personally relevant content and messages		Improved total customer experience	Employee alignment with new marketing model		Executive alignment with new marketing value

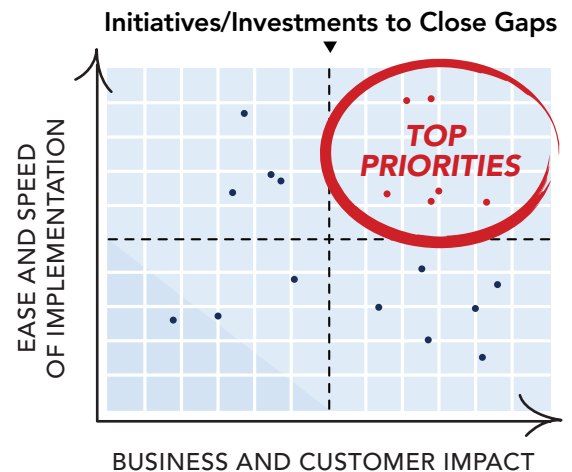|	**Organization**			**Transformation**	
Restructuring current teams		New model defines skill/resource needs	One-and-done catch up approach		Continuous adaptability as competency

STEP 3
AGREE ON PRIORITIES

Ideate solutions to close gaps between the current state and desired state. Use a half-day facilitated decision-making approach to align on top priorities to progress from the current state to the ideal end-state with maximum speed and impact

ACTION PLAN

The priority activities will be translated into a phased action plan—covering areas such as use of data, improving skills, investing in ad tech and new metrics, addressing process gaps, and re-aligning structures to improve end-to-end customer management.

Initiatives/Investments to Close Gaps

TOP PRIORITIES

EASE AND SPEED OF IMPLEMENTATION

BUSINESS AND CUSTOMER IMPACT

For more information, contact us at
connect@daggerwinggroup.com

daggerwing GROUP
A MEMBER OF OMNICOM GROUP INC.