

THE UNOFFICIAL

# Marketing Ops *Survival Guide*

How to survive *broken attribution*,  
*mystery workflows*, and  
“dick questions” at 4:52 PM.



Funny Slack  
*messages*



Lifecycle  
*flowchart chaos*



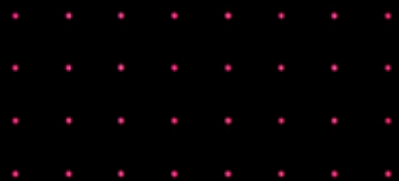
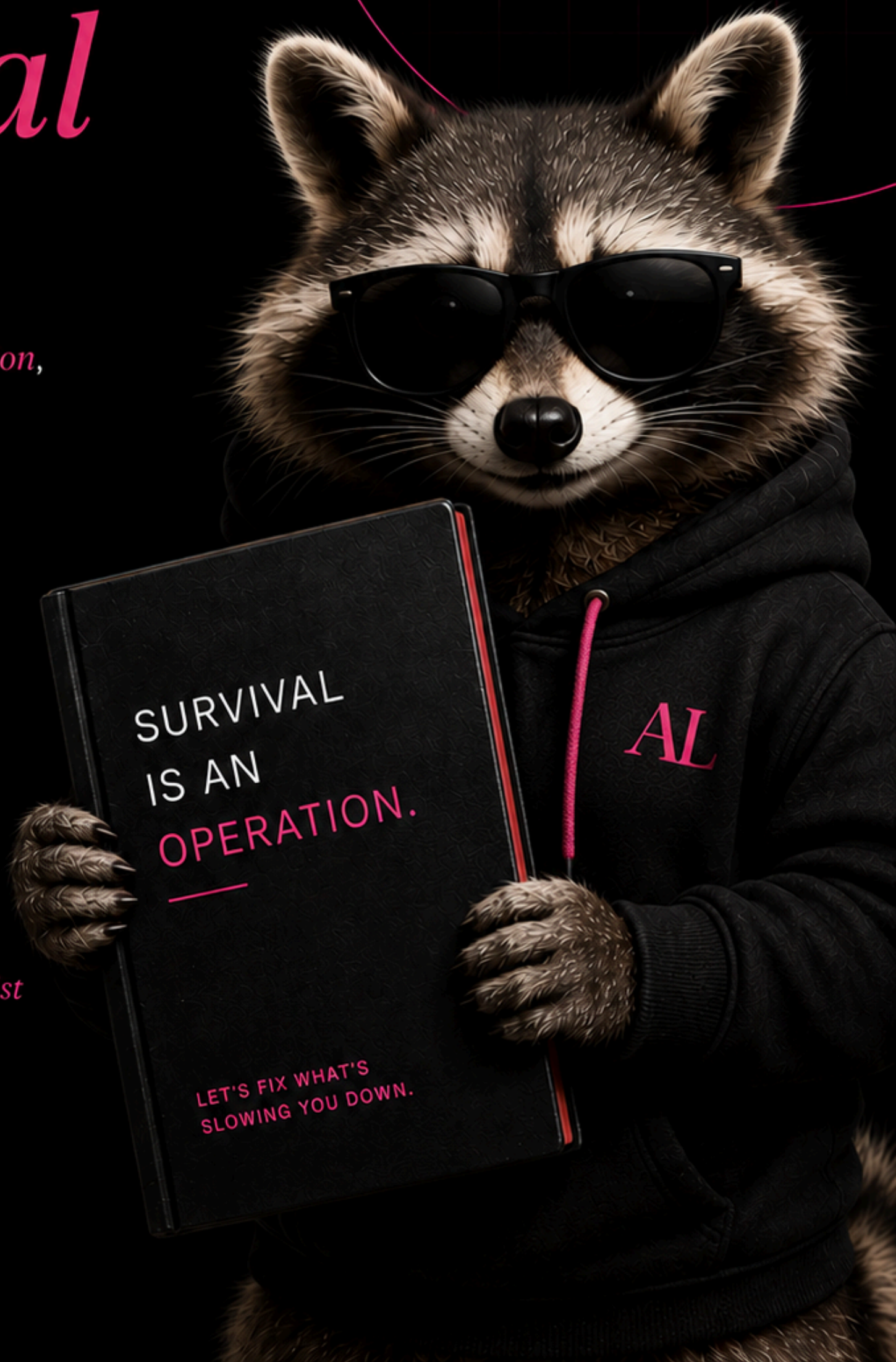
Red flags  
*in a CRM*



Emergency  
*troubleshooting checklist*



Fake MOps  
*Bingo card*





# Red Flags *in a CRM*

If you see any of these, your system is probably held together with *vibes* and *old workflows*.



