Marketing and Technology plus Legal is not an Oxymoron

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Founder and CEO
TRG International
What we’ll cover

Define
What is it?

Why
Why bother?

What & How
Mistakes & Avoiding them

So what
What’s the solution?
1. Define
What is “Marketing technology”?
Marketing technology
set of tools to market / sell stuff
Another definition

Simplify: difficult, time-consuming & repetitive stuff
2. Why
We need marketing technology?
Loads of tasks ... 1,800+ solutions ...
Marketing Media Usage 2014

Source: Euromonitor International
3. What & How
Mistakes and how to avoid them?
Pitfalls

No single solution to all problems
How to avoid?
4. So what

& Top marketing tools
So what

You need the right tools
G2 Crowd Grid℠ for Social Media Management

Contenders

Facebook Pages Manager

Leaders

Hootsuite
TweetDeck
Sprout Social

Niche

Lithium
Sprinklr
Shoutlet
Spredfast
GroSocial
Buffer
Viralheat
GremIn
AgoraPulse
Sendible

High Performers

Market Presence

Satisfaction
<table>
<thead>
<tr>
<th>Business Size</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
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</tr>
<tr>
<td>Middle</td>
<td>83</td>
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<tr>
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<td>80</td>
</tr>
<tr>
<td>Middle</td>
<td>78</td>
</tr>
</tbody>
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Marketing technology is big.

No single solution to all problems.

Match the tool with the job.
thank you
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Rick Yvanovich
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