FROM

BOTTLENECKS

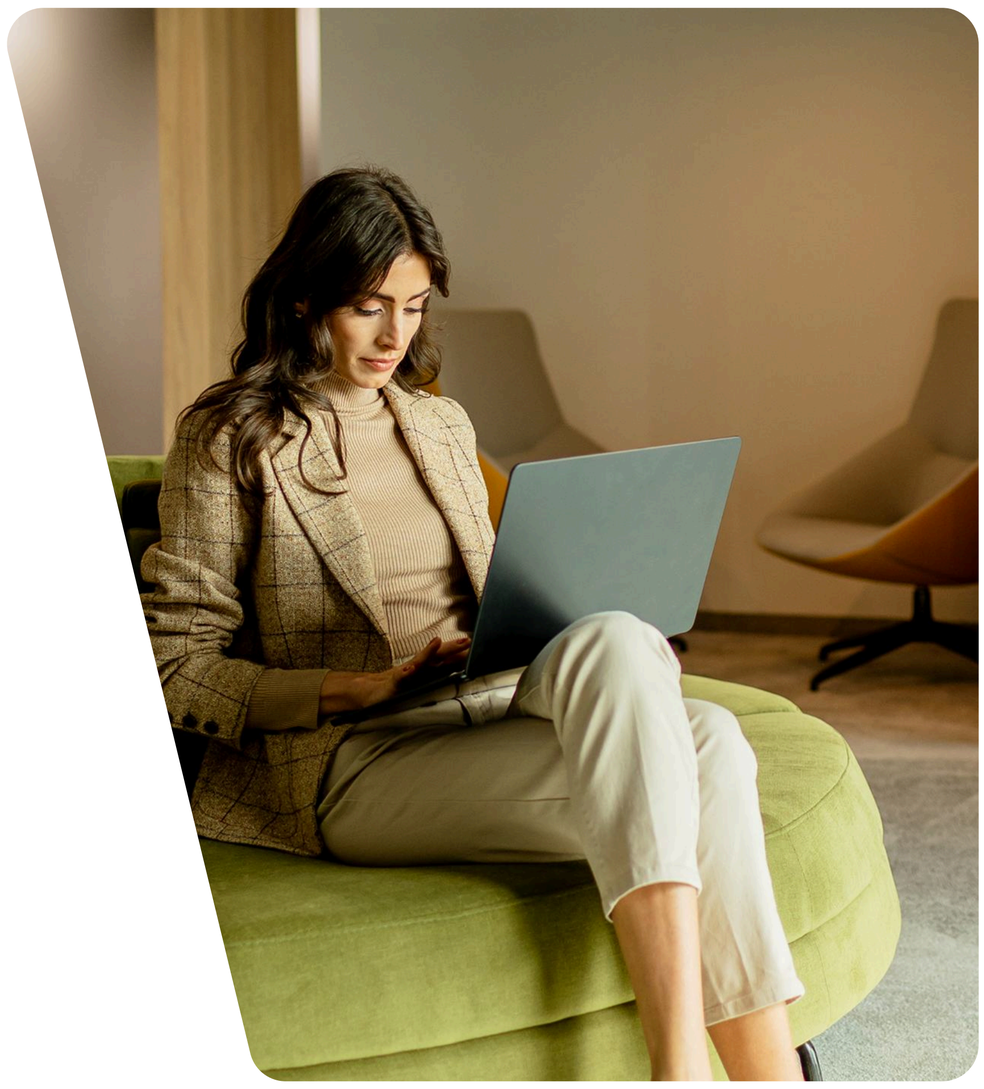
TO

BREAKTHROUGHS

Constant Contact

6 WAYS

THE RIGHT MARKETING TECH CAN POWER YOUR MULTI-ACCOUNT ORGANIZATION



Managing marketing efforts across multiple teams, locations, or departments sounds straightforward on paper: each entity leans into their own audience, using guidance from the head office. But behind the scenes, it's one of the most operationally complex things a marketing leader can manage.

You're working to protect and strengthen your brand while giving senders the flexibility to personalize communications for the audiences they know best.This also requires department heads, distributed teams, and franchisees to adopt shared tools and processes, often without dedicated marketing resources or training.

The gap between what corporate intends and what actually gets executed at the individual level is where most marketing programs supporting dispersed teams and locations break down.

This isn’t a problem that can be solved with disconnected, poorly adopted tech tools, though. So what qualities does an effective solution have?

Here are a few key markers of a solution that can support multiple teams while driving maximum adoption.

IT IS BUILT TO SUPPORT MULTIPLE TEAMS UNDER ONE UMBRELLA.

