

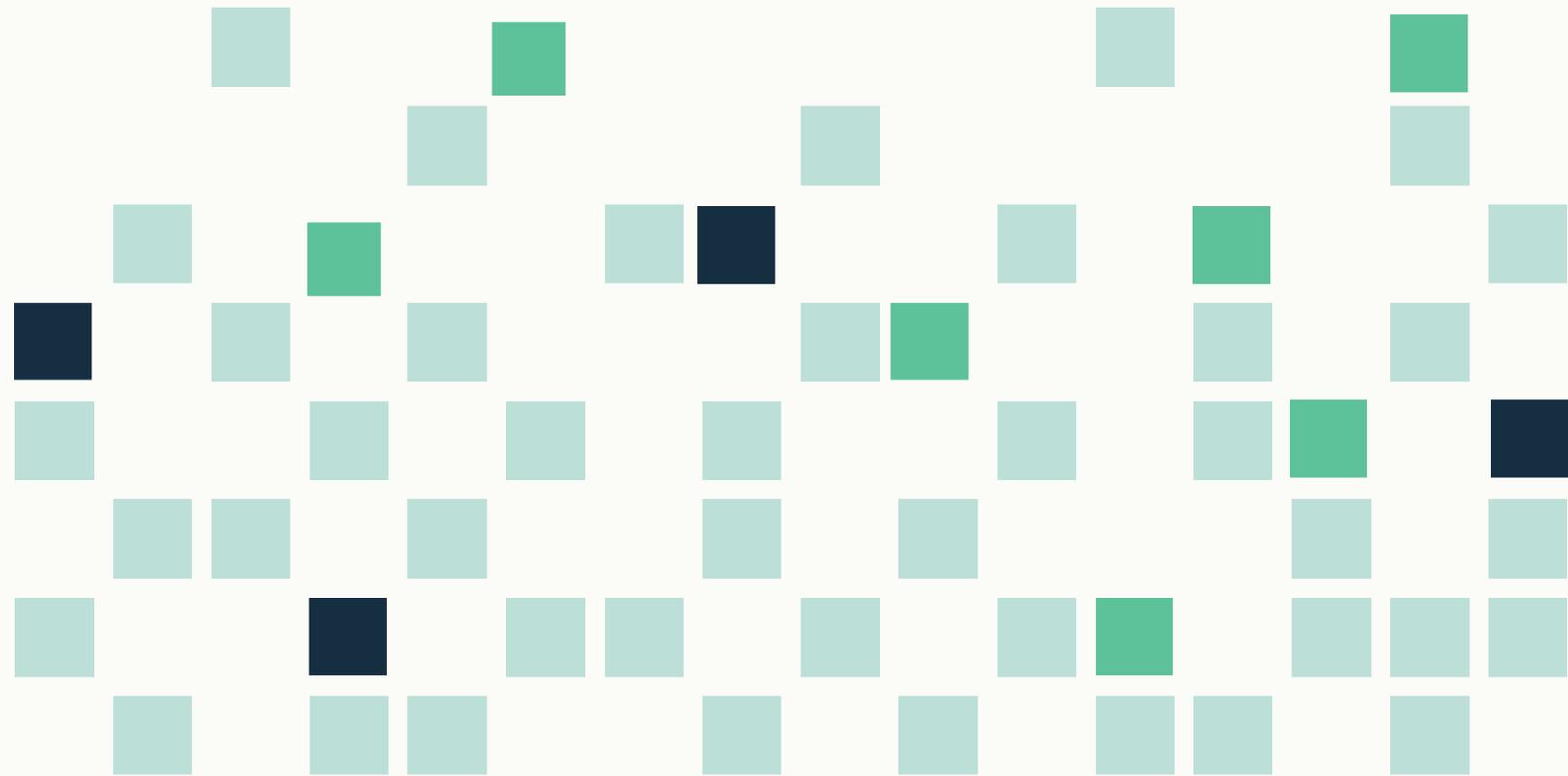
*Maximizing MarTech:*

# *Harnessing AI and Human Talent for a Future-Proof Strategy*



# Maximizing MarTech: Harnessing AI and Human Talent for a Future-Proof Strategy

*Marketing has gone through a full tech revolution, transforming departments from creative islands into data-driven, digitally powered machines. This reliance on tech, when executed well, is a powerful force—fueling decisions, streamlining workflows, enabling precise measurement of campaign impact, and all while delivering a seamless customer experience. But in reality, even top-performing companies face challenges: duplicated efforts, inefficiencies from knowledge gaps, and ongoing frustration over how to optimize and truly streamline their tech stack so it works in concert with human teams.*



The MarTech landscape has exploded, with over 14,000 solutions now available—representing a 27.9% growth year-over-year. According to a study by LXAHub, CMOs report an average of 56 tools in their tech stack, yet more isn't always better. Another survey, run by Protean Studios, found that many CMOs are prioritizing simplification as they move forward, aiming to trim down and refine their stacks.

