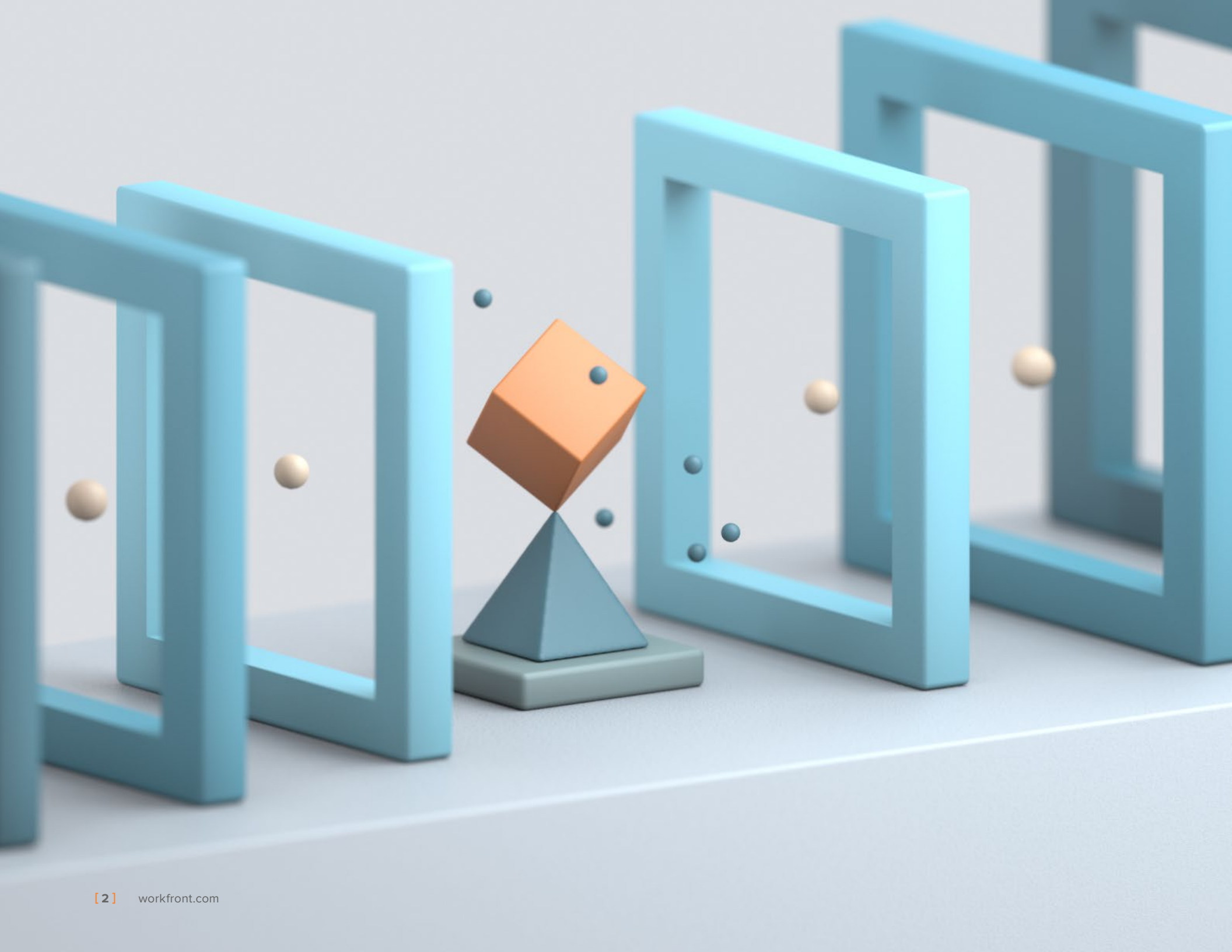


workfront

2020 Global Marketing Report

An abstract 3D rendered scene with a teal background. In the foreground, there are several geometric shapes: a large orange sphere, a medium blue sphere, and a small grey sphere. To the left, there are three blue cubes of different sizes. In the background, there are more spheres (one orange, one blue) and a large, light blue rectangular frame. A curved, glowing blue line sweeps across the middle ground.



Creativity—a marketer’s top skill.

Across the board, marketers—digital marketers, graphic designers, content creators, campaign managers, videographers, marketing leaders—align on this: their greatest strength, their most essential skill, is the ability to think and act creatively. But how much time do marketers actually get to devote to high-value, creative work?

With an unprecedented and unanticipated shift from physical work to virtual work in response to a global pandemic this year, marketers find themselves navigating a new world of work on the fly, operating virtually. At the same time, long-standing challenges remain top opportunities for marketing transformation, as people and teams are bogged down by too many disconnected tools, a lack of strategic alignment, siloed work processes, and poor visibility. But it doesn’t have to be this way.

We surveyed marketers across the globe to find out what’s in their way, what empowers them, and what steps leaders can take to help them do their best, most creative work.

METHODOLOGY

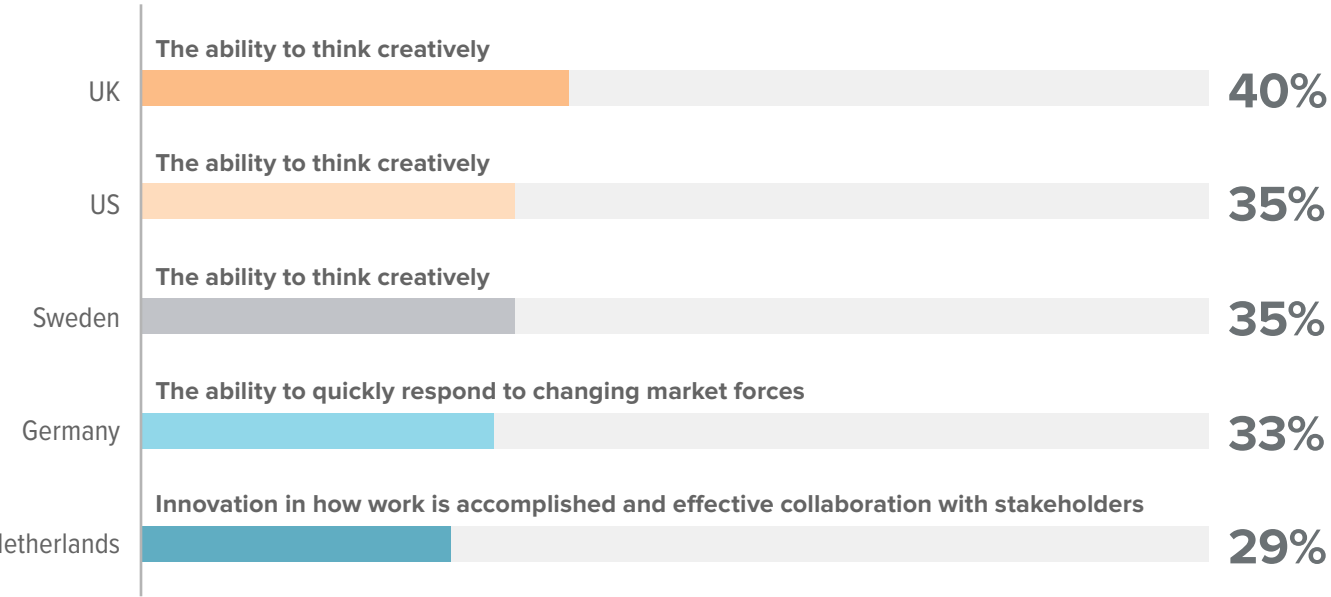
We surveyed almost 900 marketers in five countries: the U.S., U.K., Netherlands, Germany, and Sweden. Respondents work in financial services, healthcare, retail, manufacturing, or professional services/agencies.

