6 expert tips

for seamless, chaos-free marketing campaigns

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The Breakdown

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1.

Break down silos with cross-functional collaboration

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Working in silos is a major challenge for marketing leaders.

(McKinsey 2024)

→ Communication silos isolate internal teams and prevent them from interacting on a regular basis, reducing their alignment with overall goals.

→ However, the expertise of several internal teams, particularly sales teams, is required to create and distribute marketing campaigns effectively.

90%

of marketing and sales leaders feel that the priorities of their respective teams are conflicting.

(Gartner 2024)

x2.3

When marketing and sales regularly share information, the chances of increasing conversions are multiplied by 2.3.

(Gartner 2024)

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What can be done?

✓ **Establish rituals with the teams involved** to create cross-functional working habits: daily or weekly check-ins, retrospectives, etc.

✓ **Create a structured shared workspace** so you can see your exchanges anytime, anywhere.

✓ **Clearly define the roles and responsibilities** of each team involved. Define when they should intervene in a joint process.

Tip:

Create a Klaxoon Board dedicated to your campaign, and use this space to regularly synchronize with your team.

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2. Refine and personalize your messages

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More than 1 in 2 prospects think you don't understand their needs.

(Gartner 2025)

→ Your audience is oversaturated online and it is increasingly difficult to capture their attention.

→ To stand out from the competition, your marketing campaigns need to deliver a personalized, authentic and memorable user experience.

71%

**of prospects want personalized interactions with brands.**

(McKinsey 2021)

40%

Companies that emphasize personalization in their marketing generate 40% more revenue than the average.

(McKinsey 2021)

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What can be done?

✓ **Refine the targeting of your campaigns,** both in terms of message and audience. Your prospect needs to feel like you are reading their mind.

✓ **Ask your best customers** about the benefits of your product or service. Then use this insight to refine your campaigns.