**Here's how marketing leaders can optimize their tech, empower their teams, and continue to maximize the transformative potential of AI and automation in the years ahead.**

# Smaller Stack, Larger Results

As MarTech options multiply, the paradox is clear: simplification has never been more critical. This means integrating specialized, long-tail apps into larger, core solutions like customer relationship management (CRM) and marketing automation platform (MAP) systems. Often, marketing teams inherit a mishmash of niche programs, some outdated or overlapping, making it hard to streamline. Conducting a thorough audit can help CMOs and marketing leaders alike identify the essential tools and ensure best-in-class solutions are deployed effectively across the marketing funnel.

Inherited programs can also make migrations a logistical nightmare, with data transfer, integration compatibility, and team training all posing significant hurdles. A phased migration approach, backed by a clear roadmap, can ease the transition. Leveraging third-party experts can also provide valuable support, ensuring a smoother handover and minimizing disruptions to the core team's workflow and productivity.

# Making Smart Decisions to Maximize AI Potential: Building the Right Team to Handle Platform Integration

Artificial Intelligence (AI) and Large Language Model (LLM) technology has changed the MarTech landscape, rapidly evolving how sentiment analysis, predictive analytics, and demographic segmentation, for example, operate at peak efficacy. Relying on old programs is likely ineffective, or potentially damaging to your brand. However, it can be challenging to select the right tools for your goals and leverage the power of AI to stand out from the pack.

Statistics from Salesforce show that 43% of marketers “don’t know” how to get the most value from AI, and, according to the same dataset, less than a quarter of firms have AI education and training for the marketing team. Still, nearly 50% of CMOs are piloting, or looking to pilot, initiatives surrounding AI and machine learning within the next 24 months, according to [LXA Hub data](#).

## How can marketing departments quickly and effectively deploy the best AI solutions?

One approach for successful platform integration is to look for external consultants who can fill in the knowledge gaps within your team to quickly and effectively move AI and LLM solutions from pilot to scale.

By partnering with external specialists, marketing departments can better deploy AI strategies, without waiting for headcount to open up. This flexibility allows teams to focus their budget on the most pressing concerns, ensuring resources are most effectively allocated.

Additionally, tapping into subject matter experts in this area can provide the flexibility to pivot and adapt as opportunities and needs arise, keeping your team nimble, with the capability to comfortably execute campaigns with new technology.

# Building the Right Team to Maximize the Stack from Head to Tail

With AI and machine learning taking center stage in marketing strategy, tech budgets are soaring: according to LXA Hub, technology now consumes 30% of marketing spend, a jump from 24% in 2022. Yet, as marketing leaders focus on talent and acquisition, many face a skills gap in their teams.

One common issue: Often, marketing operates in isolation from IT, even though today's tools demand a solid tech foundation and a sophisticated mastery of tech implementation. Finding talent that aligns with both the stack's demands and the team's overarching goals isn't easy. A G2 survey [highlights this friction](#), with over half of marketers citing integration issues as a roadblock to adopting new technologies.

The path forward is complex: Marketers need tech-savvy talent to fully leverage their stack's potential, while also ensuring that their team has a balanced mix of creatives and strategists to drive innovation and effectively execute the campaigns derived from the data extrapolated by today's next-gen tech.

Bringing in the right people can bridge this gap: from auditing current tools and training team members to crafting workflows and roadmaps, expert talent in these areas can help ensure every solution is fully utilized and aligned with long-term strategy.

# A Stack Built for Evolution, Created by Top-Tier Talent

Investing in your MarTech stack is one of the most impactful choices marketing leaders today can make. But even the best technology can fall short without the right team to fully harness its potential.

## **How can you keep both your tech and team performing at peak capacity?**

Finding the right balance between internal teams and outside expertise when needed is imperative to ensure that your tech investments are being effectively utilized not just for the campaigns of today, but for the campaigns of tomorrow. Additionally, having access to a broader talent pool gives your team the flexibility to efficiently allocate resources, rather than waiting for internal capacity to catch up. Moreover, outside expertise can foster an overall environment of learning and development, empowering your core team to confidently adapt and leverage solutions within your stack.



## Takeaway

At Creative Circle, we bring the talent and expertise to not only optimize your MarTech stack today but also prepare it for future market shifts. Our custom, talent-driven solutions enhance your team's potential, helping them leverage current resources for ongoing success. From consulting support to audit and enhance your stack, to building tech-savvy teams that seamlessly integrate with your current roster, we ensure your MarTech is precisely where it needs to be—so you can stay focused on results.

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