

2018

The Modern Marketer Benchmark Survey

Exclusive Analysis from

CHIEF/MARKETER

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Introduction

The Modern Marketer Benchmark Survey: The pulse of marketers on today's top issues and priorities

Welcome to the Chief Marketer and Oracle Modern Marketing Benchmark Survey, which uniquely analyzes how leading companies and brands are approaching today's top marketing issues and opportunities. The study also identifies the characteristics of today's modern marketer and quantifies how marketing is changing at top companies.

This report analyzes in-depth brand survey data to offer insights across the full range of corporate marketing programs and initiatives. The report includes insights and benchmarks on:

- Corporations' top marketing goals
- Characteristics of the most innovative marketers, and where top brands are innovating
- Channels receiving the most attention
- Effective measurement strategies
- Key areas where technology is improving marketing
- Most important trends being embraced by marketing teams

The information in this report will help marketing executives make more informed decisions and improve their strategies and tactics. This analysis is based on surveys of a wide cross-section of leading marketing executives. The respondents represent many of the largest corporations in the world.

Chief Marketer and Oracle thank all of the respondents for their invaluable contribution to the study.

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Executive Summary

Today's marketers think and behave differently from marketers from only a few years ago. They have a different perspective and are deploying different tools and skill sets to achieve results. There is a major shift underway driven by technology, highly competitive markets, and more empowered and connected customers. As the survey data show, today's marketers are focused on capturing and analyzing more data and effectively using new tools, technology and methods to integrate cross channels and measure, and act on, results much faster than they did in the past.

Today's marketers have a dual role: they need to be technology experts and analytical, as well as creative. This duality enhances their position while making their roles even more challenging.

Five of the key insights from the survey include:

Key Insight #1

Eighty-seven percent of marketers say the top marketing goal for the next year is using data more successfully. Also, 80% of marketers say they are using data and analytics to inform their decisions more than they did two years ago. Still, the biggest data and analytics challenge is uncovering and using insights effectively. There's also a challenge to integrate data across sources.

Key Insight #2

Seventy-six percent of marketers say they are measuring the same or more than two years ago. And 68% say they are measuring more effectively. As campaigns move to digital, there are more areas and metrics to capture and measure effectively.

Key Insight #3

Data and technology are the focus, but marketers also face an urgency to be more creative. In fact, the second and third highest ranked marketing goals for the next year are to create more innovative campaigns (85%) and generate new ideas (80%).

Key Insight #4

Half of marketers say the top channel they are focused on is content marketing. The same number are focusing on enhancing the customer experience. Marketers are thinking beyond simply executing campaigns to improving their overall experience of using their products and services.

Key Insight #5

Marketers were asked what they feel best characterizes what the most innovative marketers are doing today. Reinventing their marketing mix was the top area selected. And, 75% of marketers say one of their top goals is deploying a more integrated marketing mix. Marketers have more channels and marketing mediums to choose from, but many traditional channels are not working as well as they did in the past. Many marketers are also pursuing an omni-channel strategy.

Modern marketers today are more strategic and more often connecting marketing objectives to company business goals. They are leveraging technology to improve marketing primarily via data analytics, optimizing content and deploying automated campaigns.

The findings in this Executive Summary provide only a snapshot of the insights from the study. The next sections are packed with additional insights, data and benchmarks.

I. Strategy, Objectives and Team

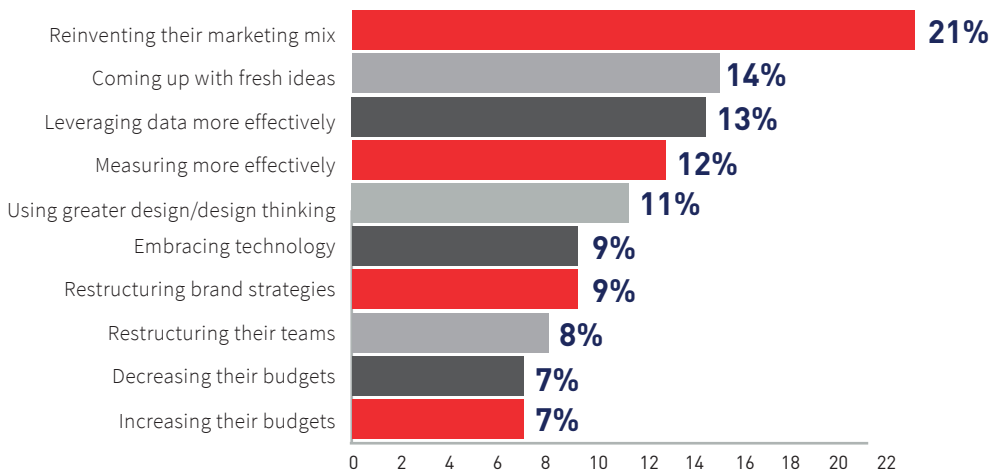
Survey Question: Your top goals for the next 12 months are...

