
Forrester Advisory On Business Cases For Marketing Services Capabilities

Introduction

Forrester will guide your business and technology stakeholders in building an effective business case to support significant investment in developing your marketing services capabilities. Forrester analysts will bring their research and expertise to assist in building a business case, providing relevant research and data, as well as highlighting current trends and vendors in the marketing services space.

Leverage Forrester's understanding of marketing services technologies to:

1. Determine the business benefits of the investment.
2. Establish the key stakeholders to drive funding.
3. Understand the core tenets of a business case.

Session Approach

Through Forrester's advisory on business cases, you will receive critical guidance on how to build a business case, the key players in the marketing automation and customer insights services markets, as well as an overview of the current technologies. Forrester's approach will consist of the following:

- › **Lead a preparation call.** Forrester will lead one 30-minute meeting via teleconference to define session objectives, gain further understanding of your current direction and organization, and finalize the agenda.
- › **Prepare content.** Forrester will aggregate existing research, data, and analyst expertise to develop a tailored facilitated session.
- › **Conduct the session.** In an all-day advisory session, Forrester will provide an overview of the marketing automation and customer insights services markets as well as highlight key technologies and players in those spaces.

Typical Session Agenda

9:00-10:00 a.m.	Strategy/technology overview. The day will begin with Forrester providing a foundational overview of marketing services. This will establish a common language for the session and identify the business outcomes that the initiative will help the company achieve.
10:00-10:45 a.m.	Marketing automation market overview. Forrester will provide expertise in current spending practices, key types of technology, and the key players in each space, with a SWOT analysis on each.
10:45-11:00 a.m.	BREAK
11:00 a.m.-12:00 p.m.	Customer insights services market overview. Forrester will provide expertise in current spending practices, key types of technology, and the key players in each space, with a SWOT analysis on each. This will include the key capabilities of customer insights agencies, help identify the vendors to consider, and find opportunities for other revenue streams from managing customer databases.
12:00-1:00 p.m.	LUNCH
1:00-2:00 p.m.	Business case foundation. Forrester will provide key considerations and areas of focus for identifying the costs, benefits, flexibility, and risks of the marketing services space.
2:00-2:15 p.m.	BREAK
2:15-4:00 p.m.	Business case road map. This working session will allow stakeholders to build on the previous session and begin: <ul style="list-style-type: none">• Tailoring their vision for the future, given the current market.• Identifying their future path and opportunities.
3:15-4:00 p.m.	Action plan. Forrester will provide direction on the business benefits of the initiative.
4:00-4:30 p.m.	Wrap-up and next steps