✓ **A/B test your key messages.** Sometimes a simple rephrasing can create a different association of ideas and bring your prospects closer to your brand.
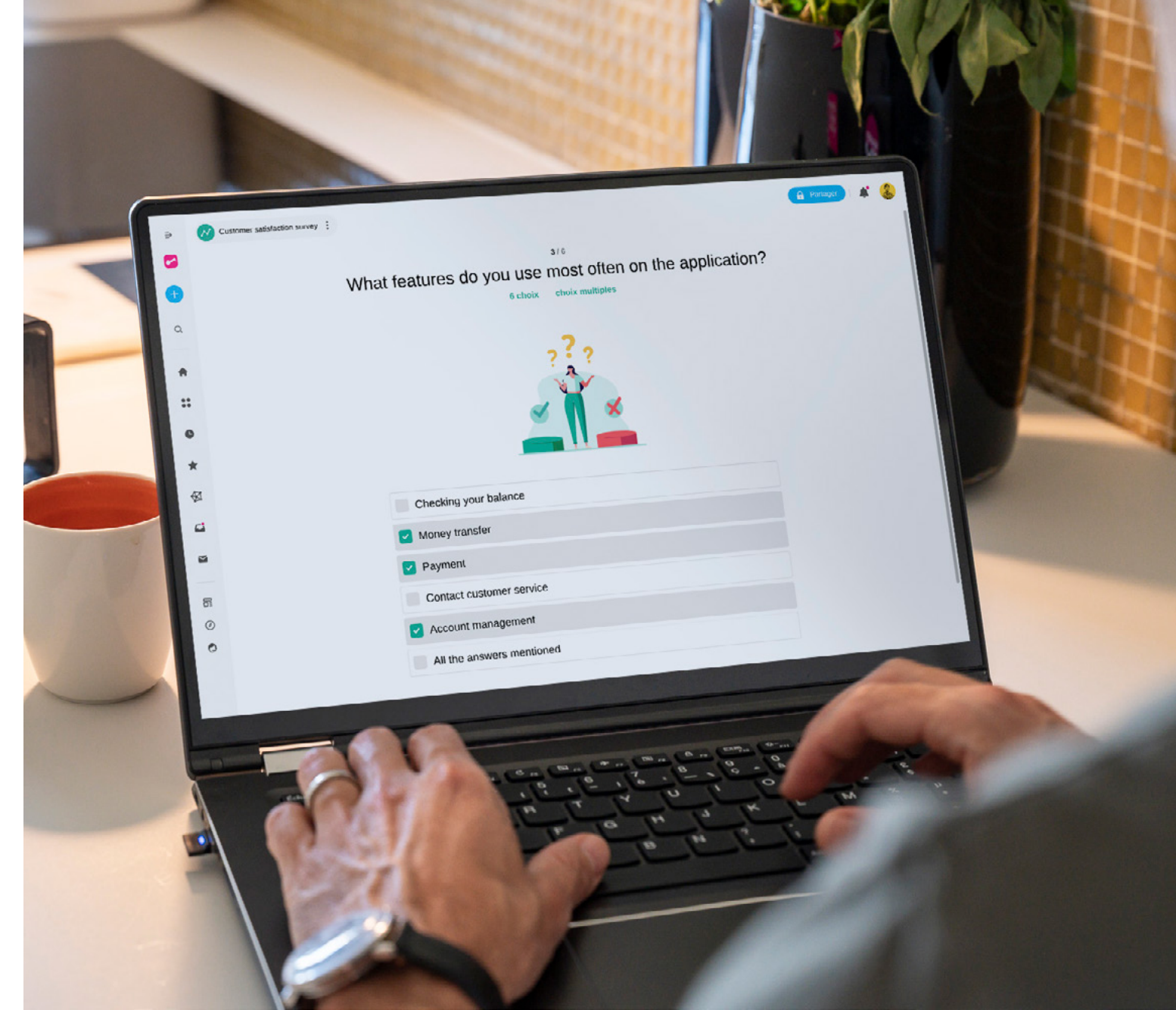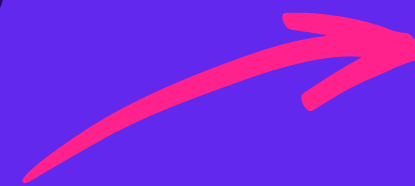
Tip:

Quickly gather maximum customer feedback on their use of your product by sharing the interactive Customer Satisfaction Survey.

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3. Set up a multichannel strategy

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Today, there are around ten different touchpoints with a brand before a sale is made.

→ A consistent multichannel experience strengthens your online reputation, positioning your brand as an expert with both your audience and search engines.

→ However, the challenge of an effective multichannel strategy is to keep up with the competition and stand out without repeating the same messages.

57%

of teams report receiving communications from multiple sources on the same topic simultaneously.

(HBR 2023)

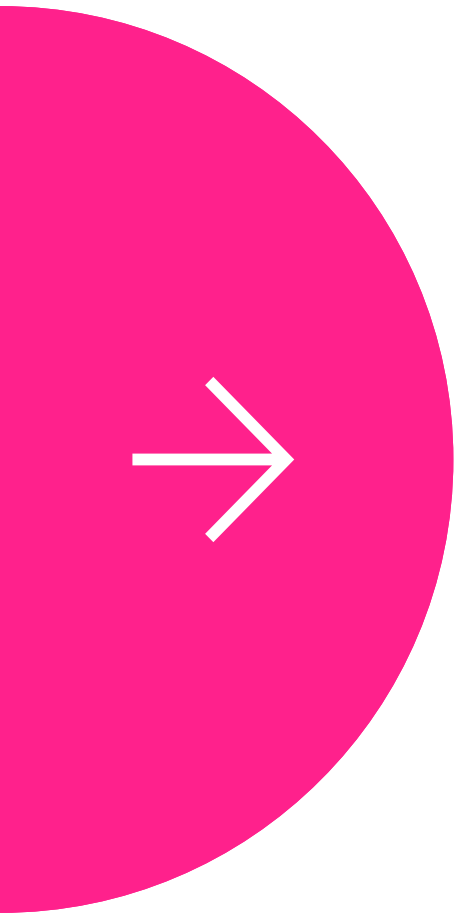## $29.17 billion

By 2029, corporate investment in multichannel marketing will reach $29.17 billion.