The top three marketing goals for the next 12 months are using data more successfully (87%), creating more innovative marketing campaigns (85%), and generating new ideas for their brands and products (80%). As the data table shows, there are a number of marketing goals rated as high priorities. Secondary but still highly rated goals include greater measurement (77%), ensuring brand consistency (77%), creating a more integrated marketing mix (75%), and generating sales (72%).

	5 & 4 Added Together	5 = highest priority	4	3	2	1 = lowest priority
Using Data More Successfully	87%	36%	51%	10%	3%	0%
Creating More Innovative Marketing Campaigns	85%	44%	41%	15%	0%	0%
Generating New Ideas for My Brand/ Products	80%	44%	36%	13%	5%	3%
Employing Greater Measurement	77%	28%	49%	23%	0%	0%
Ensuring Brand Consistency	77%	28%	49%	15%	5%	3%
Creating a More Integrated Marketing Mix	75%	26%	49%	23%	3%	0%
Generating Sales	72%	44%	28%	21%	5%	3%
Leveraging/Upgrading Marketing Technology	63%	21%	42%	34%	0%	3%
Leveraging Social Media	57%	21%	36%	28%	10%	5%
Maintaining Data Security	49%	28%	21%	28%	18%	5%
Generating Leads	46%	23%	23%	28%	18%	8%
Embracing Cloud-based Solutions	31%	8%	23%	41%	21%	8%

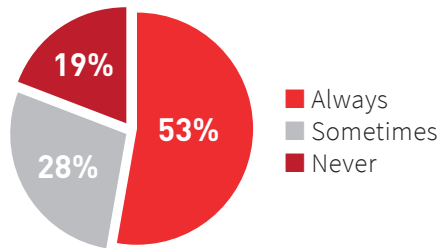
Survey Question: In your opinion, the most innovative marketers are...?

The data below ranks the single key area marketers feel best characterizes what the most innovative marketers are focused on today. While there is no single area selected by more than 21% of the respondents, the top area is reinventing the marketing mix. This is followed by coming up with new ideas (14%) and leveraging data more effectively (13%).



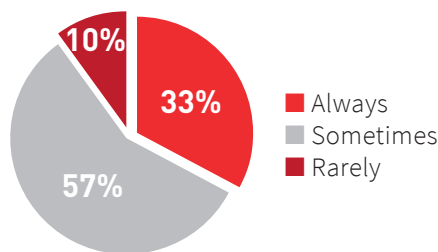
Survey Question: Are your marketing objectives related to company business goals?

Marketing objectives are not always directly related to company business goals. In fact, based on the survey data, only 53% of marketers say their marketing objectives are always related to their company's business goals.



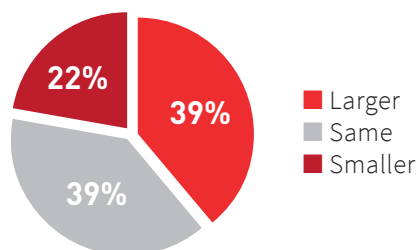
Survey Question: How often do you have a KPI pre-determined before a campaign launch?

Only one-third of the respondents say that KPIs are always pre-determined before they launch campaigns, and 57% say KPIs are sometimes pre-determined before campaigns.



Survey Question: Is your marketing team smaller or larger than it was two years ago?

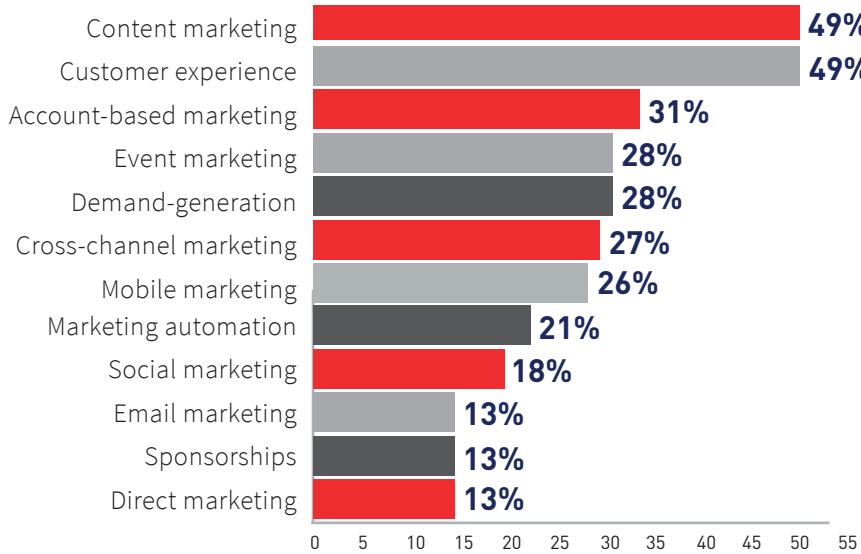
Thirty-nine percent of marketing teams are larger than they were two years ago. The same percentage (39%) of teams have remained the same size in terms of headcount.