Fields named:  
*Final\_Final\_UseThisOne\_v2*



Nobody knows who owns *lifecycle stages*



Attribution reporting starts *arguments* in meetings



Your “temporary workaround” is old enough to attend *kindergarten*



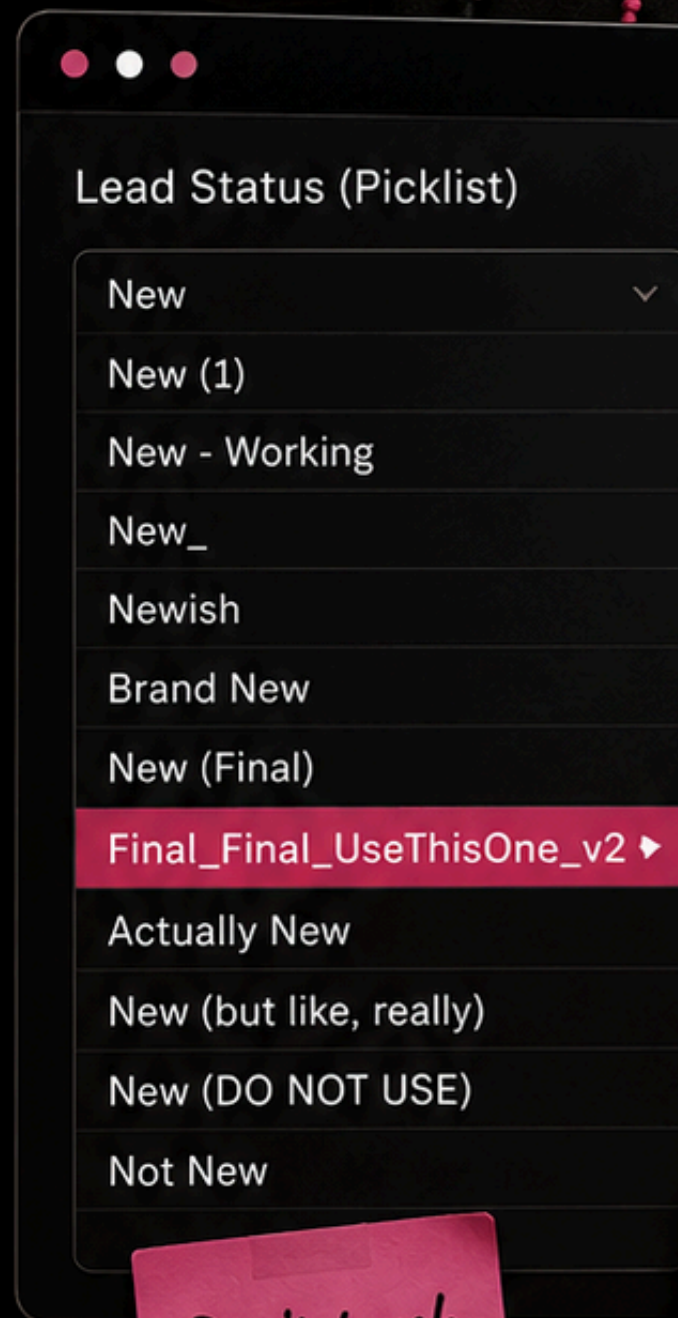
14 duplicate *lead statuses*



Sales and Marketing both have “*their own dashboard*”



Someone says: “*We’ll clean it up later*”



Who owns this??

Why do we have 14 statuses?!

Temporary since 2021

Don't touch anything




# Marketing Ops *Emergency* *Troubleshooting* Checklist

When things break, stay calm.  
Work the checklist.

Save your sanity.







## BEFORE PANICKING:

- Refresh the report 
- Check the smart list 
- Confirm the sync didn't fail 
- Ask "did this ever work?" 
- Check whether someone "made a small update" in production 
- Take one emotional support sip of coffee 




## ESCALATION CRITERIA:

- CEO noticed 
- SDRs stopped getting leads 
- Salesforce email alert apocalypse  999+
- Pipeline suddenly doubled overnight 

FIRST,  
COFFEE.  
THEN FIX  
THINGS. 



DEPENDS.  
(ALWAYS)

PRO TIP:  
If you didn't build it,  
document it like  
you're leaving.  
Because one day,  
you might. 

(BUT SOME DAYS  
IT FEELS LIKE IT.)

YOU CAN'T SPELL  
MARKETING OPS  
WITHOUT  
M.O.P.S.



# We've All Seen *The Messages.*

Same channel. Different day.  
*Infinite chaos.*



**S** Sales 10:14 AM  
These leads are bad.  
👍 3 🎯 2 😊

← Always the leads.

**M** Marketing 10:15 AM  
We generated 4,000 MQLs.  
🎉 4 📢 1 😊

← Big number energy.

**AL** Ops (you) 10:16 AM  
Okay but neither of those numbers are technically real.  
👉 6 😂 3 😊

← Bringing reality to the party.

**E** Executive 3:47 PM  
Can we get a dashboard for this by tomorrow?  
🙌 2 😊

← Impossible deadline.

**AL** Ops (you) 3:48 PM  
Sure.  
✅ 1 😊

← Famous last words.

**AL** Ops (you) 3:49 PM  
*\*opens 17 tabs and dissociates\**  
💀 5 ☕ 4 😊

← The real timeline.

**R** Random Person 4:52 PM  
Quick question.  
📢 7 😊

→ \*Spoiler alert: It is never quick.



# Clean Data. *Clear Mind.*

A messy CRM is like a messy desk—frustrating, unreliable, and embarrassing when people look.

