

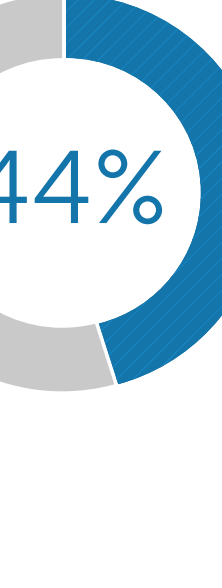
# THE STATE of MARKETING

## TALENT, TECH & STRATEGY

The marketing industry is advancing at an unprecedented rate, creating seemingly insurmountable gaps in marketing **talent, technology and strategy**.

## TALENT

A talent war has begun for **tech-savvy, hybrid marketers**.



96% of marketers feel the breadth of skills needed to succeed has increased dramatically.<sup>2</sup>

75%

of marketers say their lack of skills is impacting revenue in some way.<sup>1</sup>

71%

of CMOs feel under prepared to manage the data explosion.<sup>3</sup>

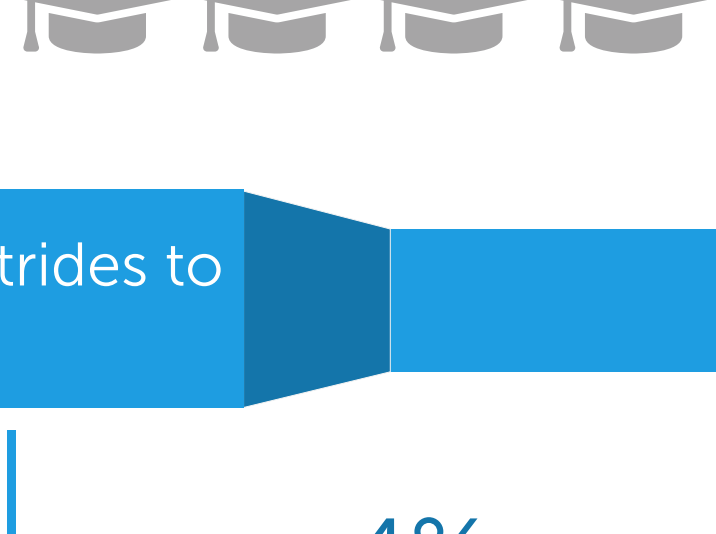
90%

of companies lack necessary digital skills in key areas of social media, mobile, process automation, and performance monitoring and analysis.<sup>4</sup>

44%

of marketing leaders say they cannot find the right combination of people and skills in the job market.<sup>5</sup>

Of the top 10 undergraduate marketing programs in the U.S., only one requires a digital marketing course.<sup>6</sup>



Are companies making strides to close the talent gap?

28%

of enterprises plan to introduce a formal training program to improve digital marketing skills.<sup>7</sup>

