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STREAMLINING MARKETING ACTIVITIES: ESSENTIAL TOOLS FOR ORGANIZATIONAL SUCCESS

The object of this research is the role of organizational tools in enhancing the efficiency, productivity, and overall performance of marketing teams.

Despite the immense potential of organizational tools to revolutionize marketing operations, many teams fail to take full advantage of their benefits. This is due to a combination of factors, including lack of awareness, where a significant proportion of marketing teams are unaware of the vast array of organizational tools available and their potential to improve productivity. And a lack of training, where even when teams are aware of these tools, they often lack adequate training or guidance on how to integrate and use them effectively. And cost concerns, where the perceived high cost of organizational tools often deters teams from investing in these technologies.

The research indicates that organizational tools provide significant benefits to marketing teams, including improved efficiency through task automation, streamlined workflows, and centralized information access, as well as enhanced productivity through improved collaboration, data-driven decision-making, and project management capabilities. Effective marketing efforts supported by organizational tools can boost performance, resulting in improved customer engagement, increased ROI, and overall business growth.

This paper aimed to provide marketing teams with a comprehensive insight into the benefits and applications of organizational tools. It is examined the wide range of organizational tools available and provides guidance on selecting the most appropriate tools to meet specific marketing needs. In addition, the paper addressed common challenges that marketing teams face in adopting and maximizing the effectiveness of organizational tools.

Keywords: *organizational tools, marketing teams, streamlining operations, optimizing resource utilization, systematic approach, task management.*

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1. Introduction

In today's dynamic and competitive business environment, marketing teams face increasing pressure to streamline their operations, optimize resource utilization, and achieve maximum output. This requires a systematic and well-structured approach to marketing activities, where tasks are organized, workflows are streamlined, and information is readily accessible [1]. Organizational tools serve as an invaluable asset in empowering marketing teams to achieve these goals and drive organizational success.

Marketing activity focuses on new forms of relations with consumers, and marketing communications determine the current research topic and its relevance [2].

In recent years, Agile methods have continued to grow into a popular means of modulating team productivity, even garnering a presence in non-software development related industries [3].

It is suggested that marketers need to pay attention to digital marketing tools because of their clear impact on consumer behavior, as well as product marketers need to

pay attention to digital marketing tools because of their clear and prominent impact on consumer behavior [4].

Marketing teams struggle to fully leverage organizational tools due to several factors. The fragmented nature of these tools creates data silos and inefficiencies, making it difficult to combine information from different sources. Additionally, some tools are overly complex or confusing, discouraging team members from using them effectively. Furthermore, embracing technology and data-driven approaches often requires a cultural shift among marketers, as some may resist change and prefer traditional methods [5]. These unresolved challenges hinder the widespread adoption and optimization of these tools.

Thus, *the aim of this research* is to identify common inefficiencies in current marketing workflows and processes, develop a framework or model for selecting and implementing organizational tools effectively within marketing teams, investigate the impact of organizational tools on streamlining marketing activities, including analyzing how tools enable access to insights and metrics for informed marketing strategies.

The practical outcomes of this research are to contribute to the broader body of knowledge on the role of technology in streamlining marketing operations and achieving organizational goals, equip marketing managers with insights to optimize resource allocation, enhance team collaboration, and foster a data-driven approach to marketing and to provide marketing teams with evidence-based recommendations for improving their workflow efficiency and effectiveness through strategic use of organizational tools.

2. Materials and Methods

The study used statistical analysis to evaluate the impact of these tools on efficiency, productivity, and overall performance. By applying a variety of statistical techniques, researchers were able to draw data-driven conclusions about the tangible benefits these tools offer marketing teams. Also, a thorough literature review was conducted to ensure that the research built upon existing knowledge and identified potential areas for further exploration. Identifying potential research gaps is important as further investigation could yield valuable insights and contribute to the advancement of the field.