For businesses struggling to provide brand- or headquarter-level support to multiple, dispersed users, a single, scalable solution is a must. By implementing a solution that houses multiple accounts under one unified brand umbrella, you ensure each of your end users has a consistent experience, strong guardrails, and streamlined support. This also provides you a single space to easily manage users, access, and visibility across every account.

Question to answer:

Can you seamlessly scale and deploy to multiple teams without redundant workflows and approvals?

IT REGULARLY AND MEASURABLY DEMONSTRATES VALUE TO AND FOR YOUR TEAMS.

The most common reason distributed marketing programs fail isn't technology — it's buy-in. When bandwidth is already stretched thin and a new platform just feels like one more thing leadership has mandated, they'll ignore it, work around it, or find their own solutions.

The best platforms make the value to users impossible to miss by reducing the need for headcount or agencies, demonstrating campaign revenue, measuring time saved or speed to launch, or using data to automatically surface opportunities to refine and optimize.

Question to answer:

Does your platform give you the tools to demonstrate ROI to your teams — not just leadership?

3

IT PROVIDES VALUABLE BALANCE BETWEEN ADMINISTRATIVE CONTROL AND END USER FLEXIBILITY

The instinct when rolling out a marketing platform is to lock everything down. And while that instinct to protect your brand is understandable, it's also a common source of friction.

Too much control means campaigns never get sent because the approval process is too slow, or the lack of ability to personalize makes individual teams feel like it’s not worth the effort. But too little control can result in brand inconsistency, off-message communications, and compliance headaches.

But balance isn’t impossible: the most successful platforms are designed around the concept of structured freedom: brand-locked elements like logos, colors, and disclaimers are strategically combined with specific, customizable areas where teams can write their own copy, swap images, and speak to their community.

Question to answer:

Does your platform let you define exactly what's editable and what isn't, without requiring a message to a decision maker every time someone needs to send an email?

4

IT’S CONSISTENTLY EASY TO USE

Your team may be made up of highly skilled marketers who consistently deliver strong results, or you may have a mix of marketers and non-marketers responsible for executing campaigns. In some cases, the team members who are most hands-on are juggling a lot of tools, priorities, and responsibilities.

If a mandated platform requires meaningful skill, time, or education to understand and use, adoption stalls, and the value of the platform is lost. But programs that realize significant success often make execution turnkey with easy-to-use interfaces, pre-built campaigns, approved asset libraries, and copy that requires only minor personalization.

Question to answer:

How much does a user need to do on their own to execute a compliant, on-brand campaign? Fewer steps means higher adoption and greater value.

05

IT RELIEVES LEADERS OF THE BURDEN OF EDUCATION AND SUPPORT

Even the simplest tools fail if users don't feel confident using them. A solution provider with proven customer support, multiple support options, and strong educational materials can take the burden of training off the home office, while multiple layers of education provide a strong foundation for adoption. Varied approaches like personalized onboarding, live one-to-few training opportunities, and committees of peer champions can all step up where how-tos fall short.

This multi-faceted enablement approach is especially important in organizations with decentralized operations, where local teams often have varying levels of expertise, priorities, and autonomy. Education done well builds trust, not just skill.

Question to answer:

What does this vendor's onboarding and ongoing support model look like? Is it scalable to your business size? Does it build confidence or just cover the basics?

06

IT PROVIDES TOP-DOWN VISIBILITY OF WHAT'S WORKING (AND WHAT'S NOT)

One of the least-used levers in multi-account marketing is internal benchmarking. When teams can see how they're performing relative to peers, and when they have clear visibility into what works (and what doesn't), it creates a clear path for new or late adopters to follow.

The platforms that enable this go beyond aggregate reporting. They allow you to identify top-performing accounts, share what they're doing, and turn wins into data-backed inspiration for everyone else.

Question to answer:

Does this platform give you the reporting to understand performance across accounts— and share those insights back to your teams in a motivating way?

WHAT THIS ALL ADDS UP TO

Marketing programs in distributed organizations have the strongest chance of being successful with the right marketing technology that meets the unique needs of just such an organization while supporting ease of use and adoption. The right platform is designed to give leaders the control and visibility they need, while making execution simple (and valuable) enough that team members actually want to use it. When these problems are solved, the platform stops being something you have to mandate and starts being something your organization uses voluntarily.

Whether you’re building the case for a new platform or re-evaluating what’s already in place, these criteria can help form a useful starting point for your evaluation, and the answers to the big questions about your platform can help guide your decision.

Ready to explore how Constant Contact Teams measures up to the challenge?
Take the tour or book a demo today.

Book a demo