(The Business Research Company 2025)

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What can be done?

✓ **Create a visual map of all your marketing channels** and the potential touchpoints they can represent in your campaigns.

✓ **Create a community of users** who are passionate about your product or service to reinforce your identity as an online expert with external sources.

✓ **Anticipate as many scenarios as you can.** No two prospects will have exactly the same experience in their journey with your brand, and your campaigns need to remain relevant in all cases.

Tip:

Get a clear overview of your audience's behavior and reactions when they come into contact with your brand with the ready-to-use Customer Journey methodology.

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4. Overcome budget constraints

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Marketing budgets have never returned to pre-2020 levels.

→ The economic climate of the last few years has forced companies to reduce their budgets, including marketing, and to optimize each of their actions with a great deal of caution.

→ The tools and technologies used to create and automate campaigns (or MarTech) are the first target of these marketing budget cuts.

75%
of marketing executives are currently being asked to achieve more with less.

(Gartner 2023)

42%
Only 42% of teams that have dedicated marketing technology in place actually use it.

(Gartner 2023)

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What can be done?

✓ **Choose all-in-one technologies and platforms** that combine many of the features you need, for greater efficiency and lower costs in the long run.

✓ **Re-use your existing messages and content** in different campaign formats: webinars, podcasts, full reports, testimonials, etc.

✓ **Set up accurate performance tracking** to continuously assess the ROI of your campaigns, and quickly adjust your actions if necessary.

Tip:

Organize a team retrospective to evaluate the real use of your MarTech tools, and adjust according to your budget.

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5.

Use AI wisely

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AI is everywhere, and your audience has noticed.

→ Artificial intelligence (AI) is booming, and the benefits it can bring to all business functions, especially marketing, are widely recognized.

→ However, this encourages a massive production of generic content that is not sufficient to meet the needs of the audience. Prospects are increasingly looking for authenticity in a brand's messaging.

64%

of marketing teams are already using AI to manage their campaigns more effectively.

(Gartner 2024)

Generative AI has accelerated campaign delivery times by

50%

(Bain & Company 2025)

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What can be done?

✅ **Use AI primarily for internal tasks** (automating a process, identifying trends, etc.). To develop messages or content, make sure you value human input beyond the idea generation stage.

✅ **Avoid using certain language elements** that are commonly seen in AI-generated content. For example, "In an ever-changing world" can now be associated with low-quality content, even if it was actually written by a human.

✅ **Take the time to train your team** on the various uses of the AI tools at your disposal. Most companies have mastered only a tiny fraction of what is possible!