3. Results and Discussion

The modern marketing landscape requires a well-organized approach to activities to achieve success and maintain a competitive edge. Fortunately, a variety of tools have emerged to optimize and enhance various marketing functions. This article examines the basic tools that enable marketers to efficiently plan, execute and analyze their strategies. After establishing the crucial role of organizational tools in today's marketing landscape, this text will explore specific examples that can empower marketing teams, delving into tools across various functionalities, from planning and execution to analysis and optimization, providing practical solutions to enhance marketing efforts. Fig. 1 shows organizational tools that can help marketing specialists to work more efficiently and less time consuming.

1. Project Management Tools:

- *Trello*: A versatile project management tool that enables teams to organize tasks on customizable boards, facilitating collaboration and project tracking. Trello is used by over 20 million people worldwide.

- *Asana*: Ideal for managing marketing projects with features like task assignments, timelines, and project milestones. Asana is used by over 11 million teams worldwide.

2. Content Planning and Creation:

- *CoSchedule*: This tool integrates with popular content management systems, allowing marketers to plan, create, and schedule content seamlessly. CoSchedule is used by over 1 million users worldwide.
- *Grammarly*: Ensures content quality by identifying and correcting grammatical errors, enhancing overall communication. Grammarly is used by over 30 million users worldwide.

3. Social Media Management:

- *Hootsuite*: Enables scheduling posts across multiple social media platforms, monitoring engagement, and providing valuable analytics for informed decision-making. Hootsuite is used by over 15 million users worldwide.
- *Buffer*: Simplifies social media management by scheduling posts, tracking performance, and promoting collaboration among team members. Buffer is used by over 10 million users worldwide.

4. Email Marketing:

- *Mailchimp*: A user-friendly platform for creating and sending email campaigns, with features like automation, analytics, and audience segmentation. Mailchimp is used by over 13 million businesses worldwide.
- *HubSpot*: Offers comprehensive inbound marketing tools, including email marketing, CRM, and analytics. HubSpot is used by over 100,000 businesses worldwide.

5. Analytics and Data Visualization:

- *Google Analytics*: Essential for tracking website performance, user behavior, and conversion metrics to refine marketing strategies. Google Analytics is used by over 50 million users worldwide.
- *Tableau*: Transforms raw data into visually appealing and easily understandable insights, aiding in data-driven decision-making. Tableau is used by over 6 million users worldwide.

6. Customer Relationship Management (CRM):

- *Salesforce*: A robust CRM platform that centralizes customer information, streamlines communication, and enhances collaboration across sales and marketing teams. Salesforce is used by over 150,000 businesses worldwide.

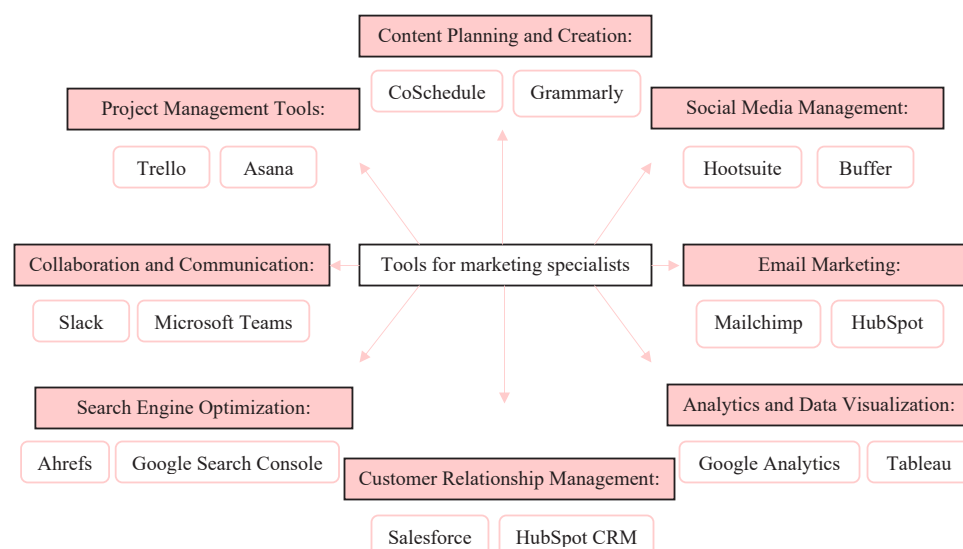


Fig. 1. Tools for marketing specialists

– *HubSpot CRM*: Integrates with various marketing tools, providing a holistic view of customer interactions and facilitating personalized marketing efforts. HubSpot CRM is used by over 1.5 million users worldwide.