What marketers value most.

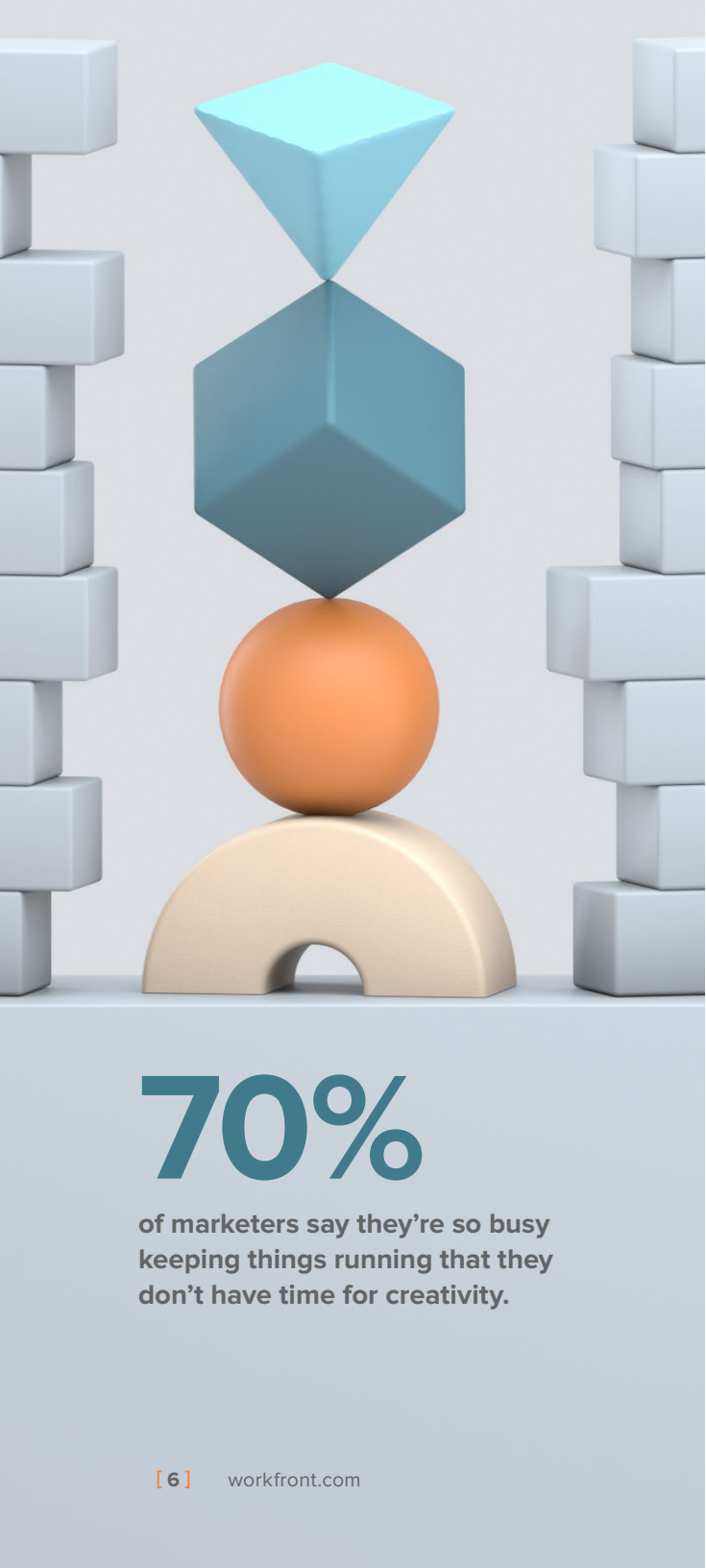
When we asked marketers to choose three skills that are most important to their jobs, the top answers were remarkably consistent across all five countries:



TOP SKILLS BY COUNTRY



The ongoing digital revolution has pushed marketing teams to evolve more aggressively than almost any other department. Marketers are under constant pressure to innovate, change, and drive demand. To compete, marketers must cultivate the skills they value most: creativity, speed, and agility. But if these skills form the nexus of business and marketing, why do marketers spend so much of their work day on other activities?



How marketers spend their work day.

Workfront's [State of Work research](#) over the last six years consistently reveals that global knowledge workers spend roughly 40% of their work week performing the primary duties of their jobs. You can cut that figure in half for marketers. Workfront's Global Marketing research shows that marketers spend just 19% of their time on their highest value work. They're actually spending the vast majority of their work week on other activities:

- | | | | |
|------------------------------|-----|--|----|
| • Meetings | 19% | • Searching through data | 9% |
| • Administrative tasks | 11% | • Dealing with interruptions for non-essential tasks | 9% |
| • Email | 10% | • Ad hoc requests | 8% |
| • Manual or repetitive tasks | 10% | | |

70%

of marketers say they're so busy keeping things running that they don't have time for creativity.

Faced with a list like that, it's clear why nine out of ten marketers cite frustrations at work, including:



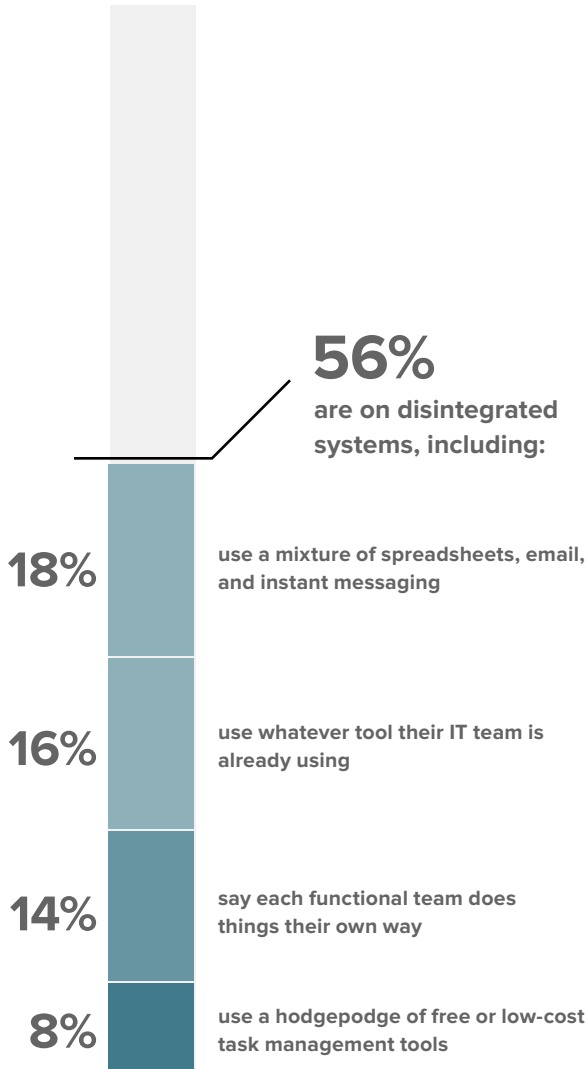
There is an obvious mismatch between what marketers value most and what they actually spend their time on. What role does technology play in bridging—or widening—this creativity gap?

