

# Distributed Marketing at Scale: Control, Speed and Compliance

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**Distributed marketing  
delivers speed,  
personalization, and  
control - when  
governance leads.**

## **Introduction**

Scaling marketing operations isn't just about doing more; it's about doing more strategically to boost campaign output, drive personalization, and ensure consistency without ballooning headcount or sacrificing control. As modern marketing organizations grow increasingly complex, marketing operations (MOps) leaders are under pressure to boost campaign output, drive personalization, and ensure consistency- all without ballooning headcount or sacrificing control.

This article explores the shift to distributed marketing, the governance structures that support it, and practical ways to scale smarter with automation and technology.

## **The Rise of Distributed Marketing**

Call it hybrid, call it flexible - distributed marketing is fast becoming the dominant model for growing teams. It blends centralized oversight with local execution where a central brand provides marketing frameworks, guidelines, and sometimes assets and templates. However, the actual execution and adaptation of campaigns are carried out by local teams, partners, franchisees, or other decentralized entities closer to the customer.

The result? Faster time to market, more relevant content, and better alignment with business goals.

# What are the major market forces driving this shift?

## 1. Customers expect highly personalized interactions.

They want localized, contextual experiences tailored to their needs. While central teams manage core infrastructure and data, local marketers must be empowered to adapt messaging, campaigns, and timing to resonate with specific audience segments.

## 2. Journeys are complex.

Customers interact with brands across an increasing number of web, social media, email, and mobile channels. The customer journey is becoming more fragmented and non-linear.

A distributed approach helps orchestrate these complex journeys. Central teams define the overall journey and manage cross-channel technology; local teams optimize the execution within their domain.

## 3. The Martech Stack is bursting at the seams.

With more tools come more opportunities – and more fragmentation, marketers need to leverage these tools effectively and efficiently.

A distributed model lets central MOps own the stack and governance while enabling distributed users to do real work becomes a key element to enabling the model itself.

## 4. Agility and speed are essential.

The marketing landscape is constantly changing, with new technologies, trends, and consumer behaviors emerging rapidly.

As markets shift, teams need to respond in real time. Local marketers – armed with the right guardrails – can move fast without breaking things, while centralized elements ensure overall strategic alignment.

## 5. Global brands require local nuance.

Companies operate in increasingly global markets with diverse cultures, languages, and regulations.

Hybrid models allow for global brand consistency while enabling local adaptation of marketing campaigns to resonate in different cultural contexts.

Ultimately, distributed marketing enables both scale and speed – but only when backed by strong governance. **The pressure to scale marketing operations, reach larger audiences, and enter new markets – while maintaining efficiency and cost-effectiveness – drives the need for well-structured marketing teams.**



## Effective governance in marketing operations is like walking a tightrope.

It requires balancing the freedom for local marketers to execute campaigns with the need to ensure that core processes and brand standards remain intact.

We've been hearing about centralized, decentralized, and hybrid models for years. But when we take a step back, the most scalable approach we've observed is the "Distributed Marketing" model. In its early days, this concept was reserved for franchises, where a strict line of conduct was required between teams. Today, however, we like to think of it as a more modern and evolved framework - one that paves the way for true scalability.

In this model, the centralized MOPs team creates and maintains the framework within which local marketers operate, serving as the gatekeepers of compliance and quality. This allows local marketers to focus on creativity and execution, while the MOPs team ensures that every campaign aligns with broader brand goals and technical requirements.

A key benefit of **distributed marketing** lies in maximizing the focus and expertise of each group. The MOps team can dedicate itself to core processes that demand precision, compliance, and technical rigor—such as program structure, status progression, audience segmentation, and timing. These elements can make or break a campaign, which is why they're best managed centrally by experts. MOps also takes on broader responsibilities like data governance, audience targeting, and maintaining the marketing tech stack. Keeping these components centralized reduces the risk of costly errors and provides a solid foundation for scalable operations.

Meanwhile, **local marketers** are empowered with self-service tools to handle tasks that don't compromise the organization's standards. Campaign customization, creative tweaks, and localized messaging can be executed by the people closest to the market, enabling agility and speed. But this freedom requires structure and guardrails. Providing marketers with templates, pre-approved assets, and automated workflows ensures that they can act independently—without going off-brand or exposing the organization to risk.

### **Distributed marketing offers clear advantages for companies with these characteristics:**

- Parent-subsidary brands, product lines, or franchises that require centralized branding and resources via a parent entity, but need to enable subsidiary teams to edit content and manage audiences.
- Global marketing teams that rely heavily on central marketing, but also have other internal business units that need to manage regional communications and events.
- Complex products that rely on local or niched expertise for content generation but also need strong branding and governance standards.
- Higher education, manufacturing & distribution, software & technology, and financial services companies all benefit from that model.

