



3

SIGNS

YOUR TECH STACK
IS WORKING

AGAINST YOU



ASHLEY LANGFORD

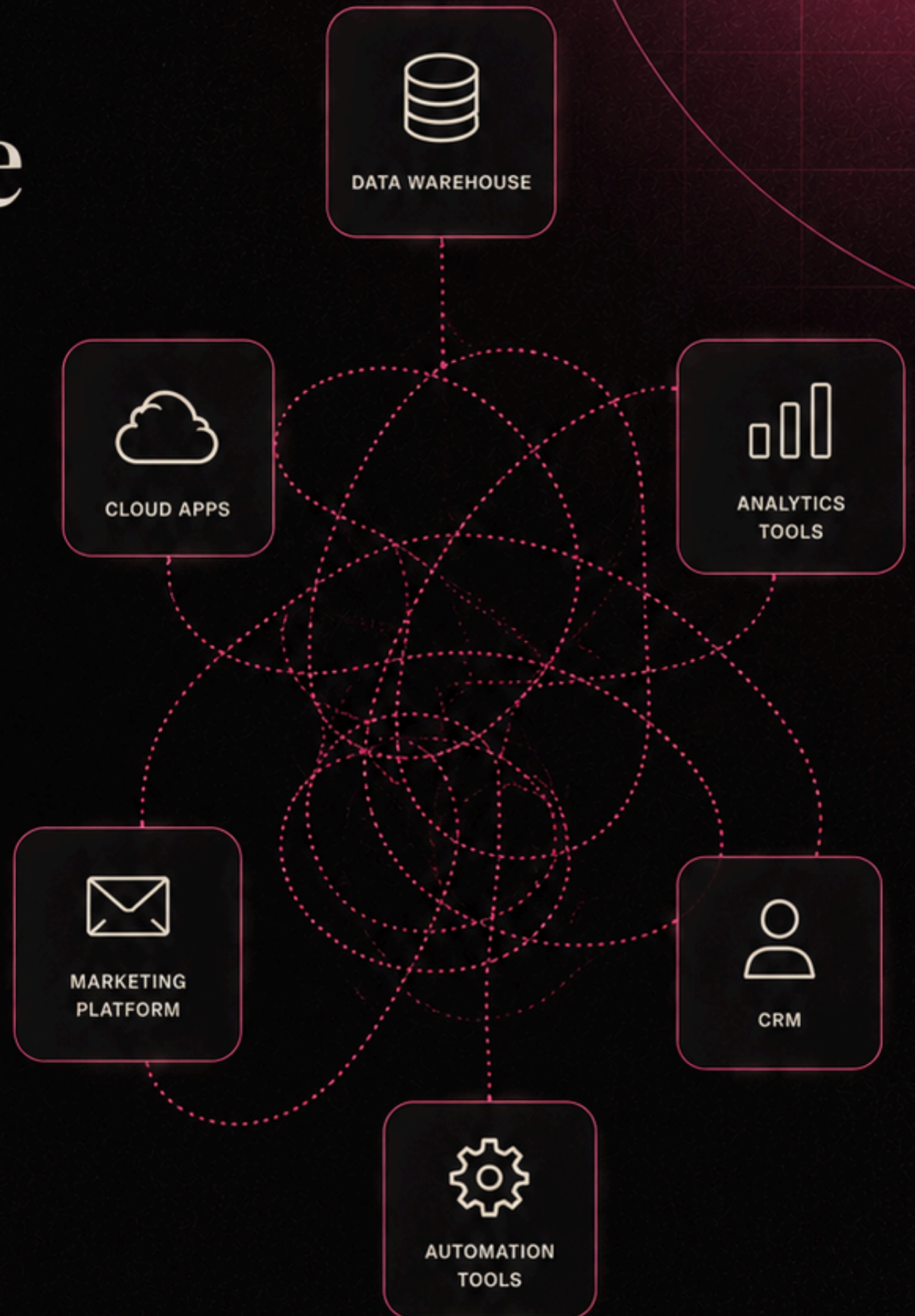


SIGN 1

Your team spends more time

*maintaining
integrations*
than using
the data.

→ If your data needs duct tape to move between systems, your decisions are already *starting behind.*



SIGN 2

You have *three sources* of truth.

- Sales says one number.
- Marketing says another.
- Finance has a spreadsheet nobody trusts.

● SALES

ARR (This Quarter)


\$8.42M



● MARKETING

ARR (This Quarter)

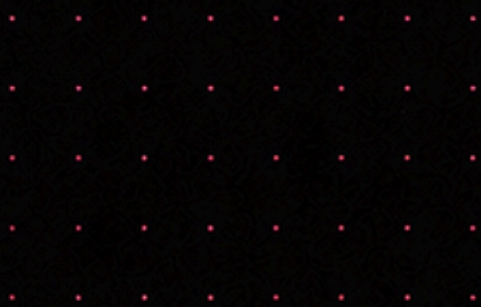

\$6.18M



● FINANCE

ARR (This Quarter)

\$9.67M



SIGN 3

You're using *too many tools* for the same job.



More tools = more handoffs.



More expenses you don't see ROI from.



More context switching. Less execution.



More risk, more inefficiency.

*Complexity isn't a strategy.
It's a tax.*



Buying another tool *won't fix this.*



TOOLS DON'T FIX
broken workflows.



THEY AUTOMATE
the *chaos* faster.



BAD PROCESS +
EXPENSIVE SOFTWARE =
expensive bad process.



Better outcomes come from
better process, not more platforms.



Audit *before* you add.

BETTER SYSTEMS. SMARTER SPEND.
STRONGER **RESULTS.**



Map your end-to-end process.



Surface gaps, overlaps and manual work.



Measure what matters (not just what's easy).



Fix the process.
Then invest.



Clarity before complexity.
Strategy before software.



Let's *connect.*

I help marketing ops leaders
build systems that scale,
so teams can focus on *impact.*



SEND A MESSAGE
OR CONNECT ON LINKEDIN



Ashley Langford

MARKETING OPERATIONS CONSULTANT
ashleylangfordmarketing.com