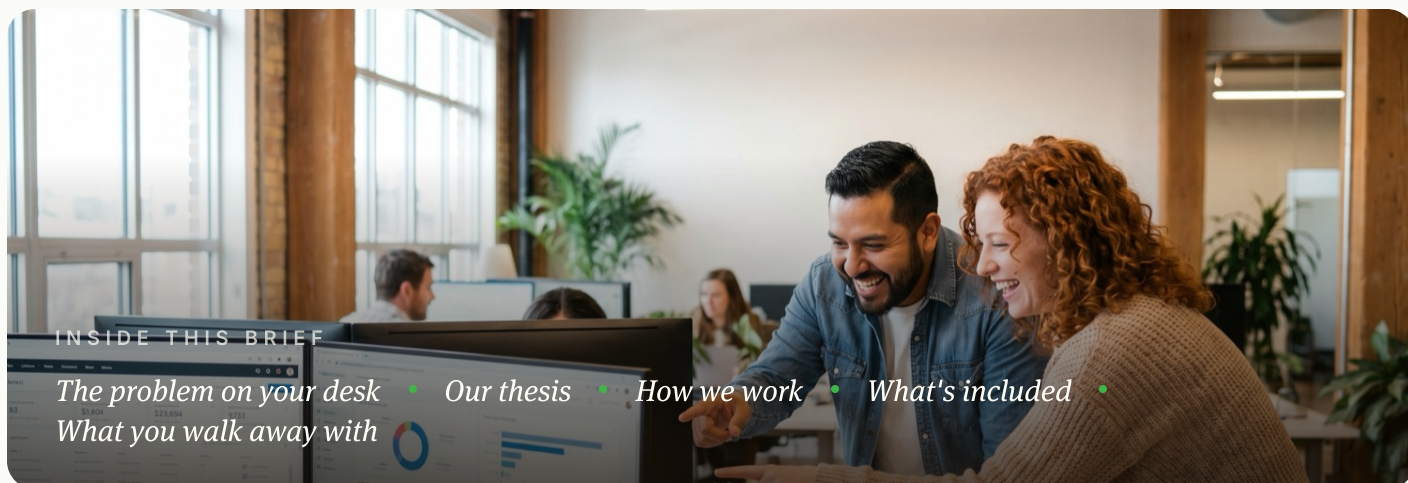


● MARKETING TECHNOLOGY CONSULTING

Platform *Implementation.*

Select, build, integrate, and migrate marketing automation platforms so the foundation actually holds.



INSIDE THIS BRIEF

The problem on your desk • Our thesis • How we work • What's included •
What you walk away with

Platform *Implementation.*

Senior-led implementation and migration for every major automation platform. For teams standing up a new platform or moving off one that no longer fits.

THE PROBLEM ON YOUR DESK

Most platform problems are implementation problems that compounded. A greenfield build done badly, or a technical lift-and-shift that carries old debt across, becomes next year's audit. Teams brace for downtime and data loss when they migrate. The decision is too often made on vendor preference instead of evidence.

OUR THESIS

A platform built right once *does not become next year's audit.*

What the engagement covers

01 · SELECTION, BUILD, MIGRATION

01

Platform selection, vendor-agnostic

A fit assessment that recommends the platform your process actually needs, decided on evidence before the build begins, not the one we prefer to sell.

02

Implementation and integration

A clean build configured to how your team works and integrated with your CRM and the rest of your stack from day one.

03

Migration without loss

A strategic re-architecture, not a lift-and-shift, that moves assets and data without disruption and leaves the old problems behind.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A vendor-agnostic platform fit assessment
- ✓ Clean integration with your CRM and stack
- ✓ Assets and data migrated with zero downtime
- ✓ A platform built to how your team works
- ✓ A migration blueprint and risk assessment
- ✓ A documented build and team training to own it

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Live *without the chaos.*

02

Built right *the first time.*

03

Value *from day one.*

04

A foundation *that holds.*

“

We expected a painful month. We got a clean handover.

VP MARKETING OPERATIONS · B2B ENTERPRISE

Stand up *your platform.*

Book a scoping call to map the selection, build, or migration your team needs.

Book a session →

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