How marketers use technology.

When it comes to technology, marketers have a lot of it. There are more than 7,000 marketing-related technology solutions to choose from, with worldwide spending on martech estimated to exceed \$121.5 billion in 2020¹—more than what’s being spent by marketing’s IT counterparts.

Although marketing organizations use technology vigorously, most haven’t realized the benefits of integrating it. More than half of marketers surveyed—56%—are still on disintegrated systems. On average, marketing teams use eight different tools to manage the various aspects of their work—projects, tasks, requests, communication, design, reviews, approvals, calendars, documents, and more. But not all of these tools play nicely together.

1. <https://chiefmartec.com/2019/10/martech-now-121-5-billion-market-worldwide/>



Marketers know that their ability to think and act creatively enables them to do great work and contribute great value to their companies, and they understand the role of technology in enabling high-value work, but they still struggle to be productive on the right work. How can leaders elevate their creatives out of the madness and into the creative flow marketers crave? What steps can leaders take to bridge the gap between what marketers were hired to do and what they are actually doing?

The great news is that nearly 40% of marketing organizations have made the transition to a centralized work management solution, with benefits to marketers that include:

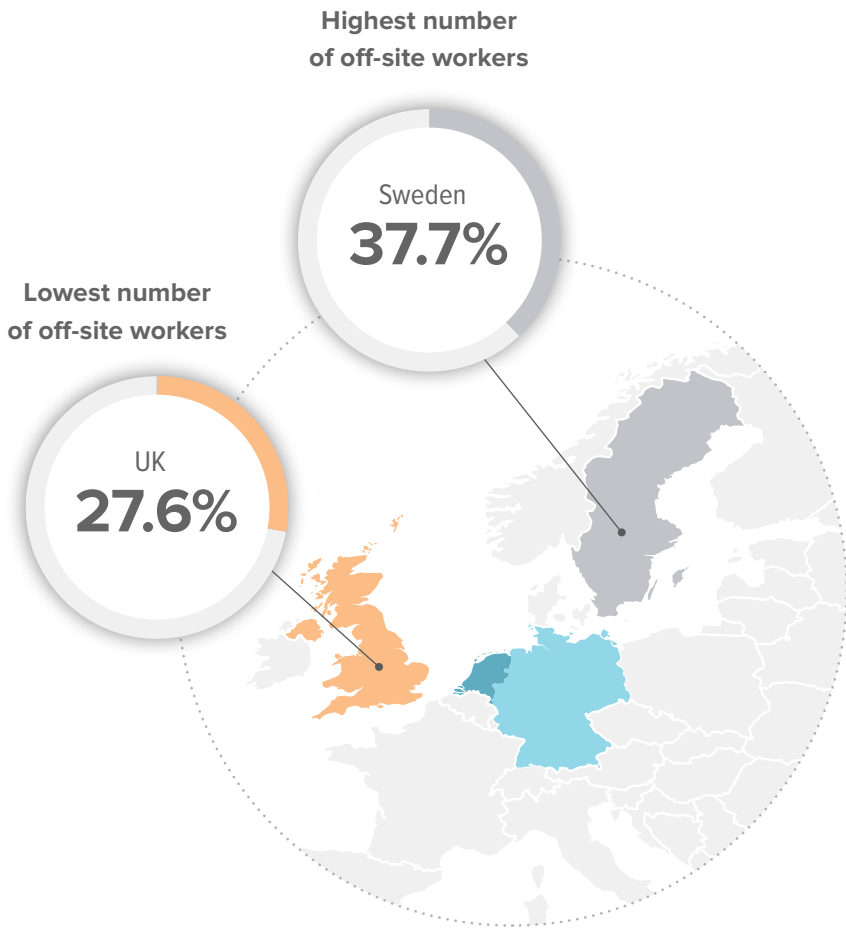
- Less time searching for details and files or copying the same information into multiple different systems (increasing their speed)
- Better access to the information they need to pivot in response to changing market conditions (improving their agility)
- More time to execute on their most important priorities (including creative ideation and exploration)

Based on Workfront’s experience helping **global marketing teams** transform how they work, we’ve found that marketing organizations with a single, unified enterprise work management solution to track the complete lifecycle of their work boost creativity, speed, and agility through three key work management components: collaboration, integration, and automation.

Collaboration in context brings work out of silos.

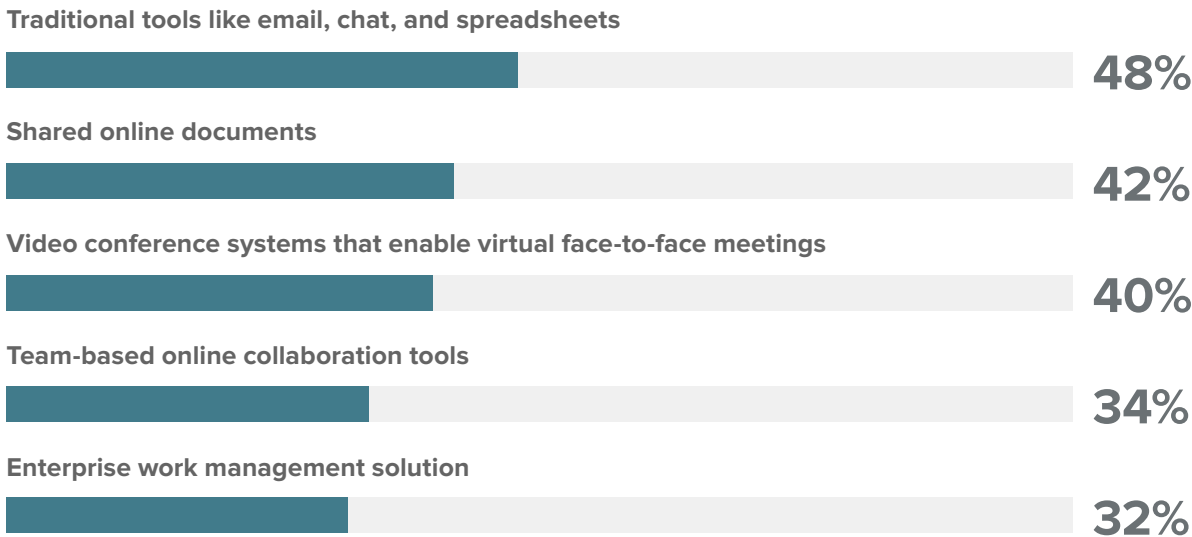
The ability to work remotely and collaborate seamlessly is now a universal imperative. Digital collaboration is no longer just a modern workforce expectation; it is an enterprise work mandate. Companies that realize the opportunity in mastering virtual collaborative work will extend their leadership positions in the recovering economy.

Before the 2020 pandemic, Global Marketing survey respondents said that 30% of their marketing departments included off-site workers—with Sweden boasting the highest percentage (37.7%) and the U.K. the lowest (27.6%). Now, almost every team in every region is virtual, testing our collective capacity for communication, coordination, and collaboration.



