



the
**FUTURE OF
DIGITAL MARKETING**

A forecast of what's shaping the digital era with insight from marketing executives.

WHAT IS THE DIGITAL ERA?

The digital era has disrupted traditional marketing methods. In order for marketing leaders to stay relevant, not only do they need the right talent, but they need to be immersed in technologies that will transform the way they engage with customers. Data will be critical to informing those decisions and without that, companies will be left behind.

The Digital Era



“The new digital era requires marketing departments to be forward thinking, to bend with the curve, and to welcome and prepare for the demand.”

–Laura McGarrity | VP, Digital Marketing Strategy at Mondo

The marketing industry has seen dramatic advancement over the past 15 years, and has shifted from traditional methods to embracing the digital movement. We’ve changed how we consume information, digest knowledge, share thoughts, and design products, and as marketing departments experience rapid structural development, there will be a shift in how money is spent and resources are allocated.

It’s critical to bridge the gap between technology and marketing. The time is now for CMOs and CIOs to join forces to work hand-in-hand, embracing development, design, and creative services.

Big data will continue to influence how marketers reach customers. The ability to analyze and interpret that data will be the core driver in optimizing customer engagement across all channels.

With talent that’s both technical and creative, marketing departments will be equipped to handle the future demands.

The digital era requires marketing departments to be forward thinking, to bend with the curve, and to welcome and prepare for the demand. There’s an abundance of information available and being able to stay on top of current trends and market shifts is crucial.

We wanted to know - what does the future of digital marketing look like? We developed a comprehensive survey with over 200 digital marketing executives weighing in to find out and this is what they said.



About the Survey

With hundreds of different ways to reach customers online, businesses are competing to stay relevant in a complex and crowded environment. We surveyed 200+ digital marketing executives to hear their thoughts on the future of digital marketing and how it's evolving.



The Survey

Mondo developed a survey to learn more about the future of digital marketing. The survey addresses the following objectives:

- 1. Projected digital marketing trends in technology and tools*
- 2. The future of digital marketing spend and budgets*
- 3. Future hiring trends*



Respondents

The survey includes the insight of 200+ digital marketing decision makers from management to C-level executives. The comprehensive results speak to digital marketing departments within a wide range of businesses, from startups to Fortune 500 companies.



Methodology

Mondo asked over 30 comprehensive questions to more than 200+ digital marketing influencers and executives that focused on these specific pain points:

- 1. How is technology integrating itself into marketing departments?*
- 2. How is this affecting the role of the marketer and hiring decisions?*
- 3. Where is the future of digital marketing headed?*

Survey: The Key Findings



TECHNOLOGY IS TRANSCENDENT

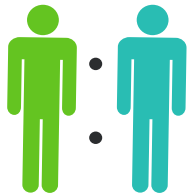
By 2016, over 50% of all digital marketing hires will have a technical background.

CUSTOMER ENGAGEMENT

Is the #1 objective for digital marketing departments.



IN THE NEXT 3-5 YEARS



Freelance Permanent

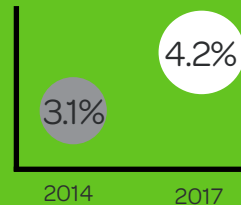
The digital marketing workforce mix will be 1:1 freelance to permanent.

DIGITAL MARKETING DEPARTMENTS ARE GROWING

IN THE NEXT 12-18 MONTHS

80% Will increase their digital marketing budget.

IN THE NEXT 3-5 YEARS



Company revenue driven by marketing will increase by at least 30%.

72%

Believe that the traditional marketing model is no longer sufficient in regards to the ever-changing world of digital marketing.



HOT

TRENDS ON THE RISE

- 🔥 Digital/Social Media
- 🔥 Content Creation
- 🔥 Data/Analytics

The Marriage of Tech and Creative

Technical and creative skill sets are now necessary components of digital marketing departments and the perfect marriage of both coming together will drive innovation, engagement and speed to market.

TECHNICAL



Analytics

Experts analyze data to dictate strategy and draw conclusions on current and future trends.

Digital Ops

Digital Ops teams are essential in driving business impact and efficiency at scale and speed.



Web/Mobile Development

Developers optimize the latest technologies in order to enhance customer engagement across multiple platforms.

CREATIVE

Content Creation

Create native and original content that is key to brand awareness and customer engagement.



Graphic Design

Visual content is the #1 way to engage customers. Designers navigate digital and traditional platforms to drive results.



Social Media

Social media allows marketers to reach customers directly, personally, and quickly - building a relationship across multiple platforms.

