

“Can We Hop on a Quick Call?”

and Other Threats

HEARD IN MARKETING OPERATIONS



SLACK

Now

1

Can we hop on a quick call?

Click to reply...



EMAIL

4:52 PM

23

URGENT: REPORT ISSUE !!!



DM

4:53 PM

13

Quick question...

37 UNREAD MESSAGES

NOT ANOTHER "QUICK CALL."



The phrases.
The panic.



The firefights.
The fallout.



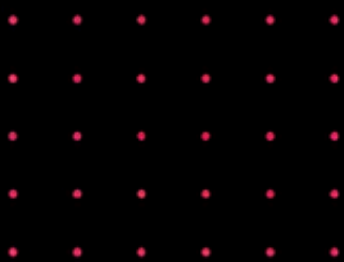
The chaos.
The “quick” questions.



The coffee.
The coping.



The survival tips
you actually need.



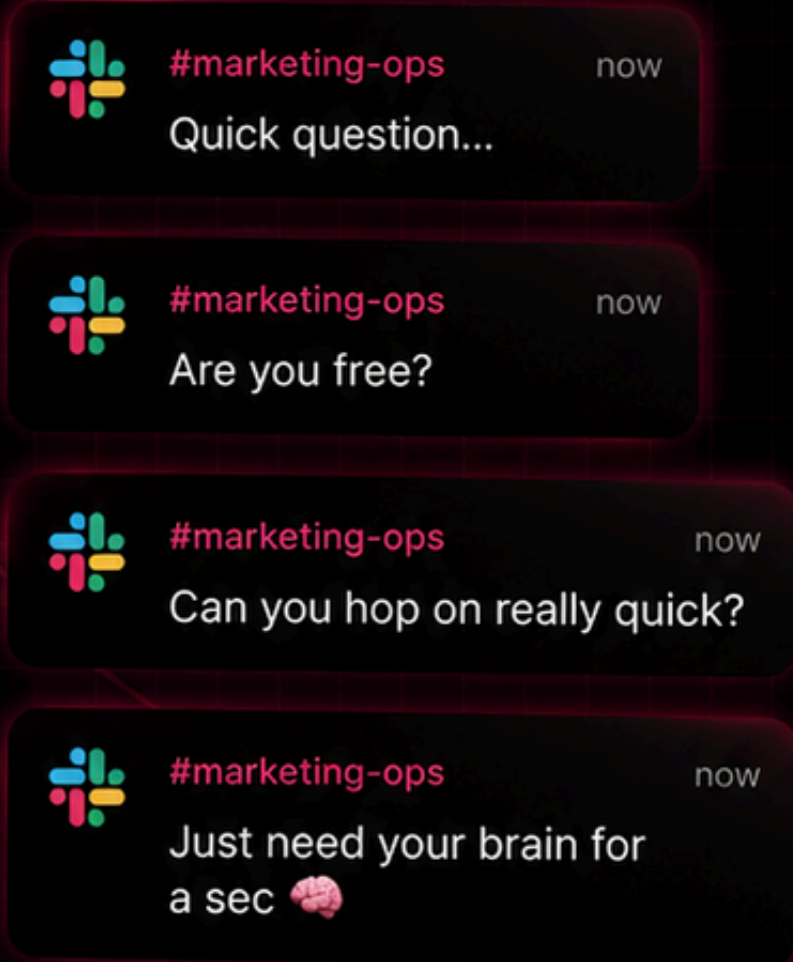
THREAT #1

“Quick question...”

No question that begins this way has *ever* been quick.

USUALLY FOLLOWED BY:

- “the leads stopped routing”
- “the dashboard looks weird”
- “sales says attribution is broken”
- “we may have accidentally imported duplicates”
- “can you just take a look real quick?”
(it will not be quick)









