

MARTECH STACK WORKSHEET

To get started, first map out your CRM and CMS on the column to the right. These tools are the system of record where you will centralize the data gathered. Next map out the following technologies in the column to the left with the tools you use according to the buyer's journey (note: make sure you have a good understanding of your buyer person and their buying process before starting this exercise). This should provide visibility into what martech tools you have, help you identify your gaps, and provide a framework for how you should build your martech stack.