7. Search Engine Optimization (SEO):

– *Ahrefs*: A comprehensive SEO tool that helps marketers analyze competitors, conduct keyword research, and monitor backlinks for improved search rankings. Ahrefs is used by over 2 million users worldwide.

– *Google Search Console*: Provides valuable insights into website performance on Google search, highlighting opportunities for optimization. Google Search Console is used by over 550 million users worldwide.

8. Collaboration and Communication:

– *Slack*: Fosters real-time communication and collaboration among team members, ensuring quick decision-making and project updates. Slack is used by over 12 million organizations worldwide.

– *Microsoft Teams*: Integrates with other Microsoft Office tools, offering a unified platform for communication, collaboration, and file sharing. Microsoft Teams is used by over 250 million users worldwide.

By leveraging these tools, marketers can create a well-organized, streamlined workflow, saving time and resources while maximizing the impact of their marketing activities. As the digital landscape continues to evolve, staying equipped with the right tools is essential for marketers aiming to navigate the complexities of modern marketing successfully [6].

Establishing marketing workflows may require time and research to identify the right solution and set it up efficiently. However, they function as a means to conserve valuable company resources.

Streamlining marketing activities is crucial for organizational success because it helps to optimize time and resources, and improve overall efficiency [7]. By prioritizing the most important marketing projects and identifying the roles of the individuals involved, organizations can clarify specific responsibilities, set goals and expectations, and measure performance from start to finish. Effective marketing can provide a competitive advantage for organizations to distinguish themselves from a vast array of available products and services. Marketing helps organizations succeed by communicating with customers and differentiating from competitors, helping the organization get discovered and empowering people to make a choice. Additionally, marketing is effective because it increases the intangible value received by the customer, ultimately resulting in a higher profit margin. A study by Salesforce found that businesses that use marketing automation software can reduce their time to market by up to 67 % [8].

Efficient resource allocation, targeted campaigns and data-driven decisions lead to a higher return on investment from marketing efforts. This translates into increased profitability and financial sustainability. A study by HubSpot found that 75 % of marketers believe that AI-enabled search engines will positively impact their blogs, and 68 % predict that their site will get more traffic. Only 9 % believe this will harm blog traffic [9].

A consistent and positive customer experience across all touchpoints, facilitated by streamlined marketing activities, builds brand trust and strengthens the company's reputation in the marketplace. A study by Edelman found that companies that invest in customer experience can improve their brand reputation by up to 30 % [10].

Fig. 2 presents a snapshot of essential organizational tools that marketing teams can use, whether they are a small group of two or a larger team. By strategically leveraging these tools, marketing teams can unlock their full potential and propel their marketing efforts towards remarkable success [11].

Here are some essential tools that organizations can use to streamline their marketing activities [12]:

1. *Business Model Canvas*: This one-page document outlines all relevant aspects of a business idea in a single snapshot. It helps define the fundamentals of the business ideas and is a great starting point for defining a marketing strategy.

2. *SWOT Analysis*: SWOT analysis is an effective business planning tool used to form strategies. It helps analyze internal factors (Strengths and Weaknesses) that affect and external factors (Opportunities and Threats) that may have an effect on an organization. It can help identify how to capitalize on the opportunities using the strengths and how to avoid the threats and eliminate weaknesses.

3. *Porter's Five Forces Analysis*: Porter's five forces analysis assesses levels of profitability, opportunity, and risk based on 5 key factors in an industry [13]. It helps identify the competitive forces that exist within an industry. In turn, these forces help determine the attractiveness and the profitability of the industry.

