



STRUCTURAL TUNE-UPS:

The Enterprise Marketer's Guide to Overcoming Barriers to Market

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Introduction

From the billboards lining the freeway on your drive home, to the sponcon in your Facebook feed, everywhere you look it can seem like new products and services are popping up left, right, and center. In our fast-paced global marketplace that thrives on fierce competition, companies are pulling out all the stops to get to market quickly, and enterprise marketing strategies are no different.

Just ask Lyft, the ride-hailing app that found a perpetual home in competitor Uber's shadow. Uber emerged on the scene in 2009, with Lyft following three years later in 2012. The rest? History.


Even in cases where the goal isn't to be first to market, such as when an enterprise is releasing a new edition of a product, sluggish speed to get there can have negative consequences. Marketers understand this all too well. At the helm of large corporations and organizations, enterprise marketers are tasked with steering the success of their company. Their targeted efforts, however, rely entirely on the internal capabilities of their enterprise.

If one cog in the machine fails to function optimally, speed to market can take a major hit. Interestingly, IT departments are the corporate puzzle piece most often unable to respond as quickly as marketers need. Due to the highly technical nature of the skillset,

IT departments carry the weight of an enterprise's entire digital infrastructure on their shoulders and are often commissioned with putting out fires on top of their normal backlogged task list.

Overloaded IT departments send shockwaves that ripple throughout an entire enterprise, slowing down the speed to market and effectively limiting the growth that enterprise marketers are tasked with achieving.

In this guide, we'll tackle these challenges head-on by addressing common barriers to market, while providing granular solutions and approaches to ensure your enterprise is ensuring efficiency, leading digital transformation at speed, and improving the ease of execution. functioning at a profitable level.

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3, 2, 1, Go: The Journey to Market

The journey to market for digital transformation is an often illuminating experience for a company, shedding light on the structural inefficiencies holding them back on their quest for exponential growth. Even in enterprises with robust internal infrastructure, there are a host of challenges that act as hurdles to achieving swift speed to market. These hurdles, if not surmounted, can produce sizable consequences on the profitability of an enterprise. Why? Let's take a look:

Enterprise A and Enterprise B are developing a similar product. While Enterprise A deals with an internal IT

backlog that slows down their momentum to market, Enterprise B moves without friction toward its scheduled launch date. In the end, Enterprise B gets to market a year sooner, winning the favor of consumers and building product recognition before Enterprise A can even align internally on a launch strategy.

The moral of the story: Enterprise departments don't exist in a vacuum. Each team, and the challenges they face, are interconnected. Powerful enterprises are attuned to this, auditing for back-end inefficiencies to ensure synergistic systems that propel them forward.



The Barriers to Market

A profitable enterprise is a well-oiled machine, operating with the utmost efficiency and expanding year after year. Getting there, however, is a demanding experience that requires enterprises to focus on the internal systems, *or lack thereof*, that keep their engines running.

There are a host of factors that can impact an enterprise's back-end efficiency. Left unchecked, these organizational inefficiencies can have a lasting negative effect on an enterprise's speed to market, obstructing the work marketers are looking to accomplish.

THE FOLLOWING ARE COMMON EXAMPLES OF STRUCTURAL INEFFICIENCIES THAT IMPACT YOUR BOTTOM LINE:

ANTIQUATED PLATFORMS

The stone age has come and gone, and tech-enabled enterprises are quickly becoming standard across all industries. Enterprises are large ecosystems, and in order for them to function properly, the systems they depend on must integrate seamlessly into their processes.

With technology rapidly evolving each year, it can be hard to pinpoint when to update or replace internal platforms, particularly ones that have been custom built or patched together over the years. Chances are, if your organization is experiencing convoluted workflows, flatlined sales, or dependency on orphan applications, it's time to make the shift towards implementing new technology into your workplace.



INEFFECTIVE USER EXPERIENCE

User experience (UX) is something that impacts humans every day and chances are, you've judged a company because of it. Whether you've found yourself frustrated by Netflix's [hover auto-play](#) feature that loops trailers while you're deciding on a movie, or experienced the joy of ordering a product from an impeccable e-commerce site, UX directly impacts how we view the brands we engage with. The truth is, unpolished UX signifies a lack of foresight and care for your target market and their time.

Picture this: An enterprise is releasing a new service in the upcoming months and decided to promote it with an announcement on their website. As a lead generation strategy, the announcement included a form to encourage those interested in receiving updates on the launch to provide their email.

