

# Aston Martin Lagonda

makepositive empowered AML to transform an existing instance of Salesforce into a powerful tool for standardising and automating marketing activities. The makepositive solution increases transparency in marketing costs and budgets, makes it faster and easier for dealerships to access campaign funds, and saves time and effort in reporting.

## *Challenge*

Analysing marketing activities and spend was a laborious and time-consuming manual process at Aston Martin Lagonda (AML). How could the company gain vital insight faster and with less effort?

## *Solution*

Working with makepositive, AML standardised and automated its marketing process on the Salesforce platform, future-proofing the solution to enable easy updates as the product range evolves.

## *Benefits*

- Improved ability to track marketing spend against budgets
- Simplified request and approval process for campaign marketing funds
- Enhanced accuracy and speed of reporting while minimising effort
- Increased detail of reporting on activities and associated costs

## The challenge

The luxury car business is notoriously tough, even for renowned marques such as Aston Martin Lagonda (AML). With numerous marques competing in a relatively small market, hitting the right note in marketing and brand promotion has never been more important.

For AML's marketing teams, analysing and understanding marketing activities and related expenditure was a time-consuming, manual process. Information about marketing campaigns and budget requests was tracked centrally in Excel spreadsheets, which introduced delays and increased the potential for human error.

## The makepositive solution

To gain deeper insight and increase the speed and accuracy of reporting, AML set out to build a new automated process for Fixed Marketing. The company chose to adapt its existing implementation of Salesforce CRM software, which is supported by the Managed Services team at makepositive, a leading UK Platinum Salesforce consulting partner.

With help from makepositive, AML replaced its spreadsheet-based tracking system with a set of automated processes in Salesforce. makepositive created custom objects, new picklists and reports, and future-proofed the solution by setting up simple controls for adding new vehicle models and engine types.

## The benefits

The transformation of the marketing system has enabled AML to track marketing spend and audit both approvals and variations more easily. Marketing personnel in head office and in dealerships use the makepositive Salesforce system to submit marketing and campaign spend requests, which are automatically routed to the appropriate regional Finance Manager for approval.

In addition to smoothing and accelerating processes, the solution enables AML to capture a deeper level of detail in marketing activities and associated costs, and better understand how these costs relate to the overall marketing budget for regional campaigns. The company also enjoys

increased accuracy and convenience in reporting, with dashboards that give employees instant insight into marketing performance by vehicle model and engine type, correlated with spending on campaigns and events.

## About AML

Aston Martin Lagonda (AML) is a British manufacturer of luxury sports cars, grand tourers and associated branded luxury accessories.

Established in 1913, AML is a classic British marque that today combines the latest technology with craftsmanship and graceful styling to produce a range of critically acclaimed sports cars.

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**Backed by makepositive's Salesforce expertise and experience, AML gained a future-proof platform for enhancing the speed and quality of marketing activities.**

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## About makepositive

makepositive is a multi-award-winning Platinum Salesforce consulting partner with more than 1,200 successful project deliveries to date. With over 160 Salesforce experts, makepositive has experience across the entire Salesforce platform, including Sales Cloud, Service Cloud, Community Cloud, Platform, Marketing Cloud, Field Service Lightning, Quote to Cash, Pardot and Einstein Analytics. The company also has a dedicated Experience Design & Managed Services team. A two-time winner of the Salesforce Partner Award for Innovation, makepositive puts customer success front and centre.

For more information, please visit <https://makepositive.com/>