4. *Segment Attractiveness and Resource Strength Framework by Hooley*: This framework helps define marketing strategies. It helps identify the most attractive segments and the resources required to target them. It can help businesses to focus their marketing efforts on the most profitable segments.

5. *Marketing Data Dashboard*: A marketing data dashboard is a tool that provides real-time data on marketing performance. It helps businesses to monitor their marketing activities and make data-driven decisions.

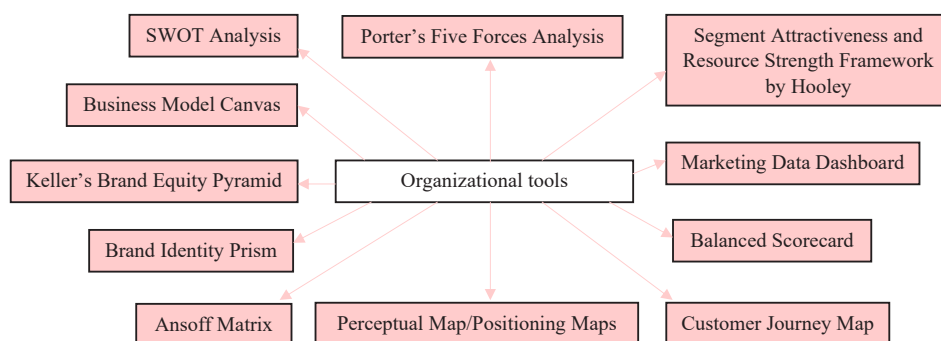


Fig. 2. Organizational tools to ensure stable work of the marketing team

6. *Balanced Scorecard*: A balanced scorecard is a strategic planning and management tool that helps businesses to align their activities with their vision and strategy. It helps businesses to track their performance against their strategic goals.

7. *Customer Journey Map*: A customer journey map is a tool that helps businesses to understand their customers' experiences. It helps identify the touchpoints where customers interact with the business and the emotions associated with those interactions. It can help businesses to improve their customer experience.

8. *Perceptual Map/Positioning Maps*: Perceptual maps are a tool that helps businesses to understand how their customers perceive their products or services. It helps identify the position of the business in the market and the position of its competitors. It can help businesses to develop effective marketing strategies.

9. *Ansoff Matrix*: The Ansoff matrix is a tool that helps businesses to identify new product and market opportunities. It helps identify the risks and rewards associated with each opportunity. It can help businesses to make informed decisions about their product and market development strategies.

10. *Brand Identity Prism*: The brand identity prism is a tool that helps businesses to define their brand identity. It helps identify the six dimensions of brand identity: physique, personality, culture, relationship, reflection, and self-image. It can help businesses to develop a strong and consistent brand identity.

11. *Keller's Brand Equity Pyramid*: Keller's brand equity pyramid is a tool that helps businesses to understand the value of their brand. It helps identify the different levels of brand equity: salience, performance, imagery, judgments, feelings, and resonance. It can help businesses to develop effective brand strategies [8].

In summary, streamlining marketing activities is crucial for organizational success because it helps to optimize time and resources, improve overall efficiency, and create a competitive advantage that can help organizations differentiate themselves from their competitors [12].

In the fast-paced world of marketing, effective organization is pivotal for success. As a manager responsible for coordinating marketing activities, your role is essential in ensuring that your team operates smoothly and campaigns are executed precisely. To help managers lead their teams effectively and achieve optimal results, this article explores the tools that can help [14].

Coordinating and overseeing marketing activities effectively is crucial for maximizing team performance and achieving organizational goals. This requires managers to equip themselves with the right tools to streamline workflows, optimize resource allocation, and foster seamless collaboration. Fig. 3 showcases a selection of essential tools designed specifically for marketing managers. These tools empower them to plan and assign tasks, monitor team performance, facilitate communication, centralize resources, generate reports and analyze data.