By building processes and adopting the technology that aligns with these unique needs, **organizations can unlock the power of self-service and automation and start scaling marketing operations.**

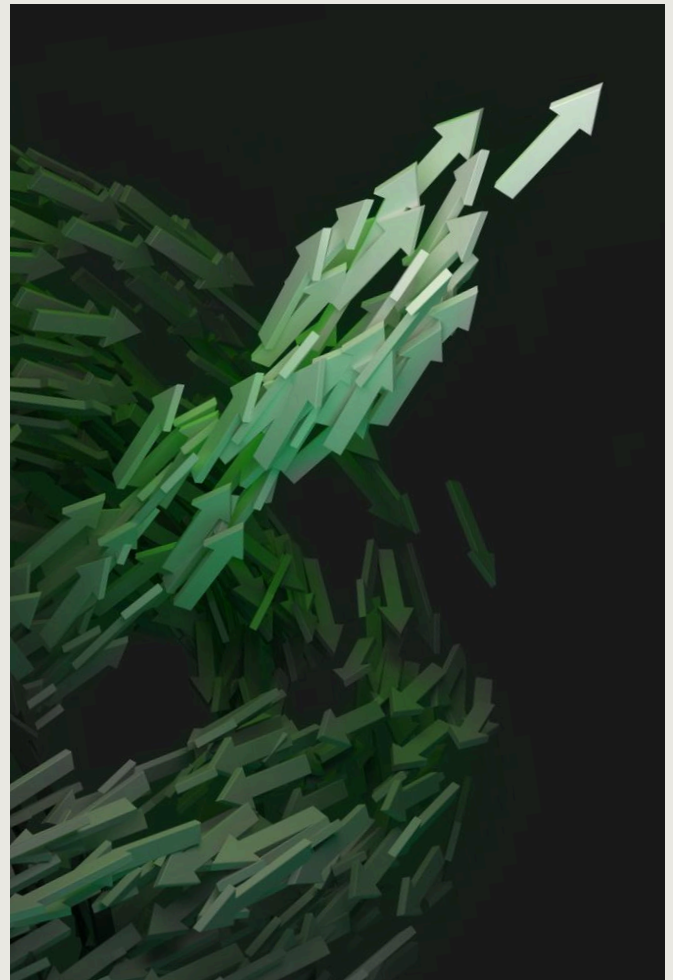


# Scaling for Demand: Two Paths Forward

We've all heard it: "We need to scale marketing operations." But have you stopped to consider what that really means for your business? Or do you just picture a giant "WORK OVERLOAD AHEAD" warning sign? Don't worry, there's a better way.

**Scaling marketing operation is both a science and an art that ultimately aims at boosting the impact and output of your marketing efforts without increasing resources** (like headcount or budget) at the same rate. It regroups multiple concepts, including:

- **Resources Optimization:** Time and effort of marketing team members, skills and expertise of individuals, team structure, and organization.
- **MarTech and Automation:** Using the right Martech and leveraging technology to handle repetitive tasks.
- **Process Optimization & Standardization:** Streamlining workflows to eliminate bottlenecks and wasted effort, and setting consistent processes and templates to ensure quality and consistency.



When demand for more campaign volume and velocity suddenly rises it gets more and more difficult to deliver requests with current resources. and we're left with 2 main courses of action: expanding your team and/or augment your productivity with optimized tools and processes. The sections that follow help define what scaling means for your organization and explore capacity augmentation strategies in depth.

OPTION A:

# Expanding the MOPs Team

## Growing the Team: More Hands, More Problems?

You did it! You received the green light for an additional budget, and your new headcount got approved. Expanding your marketing operations (MOPs) team feels like the obvious move. More people equals more campaigns, right? And yes – more hands on deck may mean a larger capacity for execution, giving your team some breathing room as they tackle the growing pile of requests.


But adding more headcount isn't a cure for scaling challenges. Simply increasing team size often exacerbates inefficiencies, especially when core processes are not well defined. Without a solid Center of Excellence to guide and standardize operations, you may find yourself managing even more chaos. This can result in inconsistencies in execution, an increase in errors, and no real improvement in campaign velocity.

More people can help, but a growing team must be supported by efficient processes, quality training, and the appropriate tools. Otherwise, the scaling effort risks becoming unproductive, costly, and even demoralizing for the team.

## Offshoring Isn't Always a Shortcut

Outsourcing campaign execution to offshore agencies may seem like an attractive, budget-friendly way to scale. These agencies provide access to global talent, saving your organization the effort of recruitment while offering 24/7 operations thanks to differing time zones. At first glance, this option appears to solve capacity challenges without the high cost of regional hiring.