THREAT #2

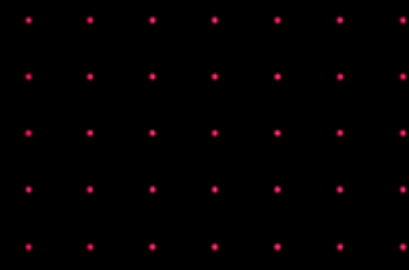
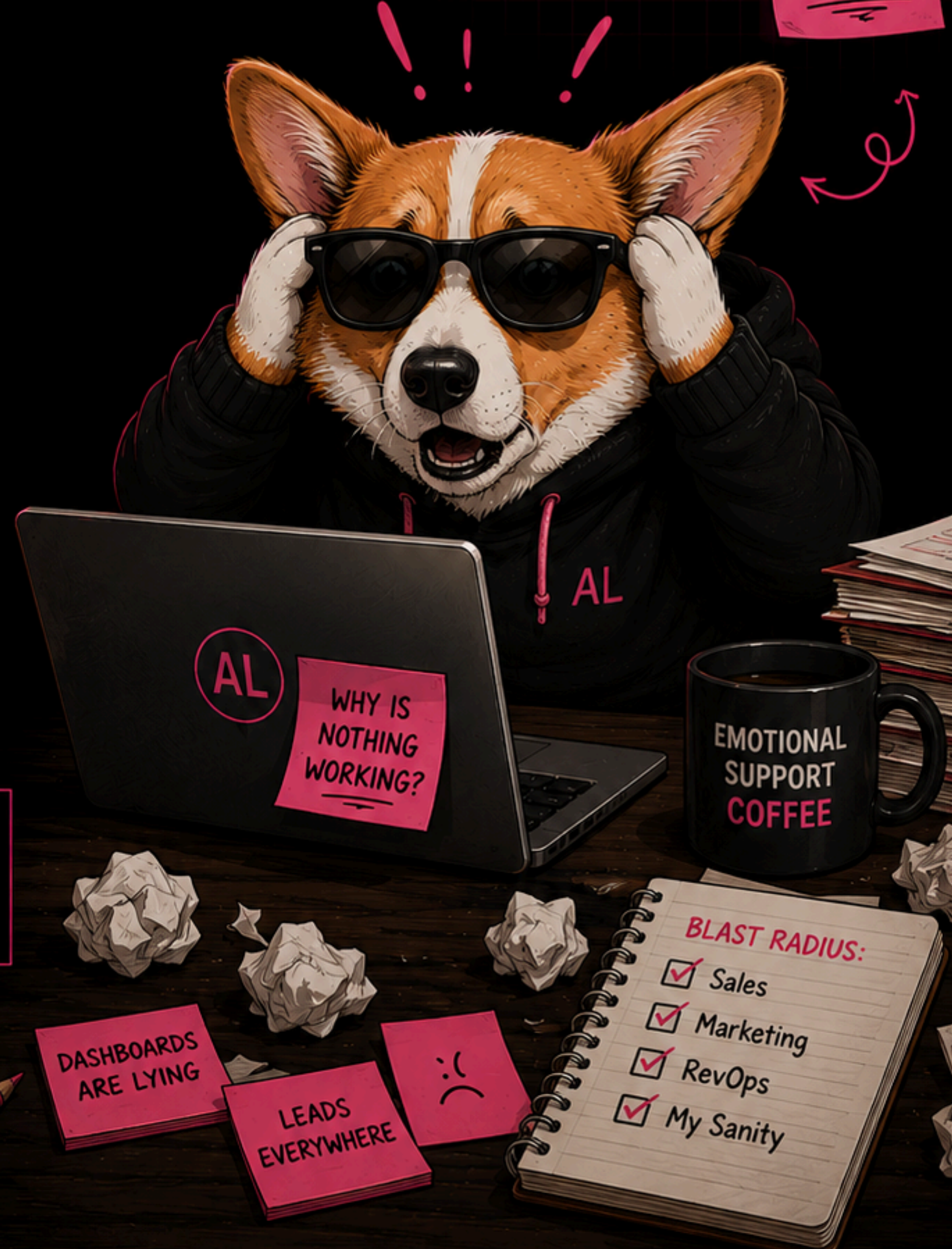