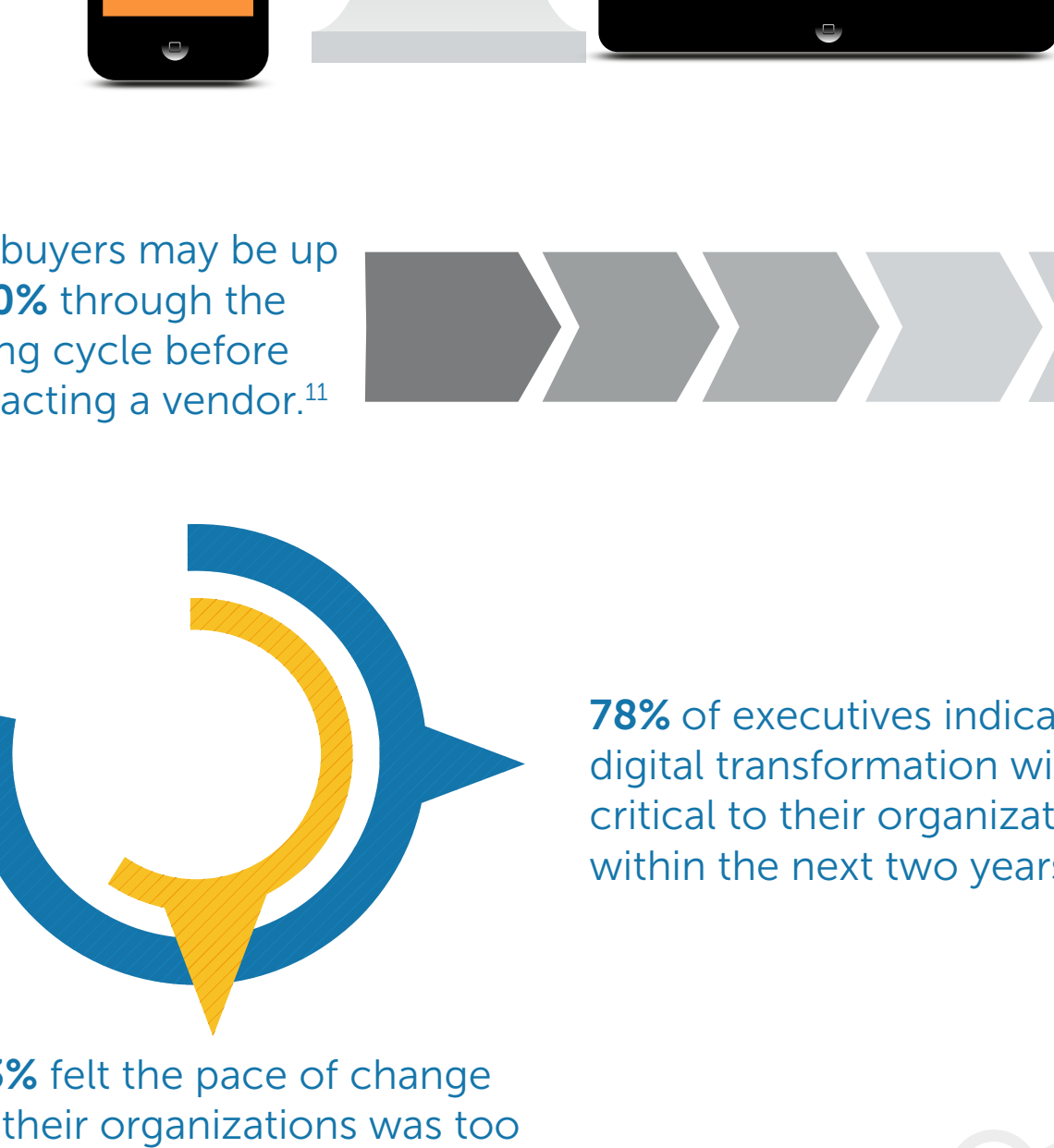
4%

of companies ensured that their training efforts were aligned with overall digital strategy.<sup>8</sup>

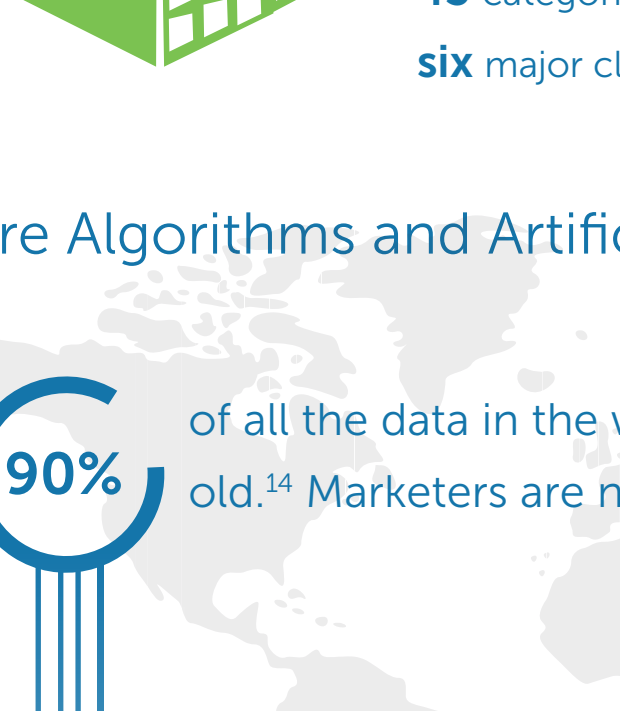
CMOs are outsourcing **45-75%** of marketing activities, and are generally more satisfied with areas managed by external resources.<sup>9</sup>

## TECHNOLOGY

**Changing consumer behavior** is driving the need for digital adoption.



B2B buyers may be up to **90%** through the buying cycle before contacting a vendor.<sup>11</sup>



**78%** of executives indicated digital transformation will be critical to their organizations within the next two years.<sup>12</sup>

**63%** felt the pace of change in their organizations was too slow.<sup>12</sup>

There is an ever-expanding matrix of marketing technology solutions.



