

MARKETING STUDY

64% OF MARKETERS SAY THEY CAN'T DO THE MARKETING THEY WANT TO DO.

indigoOne

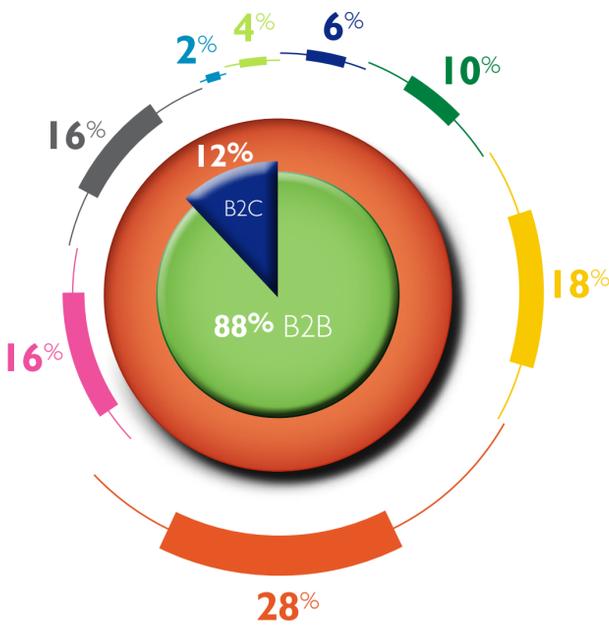
We first saw this claim in a webinar, but couldn't get an answer as to why.

Instead of accepting at face value that **2 out of 3 marketers struggle to get their work done and meet their business goals**, we wanted to understand *what was behind it*.

In the last few months of 2017 we conducted our own research and asked 50 Senior Executives and Marketers from a variety of sectors including: **Agriculture, Construction, Finance/Insurance, Healthcare, Industrial Automation, Legal, Manufacturing, Professional Services, Technology, IT, Telecom and others** this very question. Their answers were surprising.

Who contributed to this research?

- SVPs
- CEO/President
- CMO
- VP Marketing
- Marketing Director
- Marketing Manager
- Field Marketing
- Product Marketing



Representing organizations of all sizes.



What we learned:

DATABASE ISSUES **CUSTOMER INSIGHT** **DISTRACTIONS**
STAFF SKILLS **TIME** **PROCESS** **SHIFTING OBJECTIVES**
BUDGET **PRIORITIES** **INVOLVEMENT** **MULTI-TASKING**
SUPPORT **LEGACY THINKING** **REPORTING/ANALYTICS**
ROI **ENGAGEMENT** **MANAGEMENT** **RESOURCES**

While some challenges were expected, others stunned us—especially when (in most cases) marketing is considered the driver of brand awareness, sales leads and future revenue.

Here are the top 5 marketing department challenges our research identified:

#1 Budget

It's no surprise that an increased budget means marketers and brands can do more—more testing, explore different tactics and implement additional approaches such as ABM, Social Listening and Influencer Programs. But you can't do any of these if this is your world:

- “Not enough budget to support all of our business goals.”
- “Our budget is viewed as an expense.”
- “Need a solid rationale to get executive buy-in and funding.”

#2 Leadership

Leadership was the second most frequently cited challenge identified through our research and for a variety of reasons; some participants raised concerns that *marketing wasn't included in strategic planning*. Others noted they *lacked executive support and commitment to long-term marketing efforts—often with frequent changes of direction*. Additionally, a lack of understanding by top management of what marketing can do for the organization and their belief that *marketing may not be delivering value*, seems to be a growing concern.

#3 Staff

Staffing concerns were the third most popular challenge, tending to fall into one of two categories—either; *your marketing team is under-staffed resulting in slow turn-around on deliverables and project cancellations*, or *your team lacks the knowledge, skill and experience to successfully develop and execute the wide range of marketing deliverables needed for today's multi-channel marketing landscape*. Either way, the underlying take-away is that these barriers are impacting opportunity and potential growth in sales and revenue.

#4 Insight

Insights into the effectiveness of your marketing (strategy, creative, tactics) along with customer insights was a frequent and common challenge. *On the front end, clearly understanding the marketplace and customer needs is a key issue in crafting relevant 'now' messaging*. *On the back end, it's important to identify the meaningful metrics and conducting campaign performance analysis across multiple channels, combined with poor or sketchy data quality, were the leading reasons given*.

#5 Distractions

Rounding out our top 5 challenges are frequent distractions. And those distractions come from all over. While some are technology and platform based, most marketers referenced *“organizational culture and a misunderstanding of marketing's key function”*. *Distractions came in the form of day-to-day operations, unplanned 'urgent' requests for small one-off needs, making it difficult to stay focused on the bigger brand-building and growth driving strategic marketing initiatives that raise awareness and generate leads*.

What do marketers want help with the most?

While every organization is different, here are the top needs marketers said they wanted the most help with in order to achieve their goals and objectives:

Research/Customer Insight

40% of participants said Customer Insight was where they needed the most help. Today getting this insight is relatively easy but it's essential in understanding your customer's needs. It is the foundation for crafting messaging that resonates with your customers and is key for the development of marketing campaigns that will deliver great ROI.

1

Lead Generation

While effective Lead Generation requires a combination of different tactical approaches—each working together—almost 30% said they wanted help with their Inbound or Content Marketing activities. These ranged from the development and distribution of content, to help in finding the right platforms for their needs and budget.

2

Offline Marketing

With the focus over the last 7-10 years primarily on social and digital media, the must-have that ranked third was a growing need for non-digital deliverables: **Print, Direct Marketing, Trade shows, Radio & TV**, etc. The key barrier appearing to be a lack of knowledgeable and experienced resources capable of executing these types of projects. In short, the skills needed to do this work are few and in increasing demand.

3

Special Projects

Short-term, or cyclic in nature, these needs were often mentioned as a capability that required more expertise, or capacity, than was available in-house:

- Creative and conceptual development
- Awareness Advertising
- Finding the 'right' technology
- Social Media/Digital Marketing
- Data & Analytical analysis

4

See the **full research findings** to learn more about *What holds marketer's back*.

If you're looking to get more done, give us a call at **612 349 2711** and let's chat about the challenges you face and how we can help.