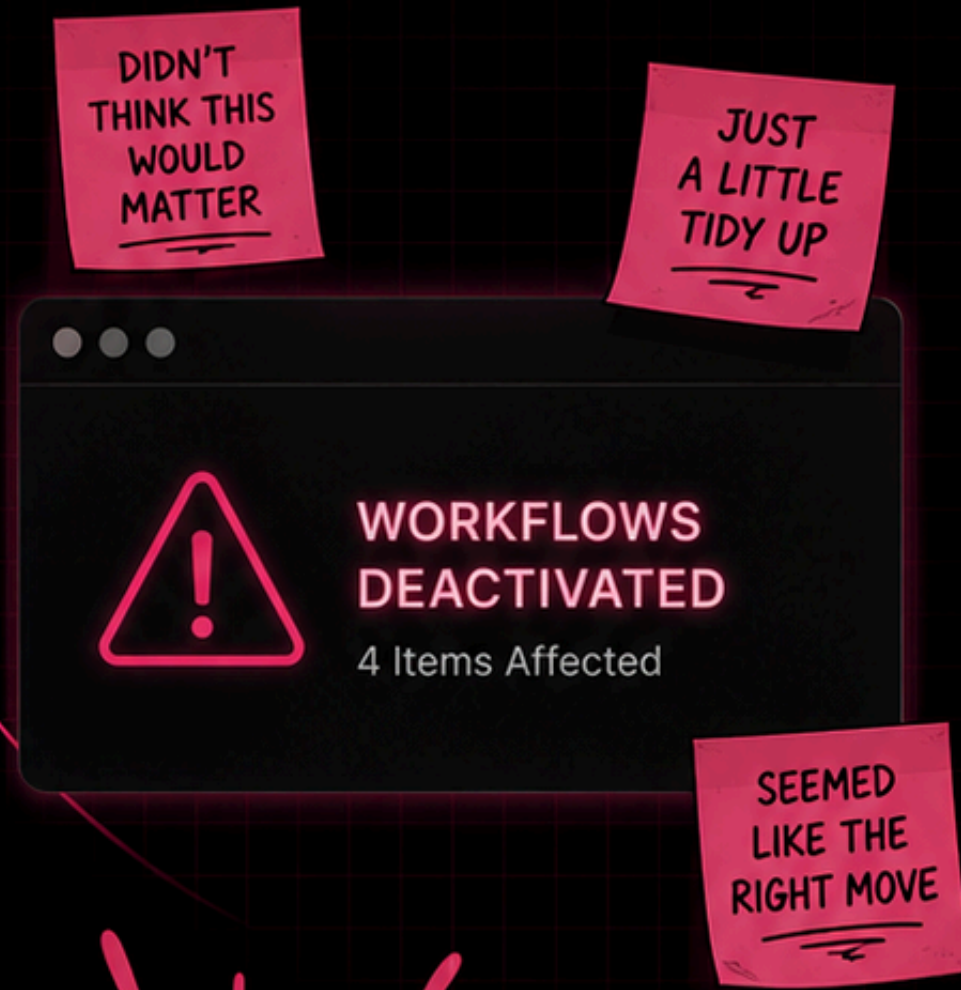
“We made a *small* change in Salesforce.”