II. Channels and Tactics

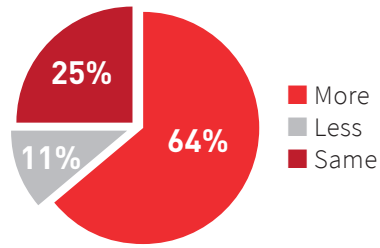
Survey Question: Which of the following marketing channels are you increasing your focus on most over the next 12 months. (Select the top three.)

By a clear margin the channels marketers expect to focus on the most over the next 12 months are content marketing (49%) and the customer experience (49%). Following these two areas and rounding out the top five, are account-based marketing (31%), event marketing (28%) and demand generation (28%).



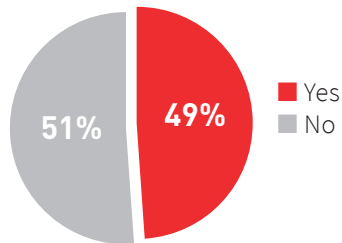
Survey Question: Are you leveraging content marketing more or less than you were two years ago?

Nearly two-thirds (64%) of marketers are leveraging content marketing more than they were two years ago.



Survey Question: Is your marketing more localized than it was two years ago?

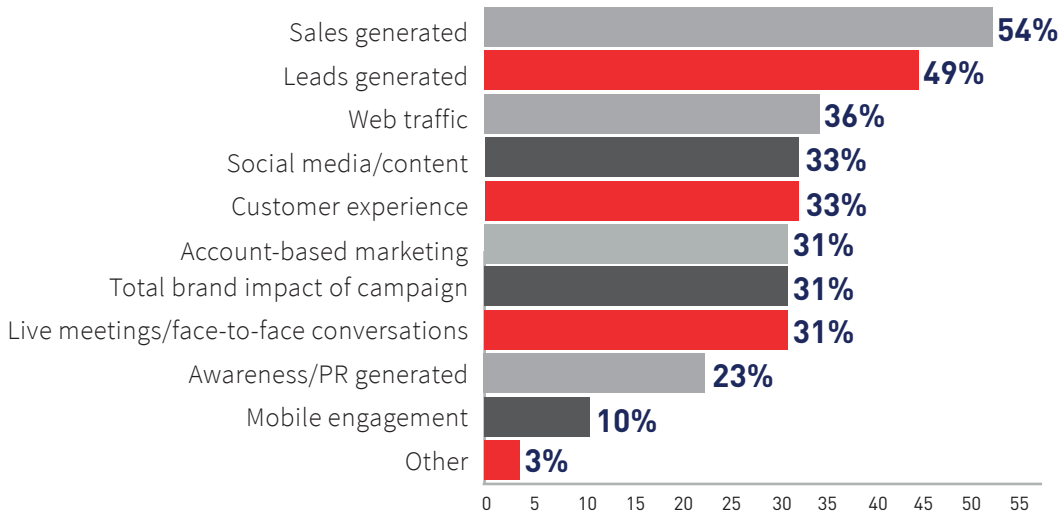
Marketing is becoming more localized according to just under half (49%) of the respondents.



III. Measurement and Data/Analytics

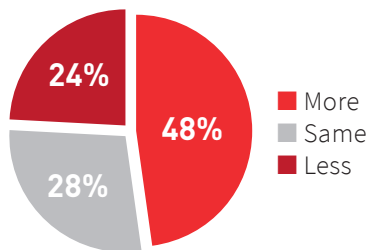
Survey Question: How do you measure your campaigns?

Besides tracking sales (54%), marketers are mainly measuring leads (49%), web traffic (36%), social media activity (33%) and the customer experience (33%).



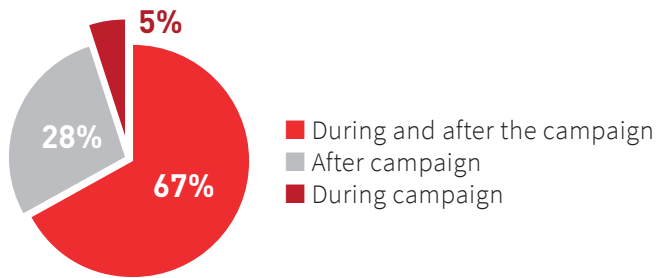
Survey Question: Do you measure more or less than you did two years ago?

A total of 76% of marketers say they are measuring the same or more areas of their campaigns than they did two years ago.



