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MARKETING CLOUD

THE ART & SCIENCE OF MODERN MARKETING ARE EQUALLY IMPORTANT

We've uncovered the key challenges facing Modern Marketers—and discovered a surprising lack of self-esteem within the sector.

The intensive report, Defining the Modern Marketer: From Real to Ideal, has highlighted several key areas where marketing decision-makers need to focus—and revealed a lack of ego on the part of Modern Marketers.

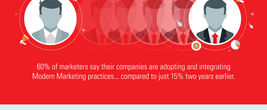
REAL WORLD VS. IDEAL WORLD

Modern Marketers revealed that they feel they're underperforming when comparing themselves to the five core competencies driving the function of the 'ideal marketer':

ACTUAL	VS	IDEAL
6%	MARKETING TECHNOLOGY	13%
8%	ANALYTICS	15%
11%	CONVERSION	19%
15%	ENGAGEMENT	24%
19%	TARGETING	29%

MOVING WITH THE TIMES

But Modern Marketers should give themselves some credit—after all, it'll be down to their stellar efforts that:



60% of marketers say their companies are adopting and integrating Modern Marketing practices... compared to just 15% two years earlier.

TOP FIVE BIGGEST CHANGES TO MODERN MARKETING

What do Modern Marketers believe have been the most transformative factors in marketing?

1. Ability to track marketing ROI due to technology — 74%
2. Use of social media in marketing — 61%
3. Maturation of demand generation and lead nurturing — 44%
4. Shift of power from the brand to the customer — 37%
5. Fragmentation of media — 28%

THE THREE PILLARS OF MARKETING SUCCESS

Marketers place three factors above all others when seeking evidence of how successful their marketing has been:

TOP TO BOTTOM: THE DIGITAL MARKETING LANDSCAPE DEFINED

What Modern Marketers believe are the most and least important digital marketing activities:

THE TOP THREE CHALLENGES FACING MARKETERS

Has lack of investment caused the problems marketers see today? Here's what marketers said their top challenges are:

48% The need to achieve faster and more relevant touch points in the market

38% Difficulty measuring ROI

32% Increased difficulty to making offer and timing of message specific to customer

A HELPING HAND? OR A HINDRANCE?

With so many emerging challenges, Modern Marketers are increasingly turning to third-party suppliers to aid with their marketing campaigns – but overall satisfaction ratings with such providers are only rated at an average...

5.8 OUT OF 10

THE KEY TAKEAWAYS FROM THE SURVEY ARE:

Creative skills and knowledge of marketing technology are of equal importance in the modern marketplace.

Email is considered to be the most important digital marketing activity and the need for speed and relevance are the greatest challenges.

Content-rich marketing tactics such as white papers and webcasts are essential for lead generation and lead nurturing.

Modern Marketers believe they should —and could—be doing better.

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