The 2014 Marketing Technology Landscape features:  
**947** marketing technology companies in  
**43** categories across  
**six** major classes.<sup>13</sup>

Are Algorithms and Artificial Intelligence the Future?



**90%** of all the data in the world is less than two years old.<sup>14</sup> Marketers are not programmed to keep up.

**47%** of total U.S. employment is at risk of computerization.<sup>15</sup>

While marketers have a low probability of being fully computerized, marketing automation we see today is elementary when we consider the possibility of what comes next.

## STRATEGY

Marketers lack the knowledge and capabilities needed to maximize efficiency and achieve performance potential.



Marketers Don't Know What's Next.

“What will be the most important to marketers in the next three years?”

13%

social media marketing

12%

personalization and targeting<sup>16</sup>

Marketers Aren't Properly Allocating Resources.



**41%** of marketers have aggressive growth goals.

Only **5%** have aggressive marketing budgets.<sup>17</sup>



## Performance

Gaps in Talent, Technology and Strategy are Leading to the Largest Gap of All — **The Performance Gap**.



9%

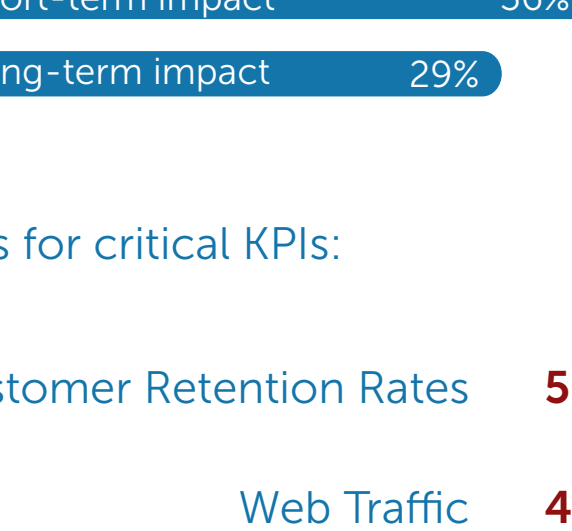
of CEOs

Use marketing data to help set corporate direction.<sup>18</sup>

6%

of CFOs

**76%** of marketers believe measurement is important.



**29%** believe they are doing it well.<sup>19</sup>

“I know our digital marketing is working.”

Only 9% of marketers agree.<sup>20</sup>

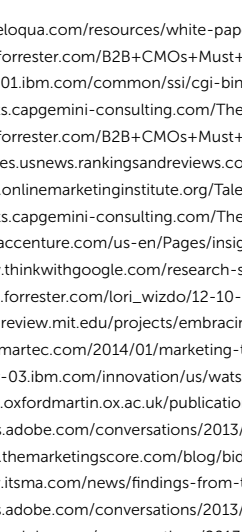


CMOs who can quantitatively prove the impact of marketing spend:<sup>21</sup>

Short-term impact **36%**

Long-term impact **29%**

Average factor ratings for critical KPIs:



Customer Retention Rates **5.2**

Web Traffic **4.6**

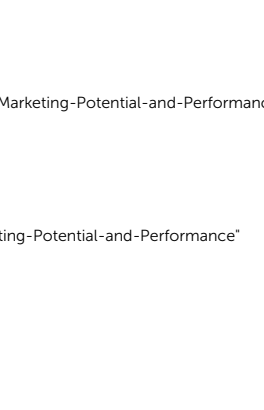
Social Reach **4.3**



\*On a scale of 0-to-10<sup>22</sup>

**The art and science of marketing collide.**

The Marketing Performance Blueprint presents the processes, technologies and strategies needed to fill marketing gaps and build performance-driven organizations.



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