

# The MarTech shopping checklist



## 10 steps for kicking off your MarTech program

With digital marketing under rapid evolution, integrating marketing technology into your business is critical. But building a good MarTech stack takes vision, resourcefulness and judgment. We've created a 10-step checklist to demystify the process and prepare you for success.

- Define and understand your marketing strategy.
- Do your homework by joining communities, reading, and attending webinars and conferences.
- Conduct a gap analysis on your current MarTech stack to identify areas for development.
- Form a vision and roadmap for the role of MarTech in your business.
- Assess your existing talent to determine which skills or roles to add to your marketing team.  
*Who's responsible for each step of the process, given their unique strengths?*
- Develop an internal business case and a special project team to shop for vendors.
- Work with your procurement and finance teams to draft an RFP and a target list of vendors.
- Seek expertise from external resources like consultants and digital agencies.
- Contact vendors, schedule multiple demos, and get access to test product environments, testimonials and referrals.  
*Request demos that closely resemble your needs. Share your marketing strategy and gap analysis to help vendors see which use cases are best for you.*
- Sign the contract. Choose a pilot or a full implementation — and go!

Our “MarTech Madness” webinar discusses each of these steps in-depth.

[Watch now](#)

To learn how Watson Marketing can help you take advantage of MarTech innovations, visit:

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