



ANALYTIC
VIZION

Unlocking Marketing Efficiency with a Process-First Approach

How a focus on people, process, and tools helped Analytic Vizion align marketing efforts and drive results.

“ I just want to say that this is incredible work. I love what you've shared. This is at the heartbeat of everything that we do in this organization. ”

NELSON DAVIS
Analytic Vizion

THE CHALLENGE

The Analytic Vizion marketing team faced challenges with fragmented workflows, unclear roles, and tools that didn't align with our goals. While we had strong talent and powerful software, the lack of a clear people-first and process clarity approach led to:

- Difficulty aligning efforts with overarching business goals.
- Inefficient handoffs between team members.
- Underutilized tools and inconsistent project execution.

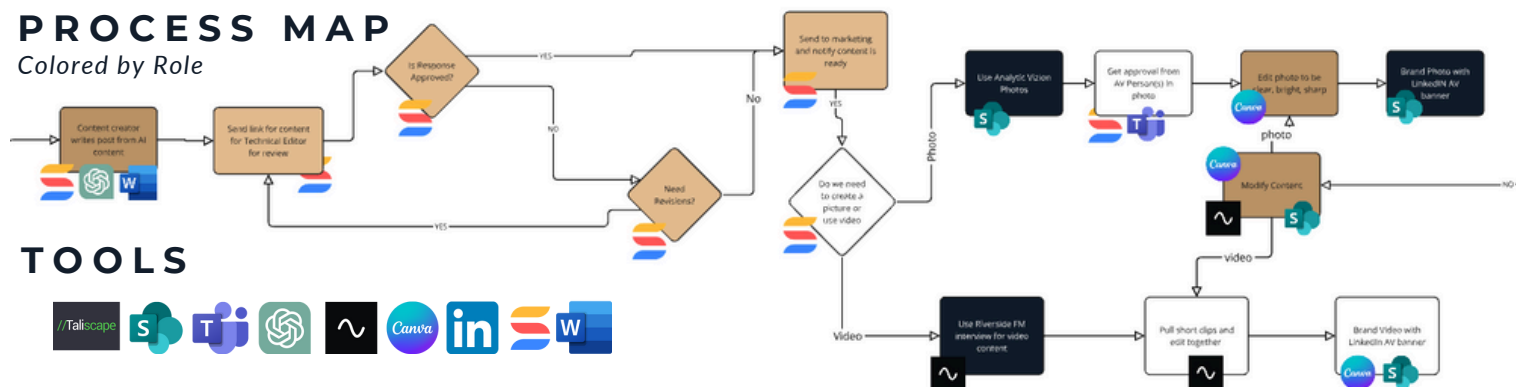
We needed to create a structured process to guide our efforts, starting with clear objectives, then determining the right workflow, clarifying the roles and responsibilities of the team, and finally the tools and technology to support the plan.

HOW



PROCESS MAP

Colored by Role



TOOLS

