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## Marketing Tool Consolidation Playbook

A practical checklist for marketing ops teams managing enterprise email marketing operations at scale.

This Maropost resource supports **enterprise email marketing** teams running enterprise email marketing operations. Use it to assign owners, run QA gates, and document outcomes across campaigns, journeys, and deliverability — built for high-volume senders and multi-brand email programs.

Enterprise email marketing resource · [maropost.com](https://maropost.com)

### What this resource is for

A fill-in workbook for program planning, ownership, and execution tracking.

Complete the worksheets below with your team. For full strategy, context, and benchmarks, read the companion article on [maropost.com](https://maropost.com).

### When to use this resource

Trigger	Use this workbook when...
Program kickoff	Standing up a new lifecycle or revenue program
Ops cadence	Weekly or monthly optimization ritual
Cross-functional	Aligning marketing, IT, and leadership
Documentation	Archiving how the program runs

### Worksheet 1: The cost of disconnected marketing execution (Disconnect symptom)

Disconnect symptom	Typical root cause	Revenue impact	Owner	Status	Notes
Wrong offer / product	Stale commerce sync	Conversion drop, support tickets			
Duplicate mail same day	Parallel send paths	Complaints, placement drag			
Segment "almost right"	Spreadsheet cohort	Missed incrementality			
Report takes 3 days	No unified analytics export	Slow optimization, bad decisions			
New hire lost for 90 days	Undocumented workflows	Deferred programs			

### Worksheet 2: Common "internal chaos" patterns enterprises outgrow (More than two sy

#	Action	Owner	Target date	Status	Notes
1	More than two systems can send promotional email to the same customer record				
2	Nobody can draw a one-page diagram of how data flows into a send				
3	Automation breaks at scale because middleware, not journeys, owns logic				
4	Revenue signs stack: velocity, attribution, retention all yellow or red				

### Worksheet 3: Common "internal chaos" patterns enterprises outgrow (Week)

Week	Activity	Output	Owner	Status	Notes
1-2	Tool inventory + send-path map	Architecture diagram v1			
3-4	Cost and workaround hours	TCO draft for finance			
5-8	Tier A flow prioritization	Migration wave plan			
9-12	POC on unified execution layer	Go/no-go on decommission			

## Worksheet 4: What consolidation does not mean (Replacing Salesforce because you uni

#	Action	Owner	Target date	Status	Notes
1	Replacing Salesforce because you unified email execution				
2	Retiring your data warehouse or CDP, they serve analytics and identity resolution				
3	Eliminating best-of-breed ads, SEO, or support tools on day one				
4	Forcing sales to send all mail through marketing's platform without role design				

### Stakeholder alignment

Stakeholder	Focus	Named contact
Marketing ops	Execution, QA, reporting	
IT / Security	Integrations, auth, data	
Program owner	Sign-off, executive updates	

### Program sign-off

Role	Name	Date
Marketing Ops Lead		
Technical owner		
Program Owner		

### Complete criteria

Criterion	Met? (Y/N)
Worksheets completed with owners	
Stakeholder sign-off recorded	
Archived in ops wiki	

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### About Maropost

**Maropost** is a **global** customer engagement platform trusted by enterprise brands worldwide, with teams across the **United States, Canada, Australia**, and beyond. This resource focuses on **enterprise email marketing**: campaigns, lifecycle automation, deliverability, and revenue attribution, powered by Maropost **Marketing Cloud**, which serves high-volume senders worldwide. Explore the full platform at [maropost.com](https://maropost.com).

#### **Maropost platform (global product suite):**

**Marketing Cloud**: email, SMS, journeys, segmentation, and analytics for enterprise teams worldwide

**Commerce Cloud**: ecommerce storefronts, inventory, and order management at scale

**Retail Cloud**: unified retail operations, POS, and omnichannel commerce

**Merchandising Cloud**: product data, catalog, and merchandising workflows at scale

**Service Cloud**: customer service, sales, and marketing connected in one experience

**Da Vinci**: AI-driven insights and personalization across the Maropost platform

Maropost strengthened its global commerce footprint through the acquisitions of **Neto** and **Retail Express**, adding proven ecommerce and retail capabilities for enterprise brands worldwide, alongside email and marketing programs.

**Neto**: acquired ecommerce platform for online storefronts, inventory, and order management; now part of Maropost Commerce Cloud

**Retail Express**: acquired retail operations and POS platform for omnichannel commerce; now part of Maropost Retail Cloud

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