1. Strategic Planning Tools:

– *SmartSheet*: Facilitates strategic planning by offering customizable templates, collaborative workspaces, and Gantt charts, enabling managers to outline campaign timelines and allocate resources efficiently.

– *Wrike*: A robust project management tool that aligns teams with strategic goals, helping managers oversee the entire project life cycle and adapt plans as needed.

2. Team Collaboration Platforms:

– *Monday.com*: Enhances team collaboration with visual project boards, fostering transparency and accountability among team members.

– *Basecamp*: Streamlines communication, file sharing, and task management in one centralized location, promoting efficient collaboration within marketing teams.

3. Budget and Expense Management:

– *Scoro*: An all-in-one business management software that empowers managers to track budgets, expenses, and project profitability, ensuring that marketing initiatives align with financial objectives.

– *Expensify*: Simplifies expense tracking and reporting, enabling managers to keep a close eye on campaign costs and allocate resources judiciously.

4. Performance Analytics and Reporting:

– *Domo*: Aggregates data from various sources, providing managers with a holistic view of marketing performance and facilitating data-driven decision-making.

– *Power BI*: Microsoft's business analytics tool that transforms raw data into actionable insights, empowering managers to assess the impact of marketing activities on overall business goals.

5. Leadership and Communication Tools:

– *Zoom*: A video conferencing platform that facilitates virtual team meetings, ensuring effective communication and alignment on marketing strategies.

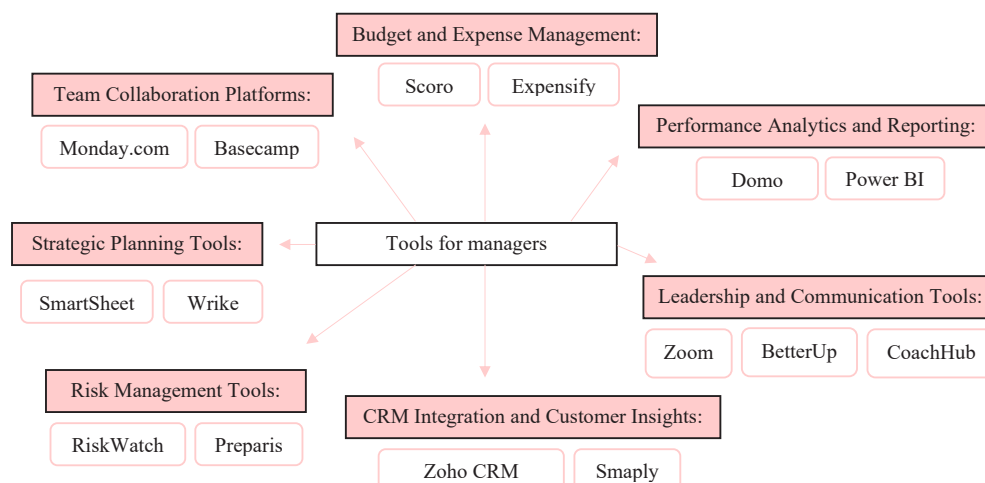


Fig. 3. Tools for managers to coordinate marketing activities

– *Leadership and Coaching Platforms*: Tools like BetterUp or CoachHub can provide managers with coaching resources to enhance leadership skills, fostering a positive and motivated marketing team.

6. CRM Integration and Customer Insights:

– *Zoho CRM*: Integrates seamlessly with various marketing tools, allowing managers to access real-time customer data and align marketing efforts with customer expectations.

– *Customer Journey Mapping Tools*: Platforms like Smaply or CXMap assist managers in visualizing and understanding the customer journey, aiding in the development of targeted marketing strategies.

7. Risk Management Tools:

– *Risk Watch*: Assists managers in identifying and mitigating potential risks associated with marketing campaigns, ensuring a proactive approach to challenges.

– *Crisis Communication Platforms*: Tools like Prepara or Everbridge help managers develop and implement crisis communication plans, safeguarding the reputation of the brand during unforeseen events.