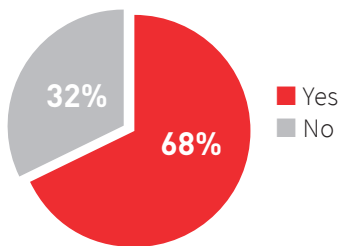
Survey Question: When do you measure your campaigns?

Two-thirds of marketers say they are measuring both during and after their campaigns.



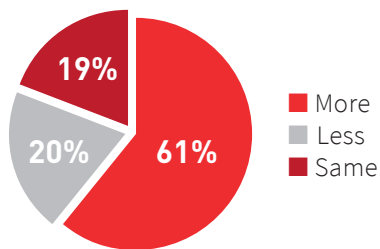
Survey Question: Do you measure more effectively/better than you did two years ago?

Marketers are getting better at measurement. More than two-thirds (68%) of marketers say they are measuring their campaigns more effectively than they were two years ago.



Survey Question: Does data/analytics inform your marketing decisions more than two years ago?

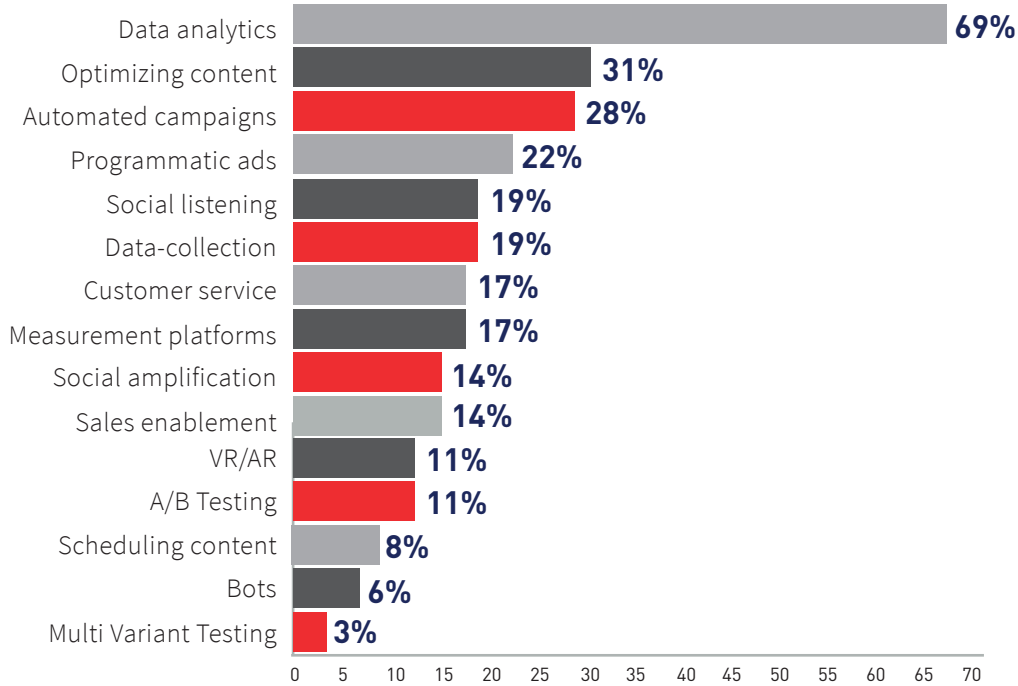
Sixty-one percent of marketers say that data and analytics are informing their decisions more than two years ago.



IV. Technology and Trends

Survey Question: Which are the top three areas where technology is improving marketing?

By far, the main area where technology is improving marketing is data analytics (69%). In comparison, every other area tracked in this question can be seen as secondary or of little impact to marketers today.



Conclusion

Over the past few years, marketers have changed their perspective, gained new skill sets and deployed new technologies. Empowered customers, increasing competition and technology has required marketers to think and behave – and approach their markets – differently than in the past.

These trends are seen in the key research findings:

- Eighty-seven percent of marketers say their top marketing goal for the next year is using data more effectively.
- Marketers face an urgency to innovate and be more creative. The second and third highest ranked marketing goals for the next year are to create more innovative campaigns (85%) and generate new ideas (80%).
- Seventy-six percent of marketers are measuring the same or more than two years ago. And, 68% say they are measuring more effectively.
- A top priority for three out of four marketers is deploying a more integrated marketing mix.
- Half of marketers say the top channels they're focused on are content marketing and the customer experience.

Today's marketers are also embracing a number of other important marketing trends including social media engagement, personalization and experiential.

Marketers now have a dual role. They're leveraging technology and are more analytical, but they also have to be creative. This duality is at the core of what it means to be a modern marketer.

Methodology

In March 2018, Chief Marketer and Oracle conducted a survey of a cross-section of leading brand marketers. The respondents represent many of the largest corporations and brands in the world. The brand survey received 306 responses from leading brand marketers in a range of industry sectors.

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