



Designing an automated & fixed marketing process

The challenge

Aston Martin Lagonda (AML), is a British automobile manufacturer of luxury sports cars, grand tourers and associated branded luxury accessories.

Established in 1913, it is a classic British marque which combines the latest technology, with craftsmanship and graceful styling to produce a range of critically acclaimed sports cars.

AML identified that analysing marketing activities and marketing spend was a very manual process.

They identified the need for a process to be built within the existing AML Salesforce instance. The existing system was supported by makepositive's Managed Services team.

The solution

makepositive worked closely with AML to use the existing Salesforce implementation to move from an Excel spreadsheet based marketing activity sheet. Key deliverables included:

- Design a new automated Fixed Marketing process, within Salesforce.
- Create custom objects, new picklists and reports.
- Future proof the system to allow for insertion of new models and engine types

The results

The transformation of AML's marketing analysis process had a number of positive effects, including:

- The new system allowed AML to track marketing spend and keep an audit of approval and variations, using the CRM system
- Enabled dealership and marketing teams to fill in marketing/campaign spend requests, which are then routed through to a defined regional Finance Manager
- Captured more detail on marketing activities, their associated costs and how these relate to the marketing budget for regional campaigns.
- Increased accuracy in reporting and dashboards on model and engine types performance and how this relates to spending on campaigns events.