Fortunately, the benefits of remote work are sweeping: the ability to broaden the pool of talented applicants, bring a wider range of perspectives and experience into the company, and offer opportunities for better work-life integration for employees in all phases of life. And studies² show that workers are more productive—in some cases by more than 35-40%—when granted greater flexibility in where and when they get their work done.

Today’s marketers mitigate the potential challenges of having a more dispersed workforce (or having to transition to one on a very tight timeline) through technology:



Enterprise work management technology brings work out of silos and into one central location, enabling marketers to collaborate directly within the context of the work, automate workflows to reduce manual effort, and collect and contextualize all relevant information to increase agility and accelerate speed to market.

2. <https://globalworkplaceanalytics.com/resources/costs-benefits>

Integration supports people and process.

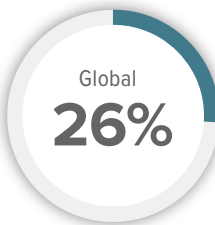
Most respondents (85%) said they need to do a better job integrating and connecting key systems and tools:



are working on connecting all key systems with an integration platform or outside vendor



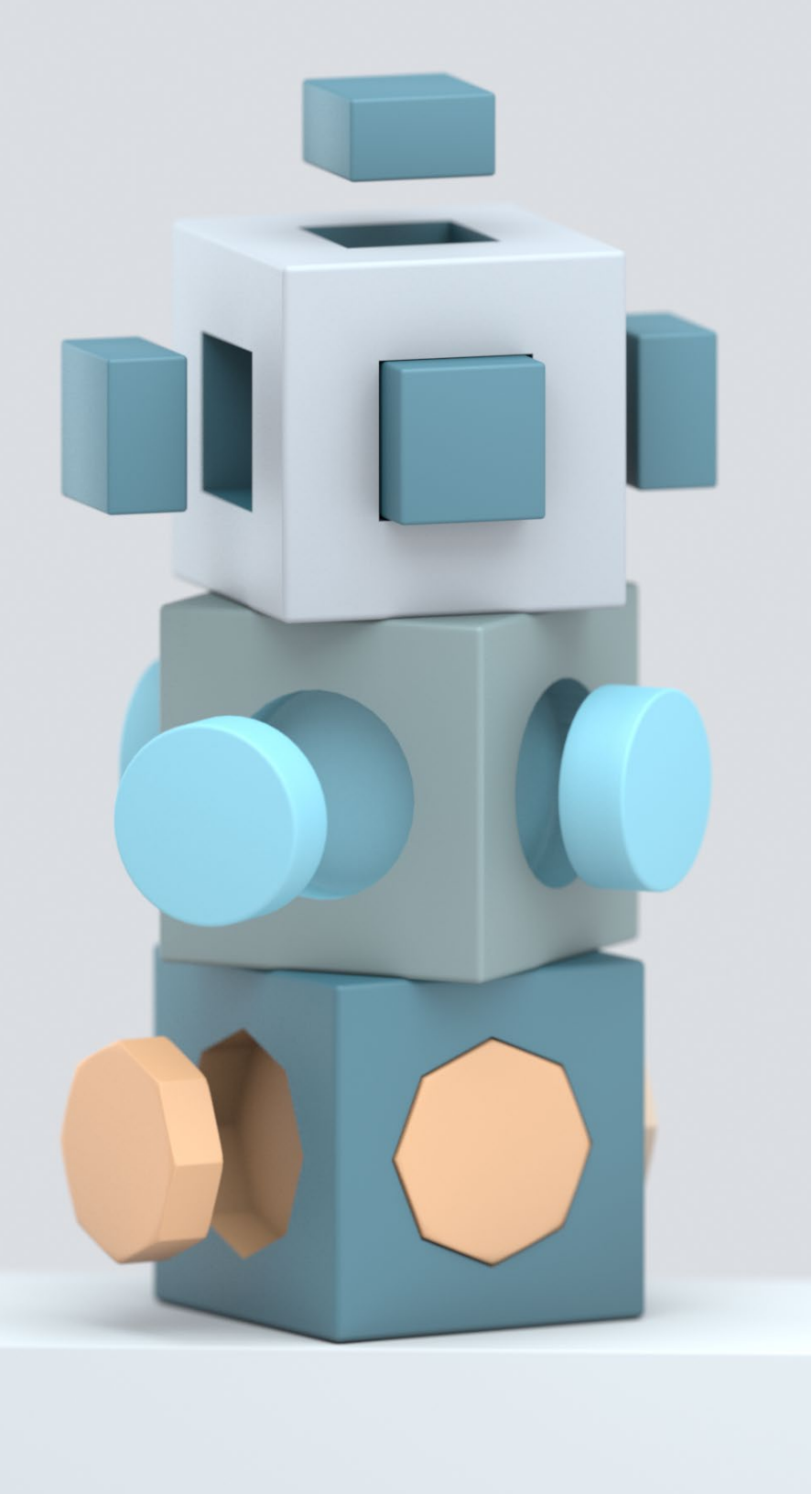
are in the process of building custom integrations



have built their own custom integrations



use out-of-the-box integrations custom integrations



And, in an ironic twist, most marketers (75%) agree that the number of different tools they use to simplify their work is actually making work more complicated. The risks of poor or non-existent integrations include:

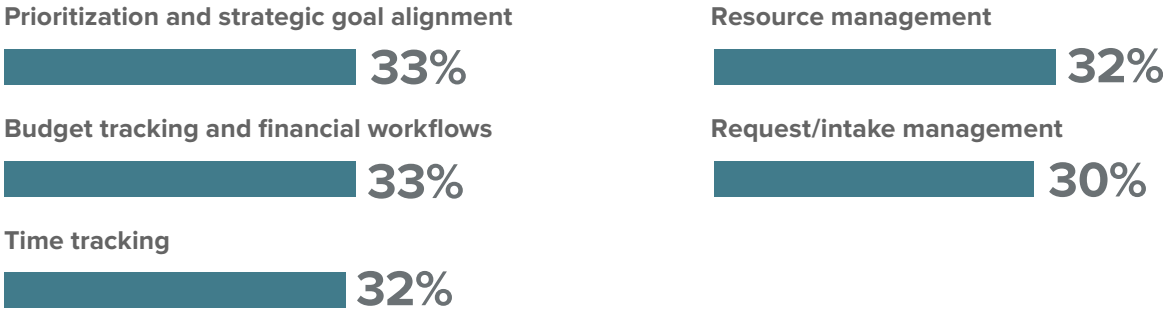
- Teams not being on the same page because everyone is using different tools that don't communicate with each other **68%**
- Slow delivery and missed deadlines due to a lack of integrated technologies **69%**
- Lack of visibility into work, which slows them down **72%**

Marketers can integrate their critical technologies to streamline processes, reduce redundancy, and make space for creativity.

Automation frees up time for creativity.

In many ways, marketers have less to fear from automation than many other functions in the organization. The exploding martech landscape is creating new categories of work unimagined years ago, and marketing will always require the human touch. You can’t automate an emotional appeal, a sense of connection, or a story that resonates with human customers.

