

B2B Marketing Operations SURVIVAL KIT

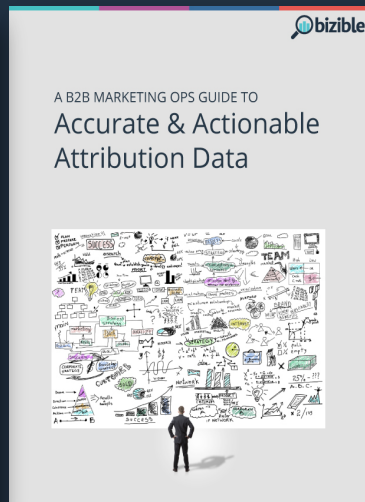


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FIRE STARTERS (A.K.A BLOG POSTS)

- 5 Stages of Marketing Operations, the Unicorns of B2B Marketing
- Marketing Operations: The Sword & Shield in MarTech
- Creating Unusually Good Marketing Dashboards, A Guide For Marketing Operations
- 53 MarTech and Marketing Ops Champions You Need to Follow
- Unveiling the Pipeline Marketing Technology Stack

GUIDE BOOK (A.K.A. EBOOKS)



2-WAY RADIO (A.K.A. WEBINAR)

The Definitive Guide to B2B Marketing Operations Webinar



BINOCULARS (A.K.A. CASE STUDY)



POCKET KNIFE (A.K.A REFERENCES)

ATTRIBUTION COMPONENTS CHECKLIST
PERIODIC TABLE OF MARKETING ATTRIBUTION