

# MARKETING MARKETER CAPABILITY

**As many as 70% of marketing professionals report having no formal marketing background. Train and develop them to take a customer-centric approach to their work.**

Marketers with no formal background on foundational marketing principles struggle to adjust to the new customer environment. In fact, 54% of marketers know content is important, but self-assess as unprepared to drive effective content marketing.

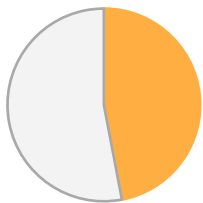
If marketing organizations continue on the current course and same speed related to their talent, they risk:

1. A missed opportunity to establish **Marketing's credibility** in the business
2. Continued **low conversation rates** of passed leads to sales
3. Continued **low utilization** of sales enablement materials (i.e. wasted effort)
4. An **inability to engage** customers where they are learning on their own.

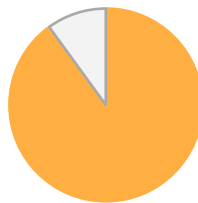
We recommend, in addition to a focus on building commercial insight, that marketing organizations focus on ensuring their team members are developing and certifying on the foundational skills necessary to engage today's customers.

Our Challenger Messaging Certification Program can help. **Contact us** for more information.

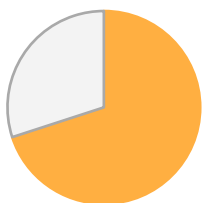
## Marketers and Leaders Alike Lack Confidence



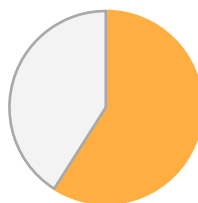
**47% of functions**  
Increased investment in marketing analytics, but most marketers don't feel capable of delivering insight on that data.



**90% of marketers**  
Still believe an expert opinion is the most effective way to drive customer purchase. (Hint: it's not.)



**70% of CMOs**  
Feel their marketing team is weaker or no better than other organizations



**59% of marketing leaders**  
Indicate that their teams have missed "many to most" major opportunities to drive growth in the past two years.

Source: CEB Research.