Automating repetitive tasks frees marketers up to focus on the high-value work that not only inspires and motivates them, but also contributes to their organizations’ outcomes. According to our survey, marketers look forward to automating the following functions within the next two years:

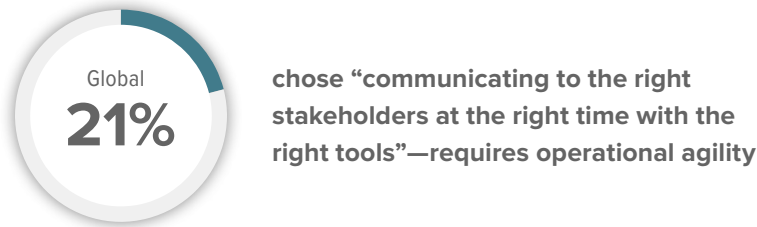
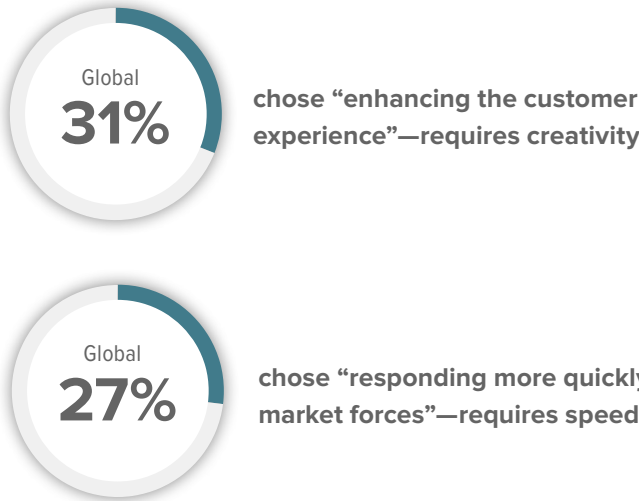


With automated functions like these carrying on quietly in the background, marketers will be empowered to turn their attention to the creative work only humans can do.

The future of marketing demands creativity.

The Workfront Global Marketing Report begins by sharing what marketers in the U.S., U.K., Netherlands, Germany, and Sweden see as their top strengths: creativity, agility, and speed—essential skills they use to create value for their organizations.

At the end of the survey, we asked marketers which skills will be most essential to succeed in the marketing departments of the future. They cited the same three concepts, just phrased a bit differently:



Consistency like this tells an important story about where marketers see themselves today and how they’d like to see the future unfold. There can be a future in which marketers are empowered to devote more than 19% of their time doing the creative, high-value work they were hired to do. We have the technology at our fingertips. The work before leaders now is to make the most of work management technology that gets marketers out of their inboxes and into their creative flow.

To learn more about work management for your marketing team, visit: www.workfront.com/marketing

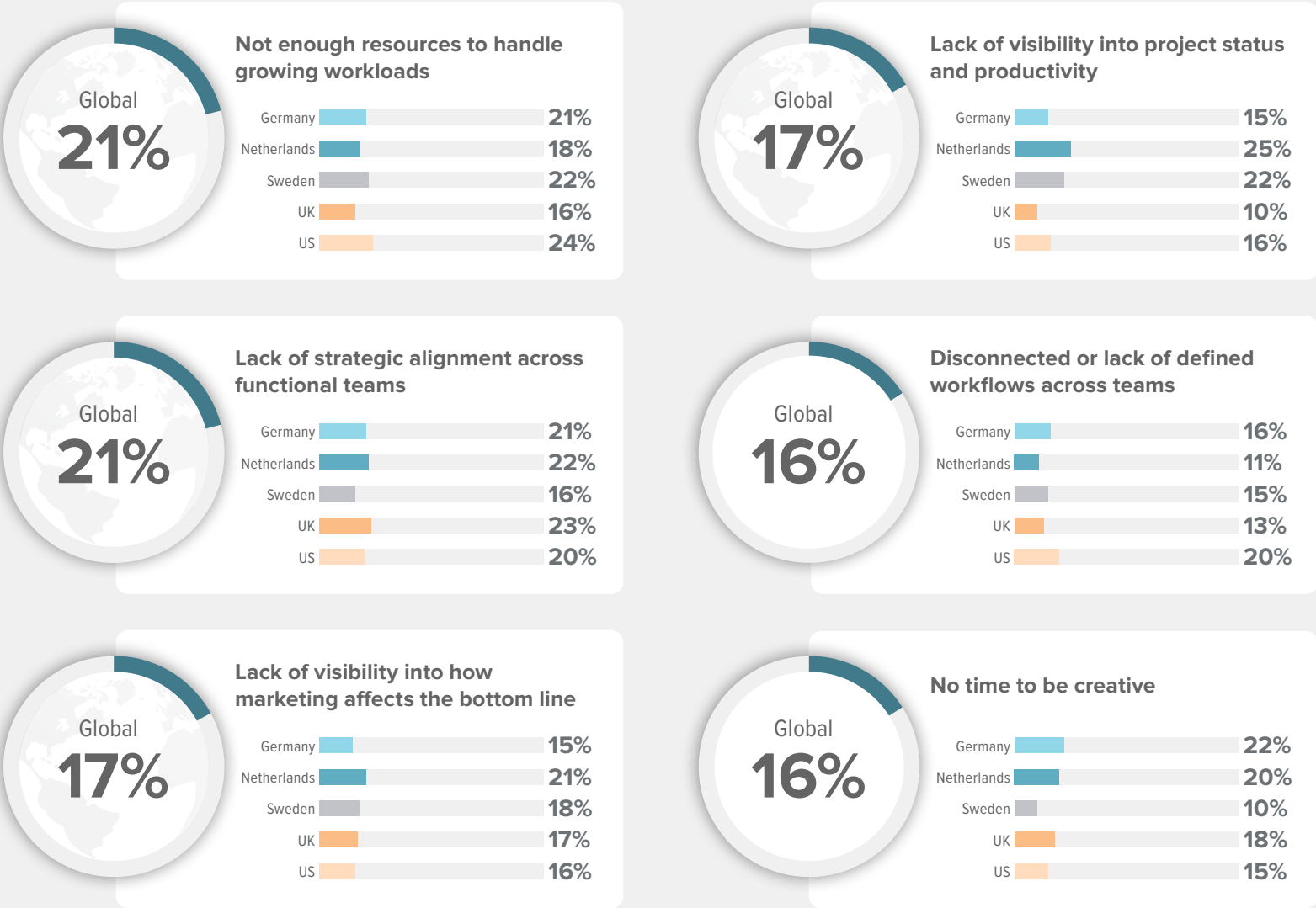
COLOR KEY

- | | |
|-------------|--------|
| Global | Sweden |
| Germany | UK |
| Netherlands | US |