Practical significance: The findings of the study can assist marketing teams in identifying areas where current workflows are inefficient and hinder productivity. This may involve analyzing factors such as task completion times, communication bottlenecks, or imbalances in resource allocation. Providing adequate training and support is crucial for ensuring team adoption and maximizing the benefits of implementing new tools and processes. This can involve workshops, tutorials, or ongoing guidance from experienced users. Continuous monitoring and evaluation of the effectiveness of implemented changes is essential. This may involve tracking key performance indicators (KPIs) such as efficiency metrics, project completion rates, or customer satisfaction. Based on the results, further adjustments or refinements can be made to optimize the approach.

Limitations of the study: The research findings on streamlining marketing activities can provide valuable insights. However, it is important to consider their limitations and the challenges associated with implementing them. The applicability of the research findings may be limited to specific marketing teams, as factors such as team size, industry, and existing workflows can have an impact. The research may not consider all relevant contextual factors specific to an organization, such as existing technology infrastructure, budget constraints or team culture. Integrating new tools with existing systems and ensuring compatibility can be a challenging task that requires technical expertise and potentially additional resources.

Impact of martial law conditions: The implementation of martial law in Ukraine has had significant implications for businesses, including their organizational tools and marketing strategies. Companies may need to relocate or temporarily suspend operations, affecting supply chains and marketing efforts. Businesses need to adapt their marketing strategies to manage the crisis and maintain stakeholder trust. The imposition of martial law in Ukraine has forced businesses to reassess their organizational tools, adjust marketing strategies and navigate legal complexities. In light of these challenges, let's explore some valuable tools that organizations can use to ensure effective marketing operations.

Prospects for further research: The field of streamlining marketing activities through tools and strategies presents exciting opportunities for further research. The investigation

of the potential of emerging technologies such as artificial intelligence, machine learning, and blockchain to further automate and optimize marketing workflows is possible. Specialists can improve current metrics and create new ones to accurately measure the impact of streamlining efforts on efficiency, return on investment (ROI), and customer satisfaction. It is also possible to investigate the ethical implications of using advanced marketing tools and data analysis. This includes ensuring responsible deployment and addressing potential biases or privacy concerns.

4. Conclusions

This research examined the impact of organizational tools on the effectiveness of marketing activities. The findings indicate that the use of such tools can greatly enhance key performance indicators, such as efficiency, collaboration, communication, and data-driven decision-making.

These positive outcomes can be attributed to several factors. Firstly, task automation tools automate routine tasks, freeing up time for more strategic work. Secondly, tools enhance transparency by providing access to data and analytics, enabling informed decision-making. Lastly, tools improve collaboration. Tools can aid communication and coordination within teams.

This research contributes to the understanding of how organizational tools can improve marketing effectiveness. These recommendations can be applied by marketing teams to improve their workflow and increase efficiency. The outcomes can guide marketing managers in their investment decisions regarding organizational tools.

By leveraging these tools, marketing managers can take a proactive stance in organizing and optimizing marketing activities. The integration of these platforms empowers managers to lead their teams with precision, aligning marketing efforts with overarching business goals and navigating the ever-evolving landscape of the marketing industry successfully.

By automating tasks, streamlining workflows and centralizing information, teams can save time and focus on more strategic activities. Tools can facilitate better communication and collaboration within teams and with external stakeholders, and can provide insight into marketing performance, enabling teams to make data-driven decisions about campaigns and strategies.

Organizational tools are playing an increasingly important role in helping businesses succeed. By automating tasks, streamlining workflows and providing insight into key performance indicators, these tools can help organizations improve efficiency, productivity and overall performance.

Conflict of interest

The authors declare that they have no conflict of interest in relation to this research, whether financial, personal, authorship or otherwise, that could affect the research and its results presented in this paper.

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Data availability

The manuscript has no associated data.

Use of artificial intelligence

The authors confirm that they did not use artificial intelligence technologies when creating the current work.

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