Klaxoon AI Beta

[≡] Create a summary

⌁≡ Create an action plan

△□ Group by topic
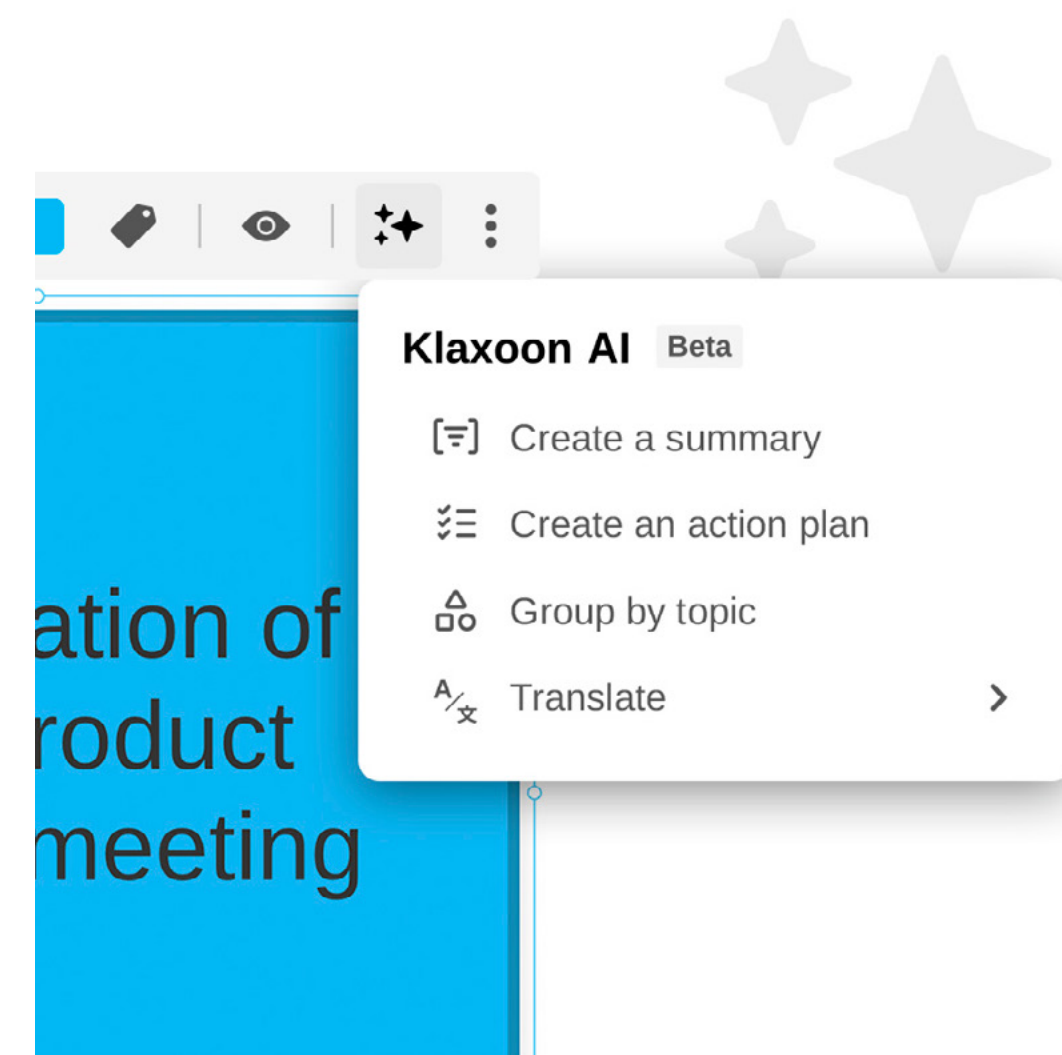
A/文 Translate ⟩

Tip:

In your internal collaboration, Klaxoon's AI features can help you summarize or translate your exchanges, and even help you quickly create an action plan.

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6.

Use Agile marketing

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How do you deal with all of these last minute requests?

→ For more than 1 in 2 marketers, unexpected emergencies are a daily problem. They impact efficiency and make things difficult to anticipate.

→ Agile marketing is a flexible, iterative methodology that helps structure campaign management while enabling quick adaptation to changes and unforeseen events.

52%
of marketing teams believe their biggest challenge is last-minute requests.

(State of Agile Marketing 2024)

86%
of organizations are planning to switch their marketing operations to Agile mode.

(State of Agile Marketing 2024)

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What can be done?

✓ **Try several Agile methods** to find the one that works best for your team: Scrum, Lean, Kanban, etc.

✓ **Control your time management.** The effectiveness of Agile marketing depends on the rigor of your iterations, so that you stay on topic and within the allotted time. To maintain this framework, appoint a facilitator or use a timer during your exchanges.