However, there's more beneath the surface. Cultural gaps and communication barriers often create inefficiencies in the execution process. Additionally, companies that prioritize sensitive data should proceed cautiously. Sharing Marketing Technology Platform (MAP) access with offshore teams exposes your organization to potential data security risks. Local team members also often bear the burden of remedial reviews and fixes, leading to burnout and reduced morale.



**Without process, more tools or teammates just multiply the chaos.**

While outsourcing offshore can work in theory, organizations must weigh these risks against the initial cost savings. Investing in better cross-cultural training, clear communication protocols, or a hybrid offshore-onshore model can help mitigate some of these downsides, but it's rarely a seamless solution.



OPTION B:

# Leverage MarTech and Automation Technology

## The Trouble with Patchwork Platforms

Technology presents a clear path towards scaling campaign execution. However, the absence of a one-size-fits-all platform often leads companies to build their own in-house solutions or stitch together multiple platforms to enable scalable campaign workflows.

Building an in-house solution can be costly and time-consuming, and may not always result in a seamless or efficient process. Integrating multiple platforms together can also be challenging due to compatibility issues and the need for ongoing maintenance.

In many cases, maintaining and updating a complex tech stack can be resource-intensive and demands specialized expertise. This approach often results in a fragmented marketing technology environment with a mix of manual and automated processes that introduce new inefficiencies and potential bottlenecks.



**Tech stacks that don't stack up create bottlenecks, not scale.**

According to an [Industry Benchmark](#), the global marketing automation market size is expected to reach \$8.42 billion by 2027. This suggests that many companies recognize the challenges of building and maintaining in-house systems and prefer to leverage established platforms that offer a range of features and benefits. These solutions can help streamline campaign execution, improve efficiency, and provide valuable insights into campaign performance.



## **Jeto: Plug-and-Play Power for Marketo Teams**

Jeto offers a compelling alternative to traditional Adobe Marketo campaign management. It functions as a versatile plug and play self-service and automation platform that seamlessly integrates with Marketo. This eliminates compatibility concerns and streamlines the overall process, making it particularly effective for hybrid teams.

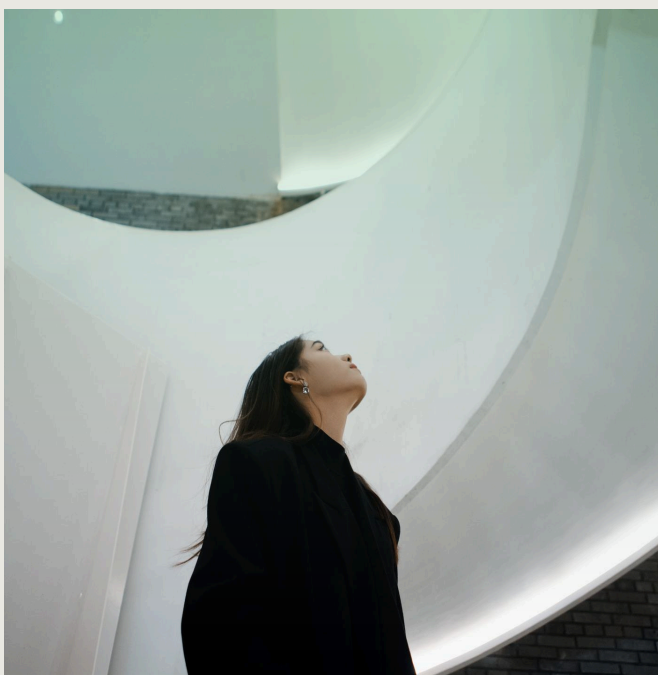
The platform enables the Jeto administrator to establish and maintain overarching brand guidelines and compliance directly within the system. This empowers local, decentralized teams to manage and execute marketing campaigns independently without requiring constant assistance from the core MOps team. This self-sufficiency not only increases efficiency but also fosters a sense of ownership and autonomy across distributed teams.

**The real solution lies in strategic automation and self-service tools that empower your team while maintaining control.**

One key advantage of Jeto lies in its user-friendly interface and its short learning curve. Decentralized teams don't need Marketo access or even Marketo knowledge. All campaigns launched through Jeto are automatically built within Marketo, ensuring compatibility, consistent KPI capture across platforms, and enforcement of brand governance. This automation and standardization save time while reducing the risk of errors and inconsistencies that can result from manual processes.

Jeto has reduced our standard SLA for Marketing Operations turnaround on program builds from 5 days to 2-3 days, cutting the time it takes to stand up programs by 50%.

- Anh Ly, Marketing Operations Manager at Mendix



## A Framework for Scaling Marketo

Our solutions engineering team has put together a set of best practices from mixing marketing operations strategy and data integration workflows. These are guaranteed to deliver a significant improvement to your marketing campaign quality and output.