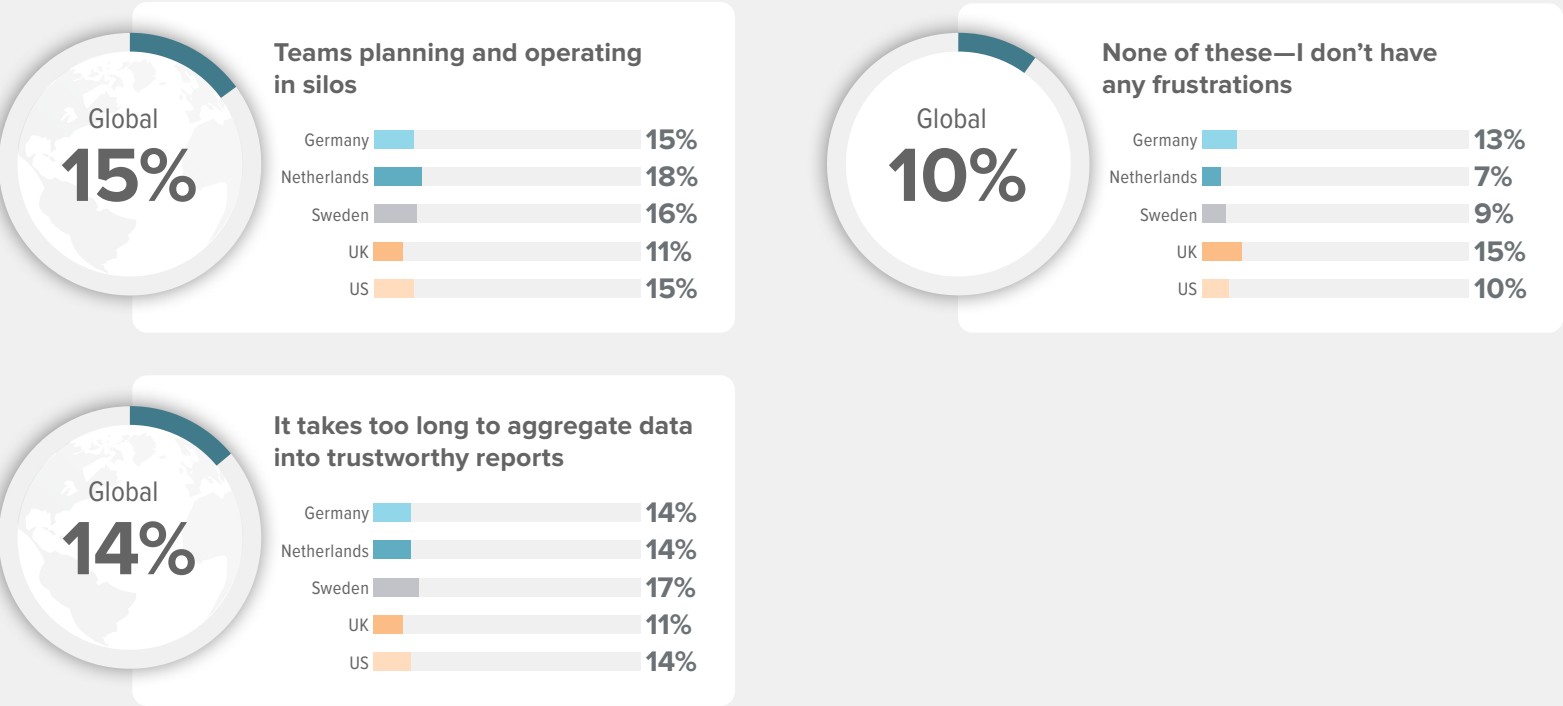
Detailed findings

N=878 respondents with 400 from the U.S., 127 from Germany, 126 from the Netherlands, 125 from the U.K., and 100 from Sweden. All respondents are marketers who work in financial services, healthcare, retail, manufacturing or professional services/agencies. In the U.S., companies are at least 1,000 employees and in the other countries they are at least 500 employees. Please note that responses may not add up to 100% due to rounding or allowing multiple responses. An asterisk (*) indicates the response was less than 0.5%.

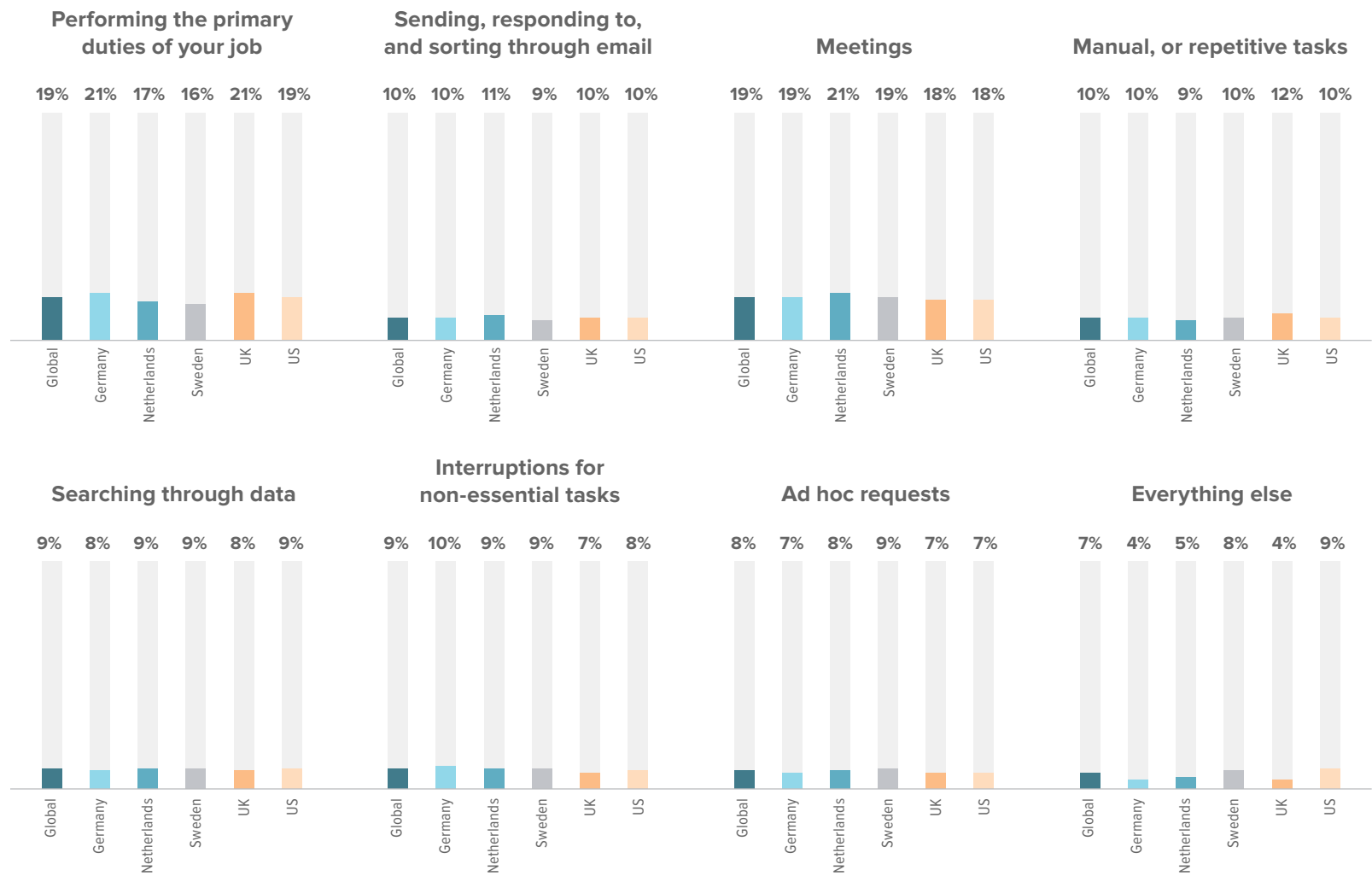
Q1. What are the top two frustrations currently affecting your marketing organization? While all may be frustrations, please select the top two.