Translation: Everything you depend on *is now on fire*.

THE SMALL CHANGE:

-  deleted 4 workflows
-  broke lifecycle reporting
-  reassigned 2,000 leads
-  triggered 14 alert emails
-  somehow impacted Marketo

 **REMEMBER:**
There are no small changes.
Only *unknown blast radius*.



THREAT #3

“Can AI just do this?”

AI RESPONSE
Sure! I analyzed your data and built a solution.

RESULT:

- ✗ Wrong filters
- ✗ Ignored exclusions
- ✗ Missed dependencies
- ✗ Confidently incorrect
- ✓ Sounds great in theory

GARBAGE IN.
GARBAGE OUT.

NICE TRY, ROBOT.

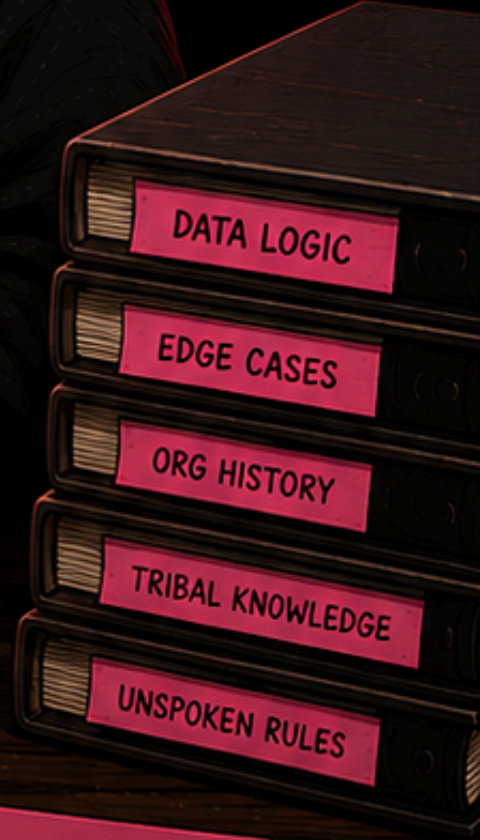
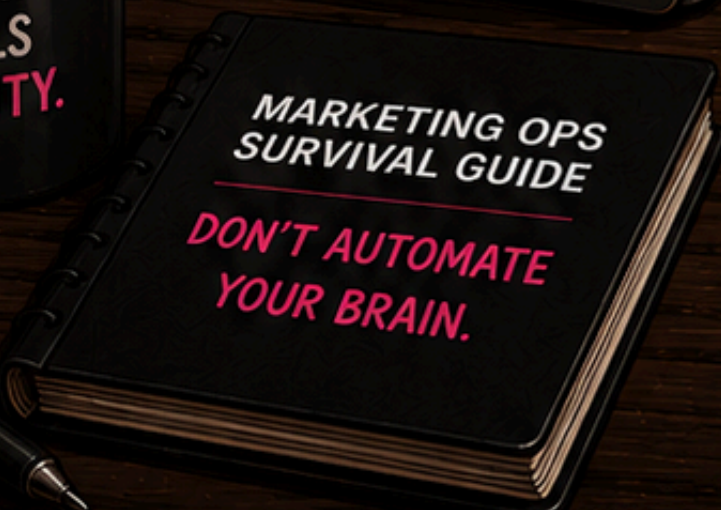


TECHNICALLY?
Maybe.

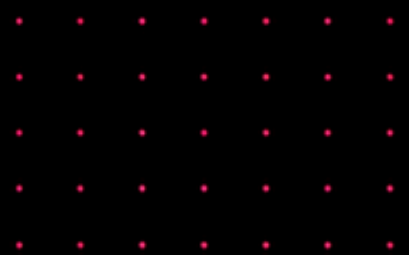


CORRECTLY?
Different question.

REMEMBER:
AI doesn't know your data, your logic, your edge cases, or your org's 20 years of *duct tape*.



GPT CAN'T FIX WHAT IT CAN'T SEE.





THREAT #4


“It worked yesterday.”


The official slogan of *Marketing Ops investigations.*


WHAT IT ACTUALLY MEANS:


 Something changed. You just don't know what.


 A “small update” had very large consequences.


 Someone fixed something that wasn't broken.


 Data is lying. Again.


 A ghost in the machine is haunting your org.

 **INVESTIGATION MODE:**
Logs. Reports. Tears.
Rinse. Repeat.

 **WORKFLOW FAILED** 9:01 AM
Lead Routing

 **REPORT ERROR** 9:03 AM
Campaign Members

 **DATA MISMATCH** 9:07 AM
3 Objects

 **ALERT: HIGH VOLUME** 9:08 AM
14 emails triggered

YESTERDAY WAS A LIE.



IT WORKED YESTERDAY. COOL. COOL. COOL.











FIND THE CHANGE. FIX THE CHAOS.