The form, although intended as the primary conversion channel for the service, failed to submit any data to the enterprise. This error additionally resulted in customer confusion over the lack of visual cues to signify that their data had been processed.

With the enterprise's IT department tied up dealing with internal backlog, the frustrated marketing team feels helpless, understanding that their lead generation tool is not only futile but will additionally deter potential leads from engaging with their company in the future due to its below-par UX.

POOR CONTENT STRATEGY

Every marketing professional understands that content is king. Whether an enterprise is attracting customers with thought leadership articles or topical podcast episodes, content marketing is a proven strategy for lead generation and positioning.

But bringing a product or service to market? That's where content marketing truly shines. Brands want to build hype, exciting their customers about the next best thing they're launching. Content marketing can be a fantastic way to achieve that. However, the factor that stalls its efficacy? Discoverability.

Undiscovered content impacts your bottom line significantly. Not only do enterprises funnel their budget towards a product that isn't even being seen by the target audience, but they additionally frustrate their customers by failing to deliver what they're looking for.



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Solutions for Speeding up Time to Market

PLATFORMS: INTEGRATION, EMPOWERMENT & ENABLEMENT

Cue: Tech-enabled solutions. In order to achieve benchmarks, enterprises need to bring their systems up to date. Unfortunately, many organizations still find themselves running up against the headaches caused by inefficient systems that fail to optimize to their customized needs.

Platforms like Salesforce (CRM), Drupal (DXP), or Amazon Web Services (Cloud), all connect your data in different ways, with enterprise accessibility and SSO, while driving insight when linked properly. It's imperative, however, that the process of onboarding new platforms is done strategically, optimizing pathways of platform integration in a way that aligns with your enterprise's needs.

New opportunities need to be identified and implemented at the speed of innovation. By additionally focusing your lens on platform enablement, your enterprise can rapidly test new ideas through feasibility analysis, product prototypes and proofs of concept, all within your platform ecosystems.

ONLINE EXPERIENCE DESIGN

Eliminating friction is the key to providing great UX and ensuring customers want to follow along. The desired UX of a telecom company is not going to look the same as that of an apparel brand. With that in mind, organizations must personalize the UX of their customer touchpoints to build trust and goodwill with their target audience.

Companies like Apple have mastered the art of captivating customers throughout this journey. From their hype-inducing product and upgrade announcements, Apple Talks, all the way to their interactive webstore that provides a visually-striking experience unlike that of its competitors, UX is something that Apple has mastered.

The other side of the coin? Internal UX. While customer experience is a key metric that defines an organization, internal UX is equally important. Ensuring that your employees are supported in their work by functional and intuitive systems is pivotal if you're looking to drive process efficiency and business value on your way to market.



NAIL YOUR CONTENT PUBLISHING

According to a [landmark study](#) from Semrush, 78% of brands that were successful with content in 2021 have a documented content marketing strategy. Content provides a helpful touchpoint to build consumer trust while additionally securing leads.

But what happens when your content suffers from discoverability issues? Undiscovered content leads to inefficiency, opportunity cost, and customer frustration. Fortunately, through faceted search solutions, personalized content organization, and content aggregation APIs, your enterprise can bridge the gap between content and its intended audience while capitalizing on the value of its content investment.

OUTSOURCE IT OVERLOAD

Sometimes all it takes to get to market is releasing your internal pressure valve. If an overwhelmed IT department is limiting your enterprise from reaching its full potential, it might be time to consider outsourcing. By contracting digital enablement and IT support, companies secure their bottom line by effectively protecting their people from the insidious effects of burnout while facilitating organizational function at the highest level.



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Address Inefficiencies with BKJ Digital

At BKJ Digital, we work as an extension of your team, helping you maximize enterprise productivity, leverage the value of your content, and build user-centric digital experiences.

Through platform integration, enablement and empowerment services, we ensure your enterprise is keeping up with the rapid technological advancements of our time. In addition, our content and editorial design, and content publishing services help ensure your marketing makes a lasting impact on your intended audience. We build award-winning frictionless partner portals, digital asset management systems, publishing systems, customer support portals and customer communities.

A distributed team of engineers, strategists, designers, and problem-solvers, we provide highly customized solutions that address organizational inefficiencies and set your enterprise up for success. With clients like Broadcom, NortonLifeLock, and Dell, our proven track record of success is documented in our robust [case studies](#).

Whether you're deep into the product development process, or simply looking to implement efficient internal processes, BKJ is excited to hear from you. [Reach out today](#) to modernize your approach and take your product to market faster.

Unlock the power
of your marketing tools with us
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