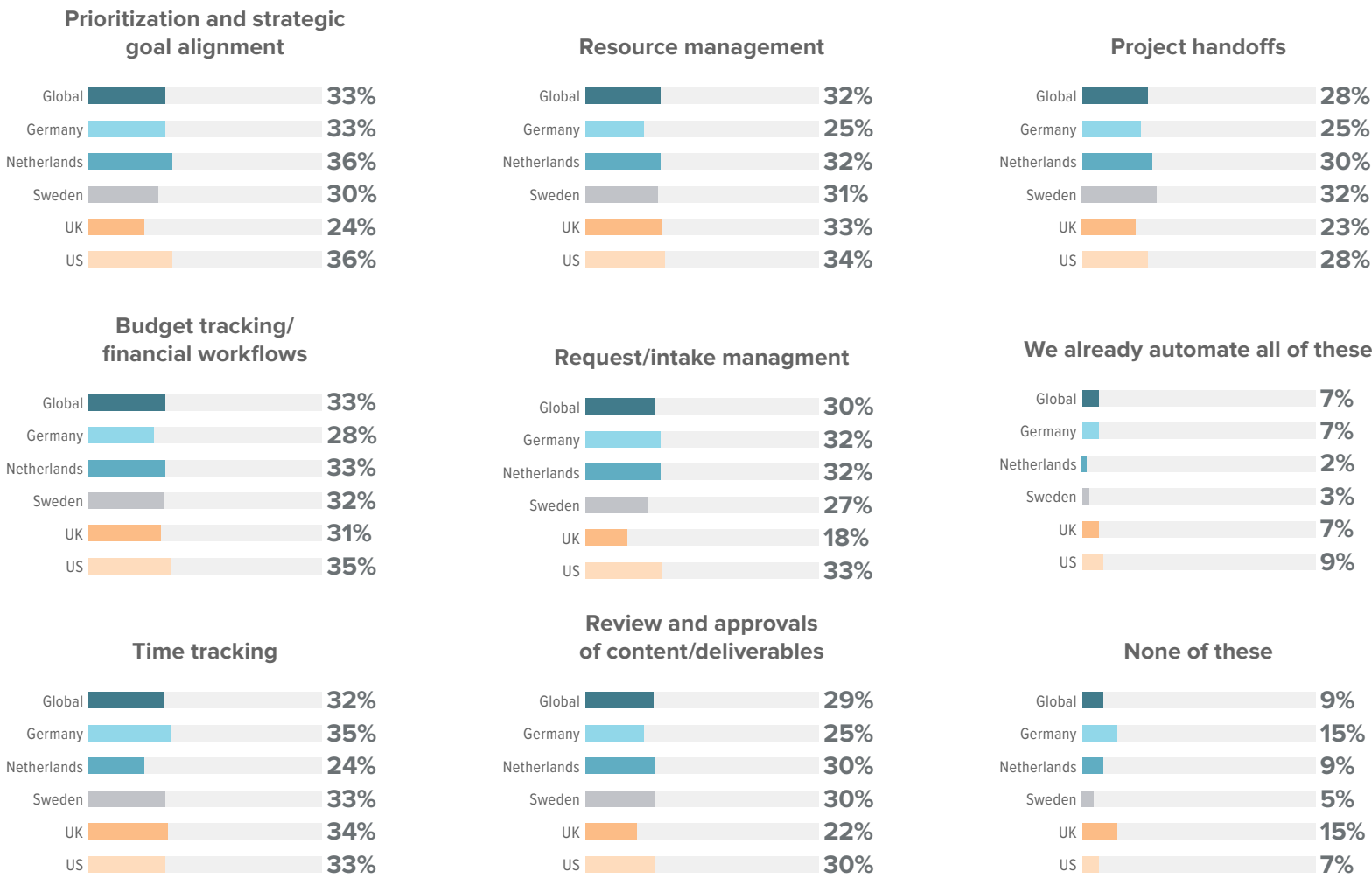
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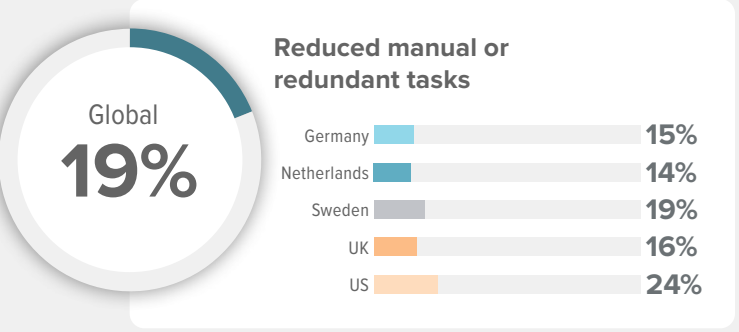
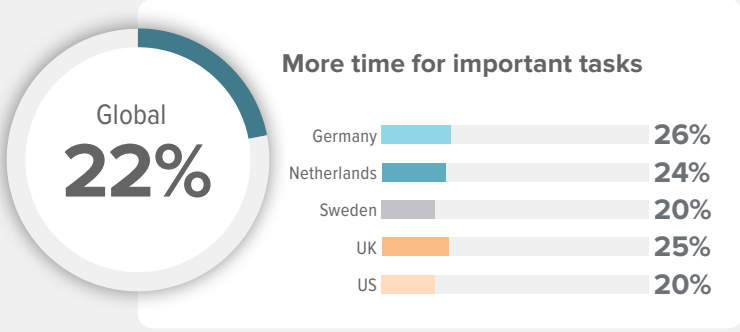
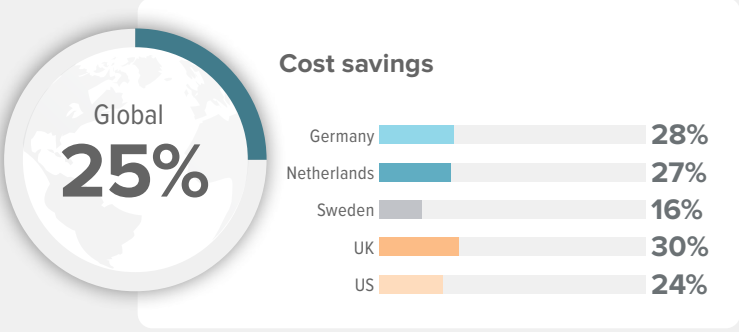
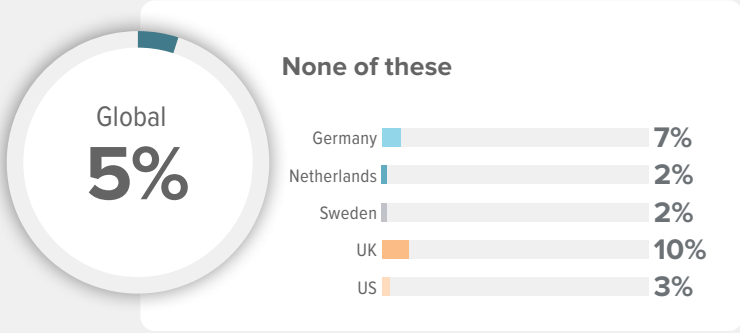
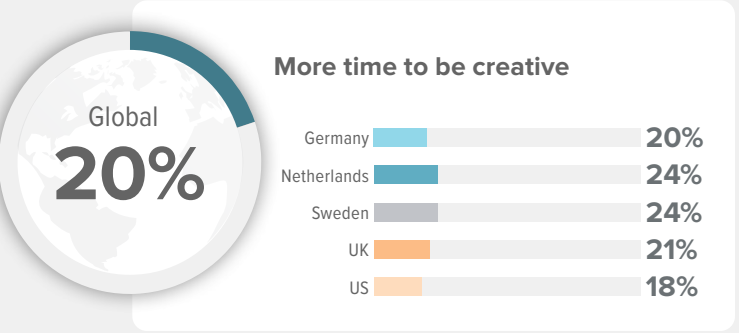
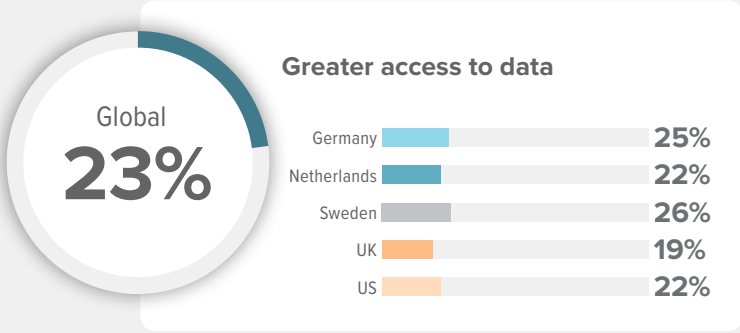
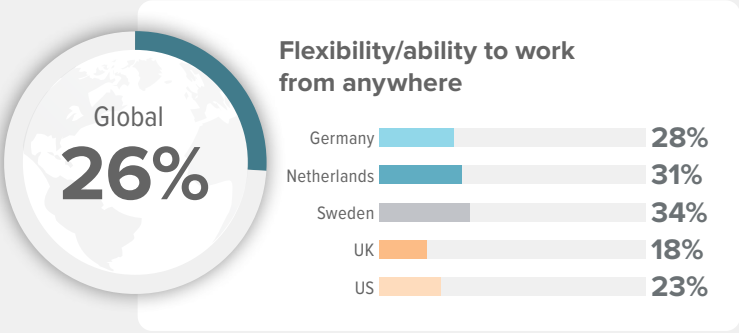
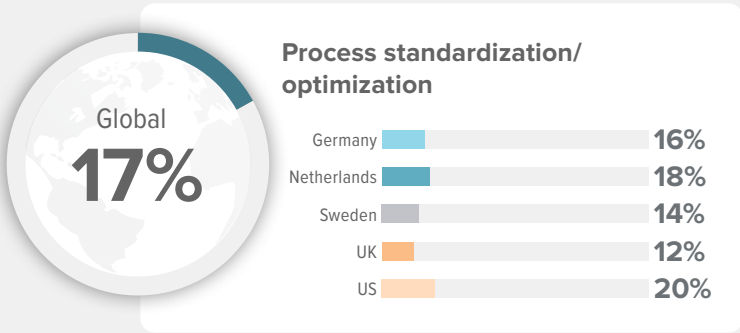
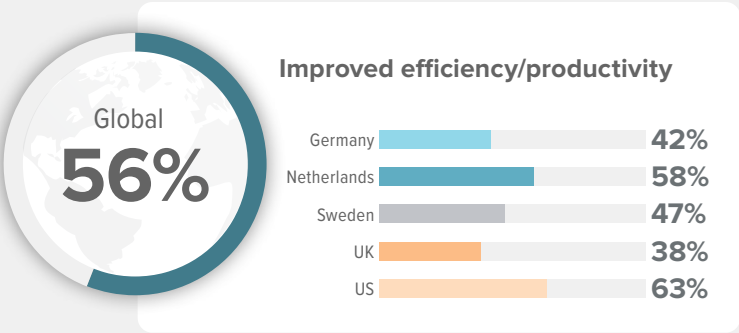
Q2. Please give a best guess estimate for what percentage of your work week is taken up by each of the following. If you are not sure, please provide your best guess for each.