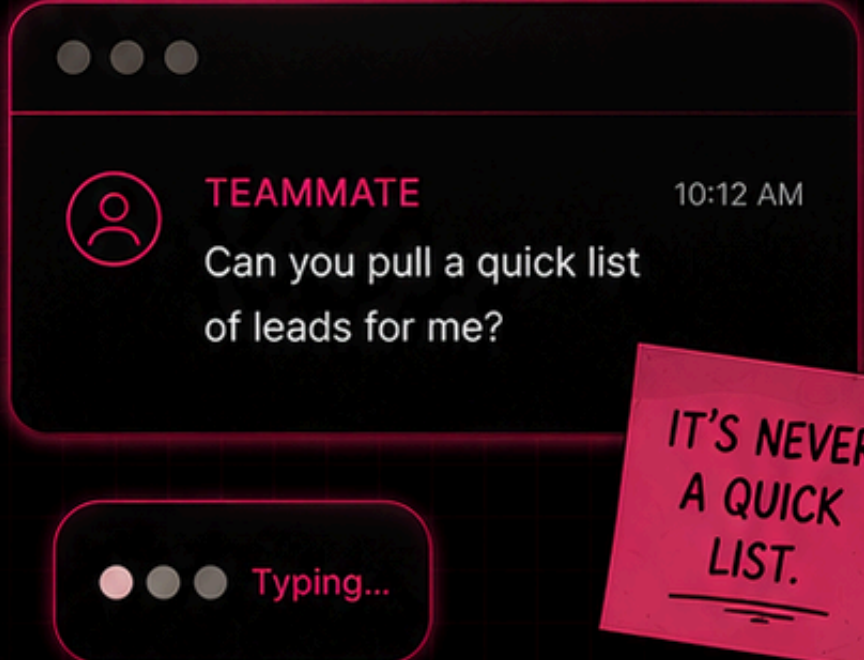


“Can you pull a quick list?”

Sure. Let me just grab my *crystal ball* real quick.

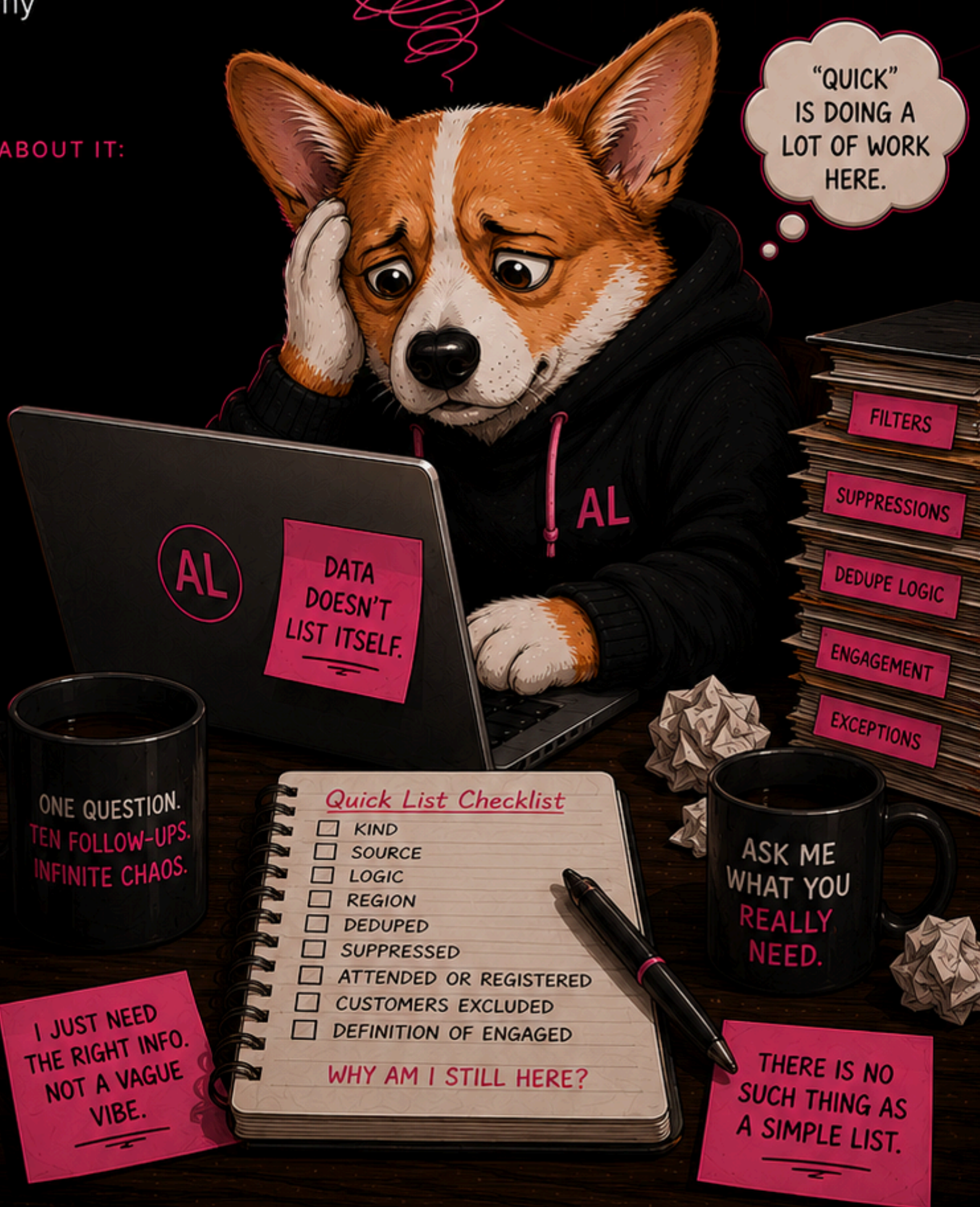
BEFORE I CAN EVEN THINK ABOUT IT:

