3 Ways to Successfully Break Down Marketing Silos

The proliferation of digital channels has fundamentally changed the marketing landscape. Marketers are now tasked with the immense duty of managing budgets and campaigns across as many as 50 channels. As a result, today's marketing departments are structured far differently than they were in the past. Take a look around your own office, and you're likely to see teams of marketers responsible for different functions such as data analytics, social media, and content management.

In order to successfully conduct digital marketing campaigns, these various functions must work in unison; however, as CMOs can attest, this doesn't always happen, as marketing departments, by nature, are extremely segmented. For example, the digital team and the content team may be working independently on their own goals, often ignoring each other's needs, which can cause inconsistent messaging to customers.

So, how do you effectively break down marketing silos and create a cohesive and creative marketing department that delivers a better and consistent message to the customer? Consider these three strategies:

- **Implement the Right Technology:** Whether it's customer relationship management (CRM) software, a marketing automation platform, or a content marketing platform, technology can help you better coordinate and align marketing activities. Because teams are working within the same platform and using the same data, there's less of a chance that messages will be conflicting. What's more, all teams have access to

campaign performance metrics to better quantify their successes and identify failures.

- **Encourage Internal Collaboration:** Although each marketing function has its own set of unique objectives, they all share the same overall goal—generating high-quality leads and driving ROI. To reach this goal, a certain level of collaboration is needed, which starts with management. Give team members an open forum from which they can bounce ideas off one another and feed off each other's creativity.

- **Let Data Guide Decision Making:** It happens all the time: two teams butt heads over creative differences, which eventually leads to a full-blown fight over which direction to take with a campaign. To prevent this from happening, let your data (not egos) be the deciding factor in what needs to happen. After all, it's hard to argue with the facts.

Marketing silos not only impact employee morale and create interoffice tension, but they also undermine campaign effectiveness and bottom line results. It's up to CMOs to effectively coordinate the many parts that make up their marketing teams and make sure silos are eliminated.