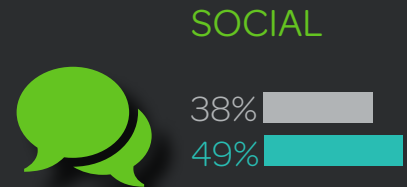
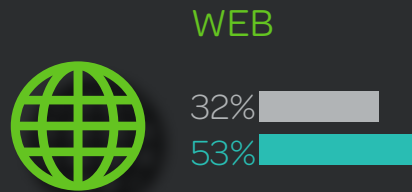
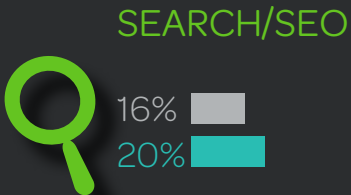
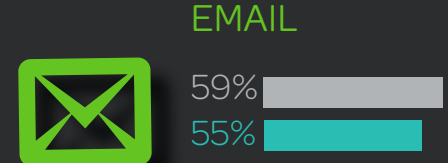
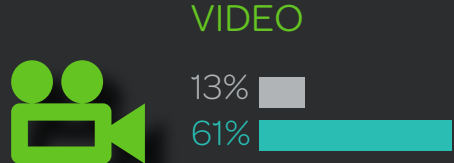
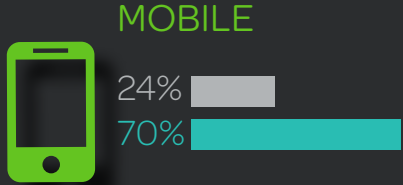


The Heart of Customer Engagement

Marketing executives believe these 6 channels will be the most valuable in driving customer engagement. Here's what is currently being used and what's projected.

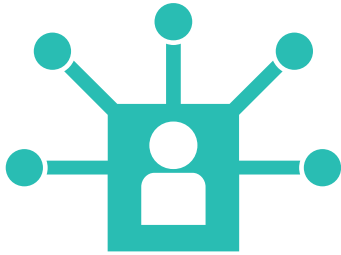
■ CURRENT OUTLOOK

■ FUTURE OUTLOOK (3-5 YEARS)



Adapt to Succeed

98% of respondents see the role of the traditional marketer continuing to change at a rapid pace. These are the top 3 forces driving the change.



Increased number of channels and platforms to reach audiences.



New/innovative ways to think about customer engagement.



The challenge of breaking through the noise to reach target audiences.

Hiring Trends

The evolution of technology and marketing worlds colliding has forced a change in the way you hire and retain top talent. The talent's technical skills will prove critical to digital marketing teams and initiatives - these skills will become a must-have for hires.

IN 2017

Marketing technology budgets will surpass IT technology budgets.



TECHNOLOGY

MARKETING

TOP DOLLARS

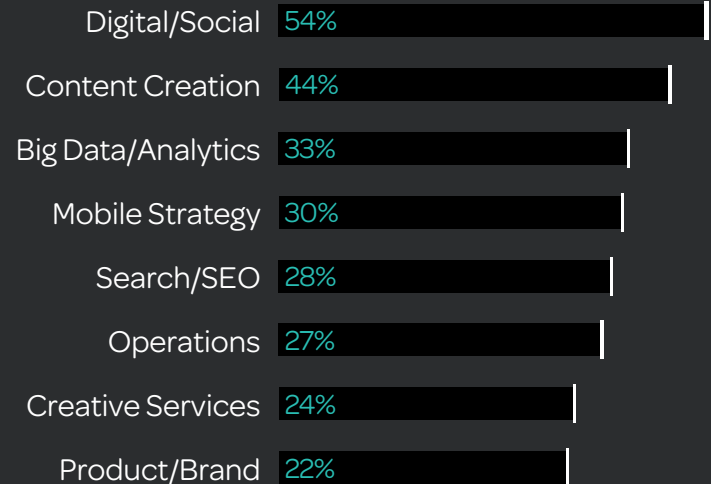
On average, marketers spend over one third of their budget on social and digital marketing.



HIRING BARRIERS

- ▶ Finding skilled talent
- ▶ Cost of quality staff
- ▶ Attracting top talent
- ▶ Culture fit
- ▶ Retaining top talent

WHO'S GETTING HIRED*?



*According to a Gartner study

*Based on the next 12-18 months.