*Are you up for the challenge?*

# Set Your North Star: Define What Scaling Success Looks Like

Like anything where you invest time and money, it's crucial to define what you're aiming to achieve. The examples below are just a starting point - adapt them to your own context, and most importantly align your marketing leadership and operations team around these goals and their priorities.



## Examples of Marketing Scalability Goals

Like anything where you invest time and money, it's crucial to define what you're aiming to achieve. The examples below are just a starting point – adapt them to your own context, and most importantly align your marketing leadership and operations team around these goals and their priorities.

### 1. Productivity:

Increase campaign volume and velocity - volume per time unit from X to Y.

### 2. Capacity:

Enable X global or field marketers to self-serve campaigns.

### 3. Automation:

Automate or reduce time spent on manual tasks by X%.

### 4. Speed:

Reduce average campaign velocity - delivery time in days.

### 5. Quality:

Reduce error rates or rework rates.





### 6. Financial:








Reduce overall marketing costs by X.

# Find the Bottlenecks Before They Block You

Optimizing workflows is essential for achieving scalability. To identify your own bottlenecks and optimization priorities we recommend that you start by mapping out your campaign process. You can use the [Campaign Process Builder](#) instructions and worksheet to guide this step.

If you're up for some quick wins, check out our "Best Of" edition – where we regrouped the most impactful optimization opportunities uncovered across dozens of projects with a variety of companies implementing distributed marketing practices.

| Strategy                                 | Bottleneck  | Approach  | Impacted Goal  |
|--|---|---|--|
| <p><b>Centralize Campaign Intake</b></p> | <p>Fragmented intake process, involving multiple forms - separated from emails and content source.</p>        | <p>Standardize and centralize campaign requests using a single structured intake form.</p> <p><b>Pro Tips:</b></p> <ul style="list-style-type: none"> <li>• Select/adapt the form per marketing use case (webinar, roadshow, etc).</li> <li>• Use adapted field types (text, select, number, etc) and include data validation.</li> </ul> | <p><br/>Quality</p> <p><br/>Productivity</p> |
| <p><b>Self-Service Capabilities</b></p>  | <p>Multiple handoffs between requests, assets building and final approval.<br/>Friction in collaboration.</p> | <p>Empower non-technical teams to create and edit emails and landing pages. Incorporate previewing, testing, and scheduling all in one places.</p>  | <p><br/>Capacity</p> <p><br/>Speed</p>       |

| Strategy                             | Bottleneck  | Approach   | Impacted Goal  |
|--------------------------------------|---|--|--|
| <p><b>Automate Program Build</b></p> | <p>Extensive manual labour. Delays between requests and build.</p>  | <p>Reduce manual tasks by automating the creation of entire programs including multi-asset (emails, landing page, forms, pre-built workflows) based on your “center of excellence” proven templates.</p>   | <p><br/> <b>Automation</b></p> <p><br/> <b>Financial</b></p>   |
| <p><b>Governance</b></p>             | <p>Lack of standardization and inconsistent quality output causes delays and rework.</p>                          | <p>Provide multiple pre-built templates for all common use cases leveraging approved components.</p> <p>Lock or restrict editing of specific sections (email header, footer, etc.)</p> <p>Enforce role-based permissions and approval workflows.</p> <p>System-enforce your naming convention and asset storage rules by use case.</p> <p>Define a quality assurance procedure prior to go live.</p> | <p><br/> <b>Quality</b></p> <p><br/> <b>Speed</b></p> <p><br/> <b>Financial</b></p> |
| <p><b>Integration</b></p>            | <p>Disconnected tools cause context switching, duplicate data, and inaccurate reports, reducing productivity.</p> | <p>Integrate &amp; Streamline Data Flow across the MarTech Stack:</p> <ul style="list-style-type: none"> <li>• Connect campaign data seamlessly to Marketo and other systems.</li> <li>• Reduce duplicate data entry and enhance collaboration through integrated tools.</li> </ul>  | <p><br/> <b>Automation</b></p> <p><br/> <b>Speed</b></p>   |

By implementing this framework, Mops leaders can overcome the challenges of scaling Marketo, enabling their teams to achieve greater marketing impact while maintaining control and efficiency.



## Closing Notes

Ultimately, **scaling marketing operations is about more than just adding bodies** or cobbling together tech. It's about finding the right balance of people, process, and technology to create a well-oiled marketing machine.

Expanding your team or stitching together platforms might seem like quick fixes, they often create more headaches than they solve. The real solution lies in strategic automation and self-service tools that empower your team while keeping control intact.

Scaling is about  
increasing impact -  
not just headcount.

So, ditch the "WORK OVERLOAD AHEAD" sign and embrace a smarter approach to scale – your marketing team – and your sanity – will thank you for it.