-  What *kind*?
-  From *where*?
-  Using what *logic*?
-  For which *region*?
-  *Deduped*?
-  *Suppressed*?
-  People who *attended* or *registered*?
-  Current *customers excluded*?
-  What are we defining as *engaged*?
-  Why are you walking away while I'm still *asking questions*?

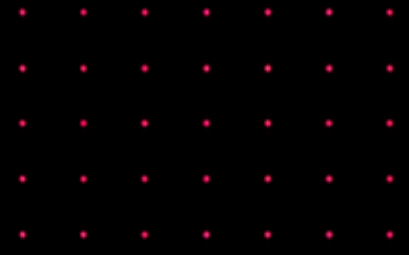


IT'S NEVER A QUICK LIST.

“QUICK” IS DOING A LOT OF WORK HERE.



I JUST NEED THE RIGHT INFO. NOT A VAGUE VIBE.




THREAT #6

“We’ll clean it up later.”

Famous last words in *Marketing Operations*.

WHAT “LATER” ACTUALLY LOOKS LIKE:

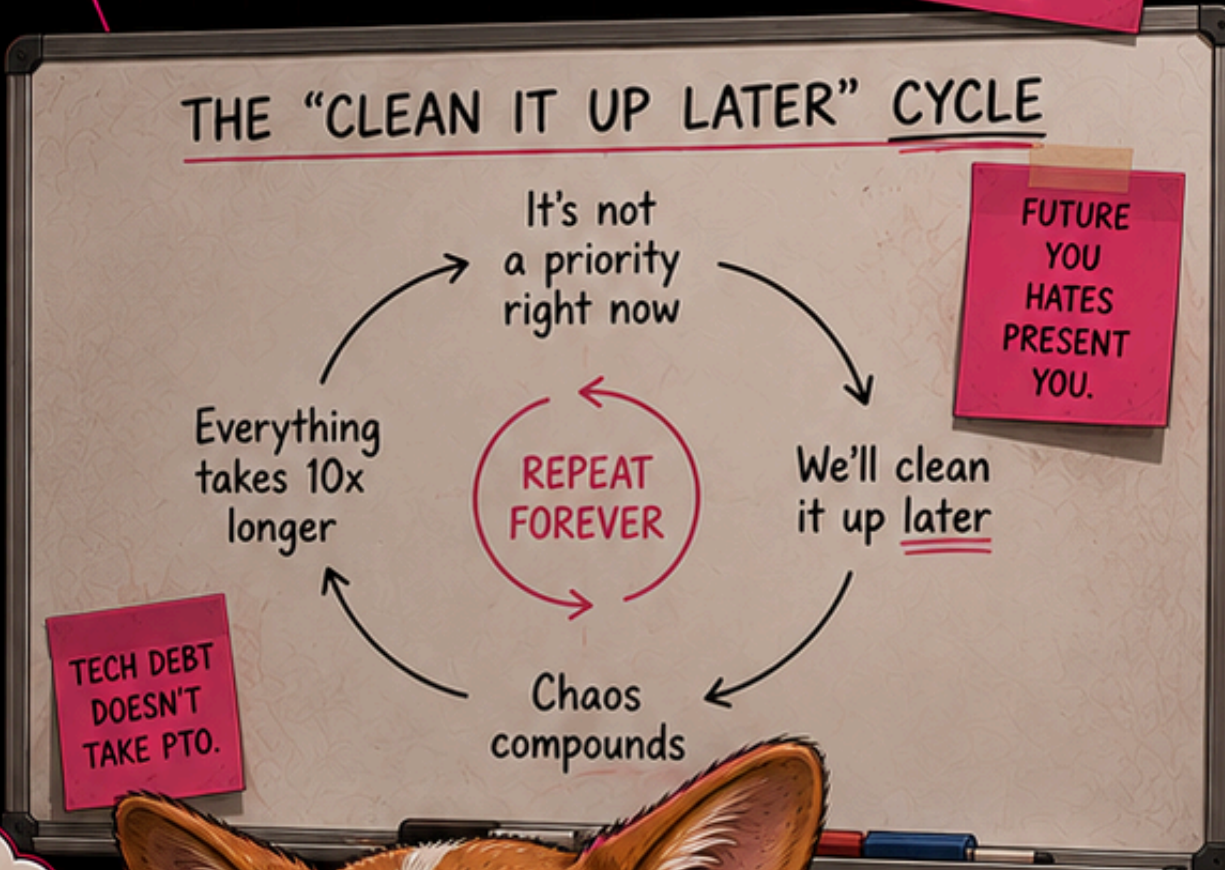
-  Next quarter. *(Maybe.)*
-  After the big launch. *(Good luck.)*
-  Once we hire another ops person. *(One can dream.)*
-  When things slow down. *(Narrator: They won't.)*
-  It becomes someone else’s problem. *(Forever.)*