✓ **Equip yourself with project management tools** that ease the transition to Agile.
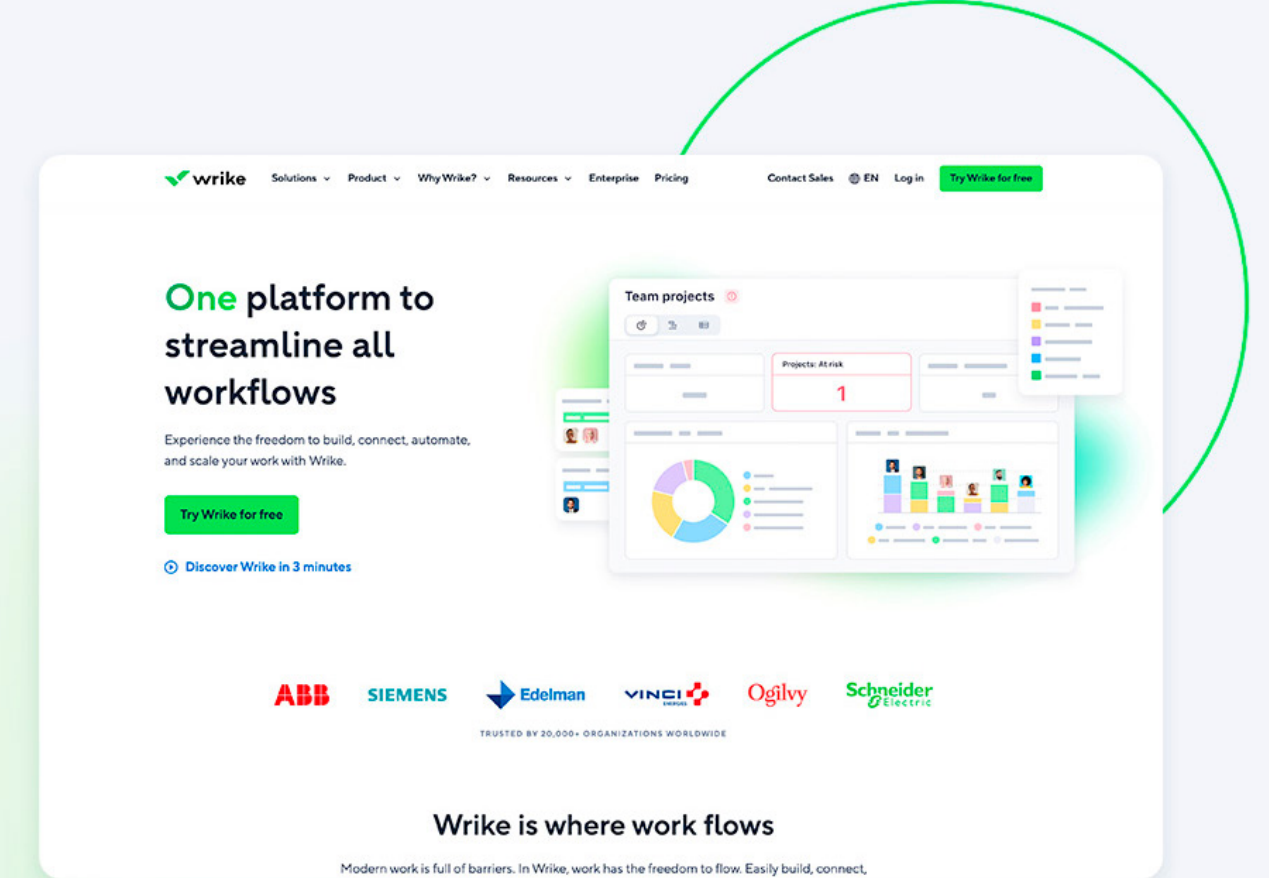
Tip:

Wrike's project management platform enhances the effectiveness of your Agile marketing campaigns with ready-to-use methodologies tailored to your needs.

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Key points checklist:

1. Set up effective **cross-functional collaboration**.

2. Create **ultra-targeted, personalized** campaigns.

3. **Deliver a consistent experience** across all channels.

4. **Optimize your actions** to overcome budget constraints.

5. **Use AI sparingly** to boost your efficiency.

6. **Test Agile marketing** for a better ability to adapt to change.

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Are you ready to maximize the effectiveness and performance of your marketing campaigns?

Discover Klaxoon