Setting Up Marketing Operations: Seven Questions to Answer at the Start

What are the top objectives for our marketing operations team?

What start-up resources does the team require?

How do we structure the team? Who is responsible for what?

What technology tools does our team need to be effective? How much does our organization currently have, and how much do we need to obtain?

Which MOPs metrics do we want to track, and how do we make sure that we track such metrics correctly?

How do we assess our marketing and marketing strategies? How do we track the results of our marketing overall? How do we track the results of specific marketing campaigns and specific marketing channels?

How do we report these results in a way that everyone at the organization can understand?