*Clean it often. Trust it always.*



## DUPLICATES

Merge or remove duplicates.

*Tip: Run duplicate reports weekly.*



## BAD EMAILS

Bounced emails hurt deliverability.

*Tip: Use validation tools.*



## OLD DATA

If it's ancient, it's probably irrelevant.

*Tip: Archive or delete.*



## INCONSISTENT FIELDS

"ACME Inc.", "Acme", "acme inc" are not the same.

*Tip: Standardize naming.*



## MISSING INFO

The more gaps, the fewer insights.

*Tip: Set required fields.*



## UNUSED RECORDS

No activity = no value.

*Tip: Review and remove.*



### ★ CLEAN DATA = BETTER EVERYTHING



Better targeting



Smarter reporting



Less time wasted



Happier, less stressed you

*Your future self will thank you.*



# Marketing Ops

# BINGO

WRAP TODAY.  
IMPROVE  
TOMORROW.  
REPEAT. ↻

Because if we don't laugh, we'll cry.  
*Find your everyday wins (and struggles).*

ANOTHER  
LOOP.  
ANOTHER  
LEVEL. ↗



B	I	N	G	O
"Can you pull that report real quick?" 	Last-minute campaign launch 	Data doesn't match across systems 	"Who owns this process again?" 	Emergency meeting at 4:00 PM 
New tool no one asked for 	Stakeholder changes scope 	Tagging nightmare 	Dashboard down (somewhere) 	"Just one small update" 
Report due in 10 min 	You fix someone else's mess 	<b>FREE SPACE</b> You got coffee	Broken link in email 	Too many meetings in one day 
Exported to Excel again 	Automation saves the day 	"Can you add this to the report?" 	Data request with no context 	Celebrated a small win 
Data cleanup (aka therapy) 	Weekend project 	System downtime 	Read-only access struggles 	Another day, another fire drill 

### HOW TO PLAY

- 1 Spot it**

Check off the boxes as you experience them.
- 2 Bingo!**

Get five in a row (horizontally, vertically, or diagonally).
- 3 Celebrate**

Take a moment. You earned it.

*Better ops.  
Happier humans.  
Stronger organization.*

*Remember: Done is good.  
Better is the goal!*



# Final Word. *Better Ops. Happier Humans.*

Marketing Ops isn't about perfection. It's about progress, impact, and not losing your mind in the process.

*You don't need more tools.  
You need better habits.*

YOU DON'T NEED TO BE PERFECT.  

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YOU JUST NEED TO KEEP GOING.



AL

## ★ KEY TAKEAWAYS

- Clarity over chaos.**  
Define the work.
- Clean data wins.**  
Trust your system.
- Fix fast, learn faster.**  
Every issue is a lesson.
- Communicate like a human.**  
Context > noise.
- Stronger ops, stronger everything.**  
Your work drives impact.

## 📅 DAILY OPS HABITS

- Check dashboards & alerts
- Scan key messages
- Triage & resolve
- Document & log
- Share & sync
- Reflect & improve

*Small habits. Massive impact.*

“ At the end of the day, we're not just fixing systems. We're helping people do *amazing work.* ”  
*Proud of you. Seriously.*

**PROGRESS OVER PERFECTION**

→ → →

It's messy at first      You build the habits      You see the wins      The impact multiplies

*Keep showing up. Future you will thank you.*

**Keep raising the bar.  
*We've got this.***

Care | Clarity | Consistency | Impact

*Now go crush it.*



## A LITTLE ABOUT ME

# Hi, I'm *Ashley Langford.*

Marketing Ops leader. Problem solver.

*Human first. Data driven. Impact obsessed.*

I help teams turn chaos into clarity and data into decisions. With 15+ years in Marketing Operations, I build the systems, processes, and habits that power high-performing marketing organizations.



## WHAT I DO



### BUILD SYSTEMS

I design and implement scalable operations that keep marketing running smoothly.



### DRIVE INSIGHTS

I turn messy data into clear insights that inform strategy and prove impact.



### EMPOWER TEAMS

I create workflows, tools, and training that help teams do their best work.



### FOCUS ON IMPACT

I connect the dots between operations and outcomes that matter most.



### LEAD WITH EMPATHY

I believe in leading with compassion, communication, and a sense of humor.



## EXPERIENCE HIGHLIGHTS

- ✓ 15+ years in Marketing Operations
- ✓ Expert in process design, automation & tech stack
- ✓ Dashboards, reporting & data storytelling
- ✓ Campaign & project management
- ✓ Cross-functional team leadership
- ✓ Passionate about people, growth & results

*I care about the work—and the people doing the work.*



## LET'S CONNECT

I'm always up for talking marketing ops, swapping ideas, or solving a tough problem. Let's connect!



*Connect with me on LinkedIn* →  
[linkedin.com/in/ashleymlangford](https://www.linkedin.com/in/ashleymlangford)



*Check out my website* →  
[ashleylangfordmarketing.com](https://www.ashleylangfordmarketing.com)

*Always learning.  
Always building.  
Always bettering ops.*



*Better ops. Happier humans. Stronger organizations.*