 **NARRATOR:**
They did *not* clean it up *later*.

 **REMINDER**
You said you’d clean it up later.

SNOOZE **SNOOZE FOREVER**

FAMOUS LAST WORDS.



SPOILER:
IT'S STILL NOT CLEAN.



PROFESSIONAL PROCRASTINATOR.
WORLD CLASS.

- THINGS I'LL FIX LATER:**
- Data hygiene
 - Naming conventions
 - Process documentation
 - Field audits
 - Reporting logic
 - My will to live

FUTURE PROBLEMS DEPARTMENT
(WE'RE HIRING)

“This should be *easy*.”

Three words that predict **87%** of your upcoming *nightmare*.



MARKETING OPS SURVIVAL TIP:

When someone says “this should be easy,” that’s your cue to:



ASK MORE QUESTIONS



CHECK EVERYTHING



LOWER EXPECTATIONS



PROTECT YOUR SANITY



PREPARE FOR BATTLE



QUESTION REALITY

YOU GOT THIS.
(SORT OF.)



ABOUT ASHLEY

Marketing ops *problem solver.* Chaos wrangler.

SYSTEMS
OVER
SPREADSHEETS.
ALWAYS.

I help marketing teams *stop firefighting*, fix what's broken, and build systems that actually scale.



ABOUT ME

I'm Ashley—marketing ops leader, automator, data detective, and professional overthinker.

(It's a feature.)



WHAT I DO

- ✓ Build scalable systems that actually work.
- ✓ Tame messy data and turn it into insights.
- ✓ Automate the repetitive (and rescue my sanity).
- ✓ Deliver clarity, alignment, and better results.
- ✓ Partner with amazing teams to do big things.

I'M HEDDAR.
I APPROVE OF
THIS MESSAGE.

CAFFEINE
FUELS
CLARITY.

PLAN
AUTOMATE
OPTIMIZE
REPEAT

TOOLS OF THE TRADE



EXCEL • ZAPIER • SLACK • COFFEE

EXPERIENCE





10+ years in marketing ops across SaaS, tech, and high-growth teams.

MY MISSION

To bring order to chaos, create systems that scale, and empower marketers to focus on what matters most—*connection, creativity, and growth.*

LET'S CONNECT!

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 [ashleylangfordmarketing.com](https://www.ashleylangfordmarketing.com)

I'd love to connect, collaborate, or nerd out about ops with you!