the Elastic Workforce™

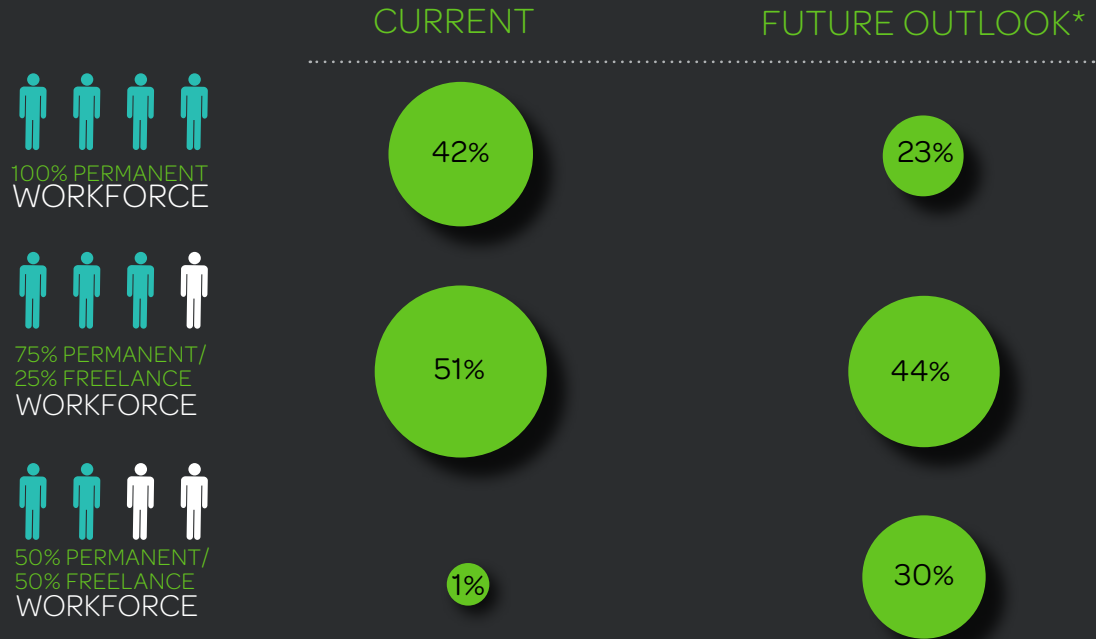
NOUN.
[i-'las-tik\ \'werk-,fors\]

The dynamic community of highly skilled, independent experts that ebb and flow with the resource needs of rapid enterprise initiatives. Talented experts that thrive on being challenged, understand business technology and are ready to work.

TOP MOTIVATORS

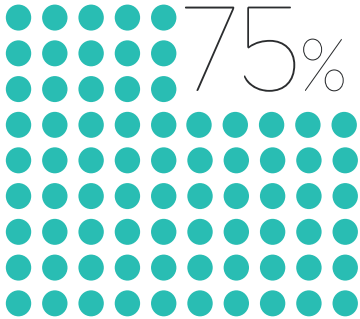
1. Flexibility to turn resources on and off
2. Access to experts and hard-to-find talent
3. Seasonal or unforeseen project needs

By engaging an Elastic Workforce™, digital marketing executives are able to access the right resources at the right time, accelerating technology innovation.



Are Your Objectives Aligned?

The key to any relationship is being on the same page - and that's no different when it comes to your company and department's vision. Without that marriage of ideas and agendas, it's hard to succeed. The more aligned you are, the greater the ROI, and the better the results. After all, you are the company you keep.



Of respondents agree that marketing departments are becoming more important to their company at large.

WHAT OBSTACLES PREVENT YOU FROM BEING SUCCESSFUL IN YOUR ROLE?

1. The lack of budget and resources available.
2. Dysfunction and friction over priorities across the company.
3. Confusion over roles and responsibilities.
4. Organizational inability to adapt to new changes.
5. Not having a seat at the table when decisions are made.

WHAT MARKETING OBJECTIVES ARE IMPORTANT TO YOUR COMPANY?

DRIVING SALES DRIVING NEW LEADS
DRIVING CUSTOMER ENGAGEMENT
ACHIEVING COST SAVING/PRODUCTIVITY IMPROVEMENTS
INCREASING BRAND AWARENESS



MONDO™

AGENTS OF CHANGE

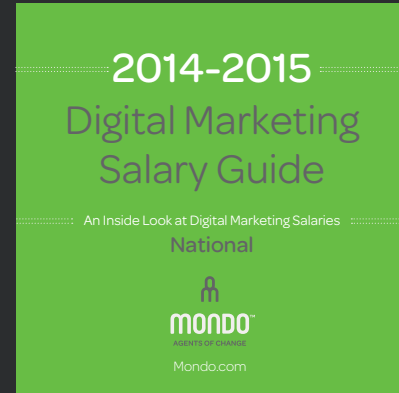
DIGITAL MARKETING RESOURCING PROVIDER

Think Forward. Every day we're helping companies like yours drive their businesses forward by providing access to digital marketing resources at a moment's notice. Real people with real experience. Digital marketing and technology thinkers. People you can rely on to help push your digital platforms forward and accelerate your marketing initiatives.

We're having conversations daily with clients on how to build and scale their digital marketing teams.

This is the world of Mondo where agility and quality collide perfectly. We don't follow trends. We create them. We don't wait for change. We are the change.

CONNECT WITH US



Check out our digital marketing salary guide to get an inside look at salaries and hiring trends for 2015. Available at Mondo.com.