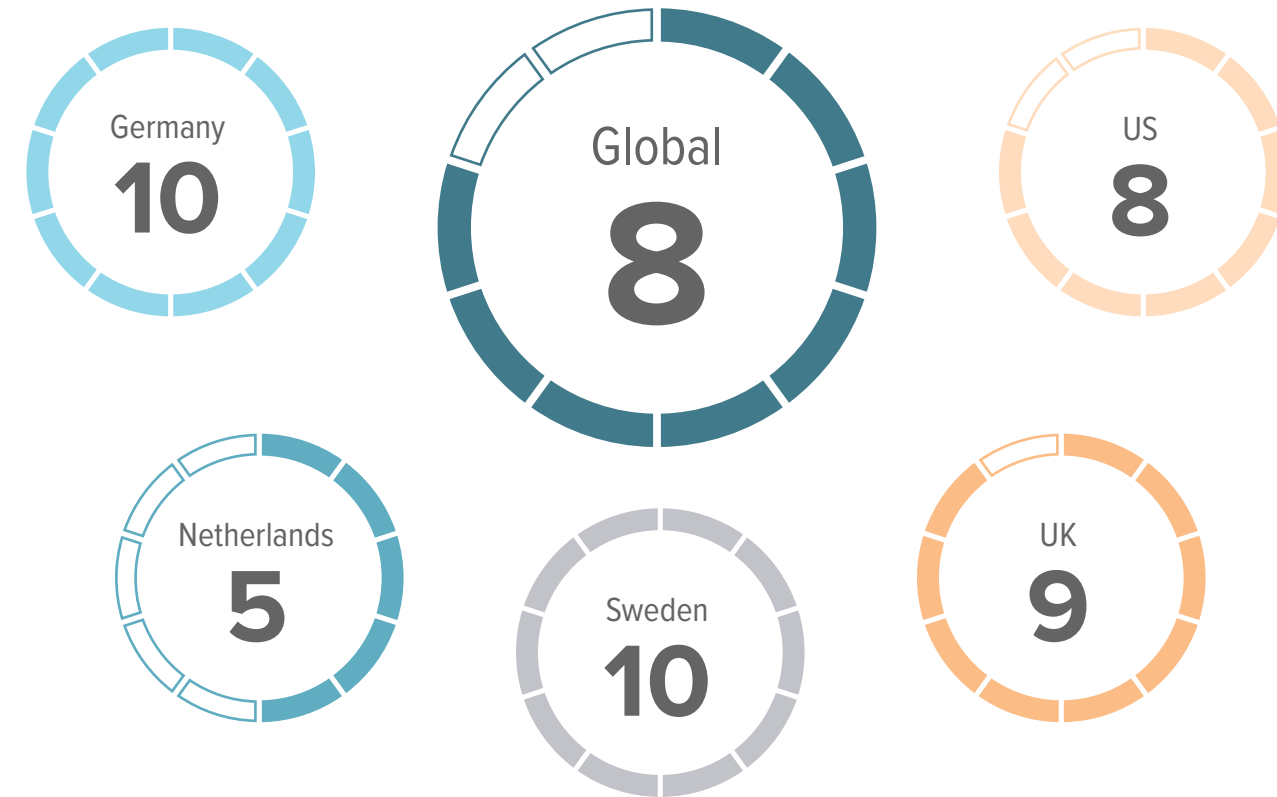
Q3. What processes or functions within the marketing department do you plan to digitize or automate in the next two years? Please select all that apply.



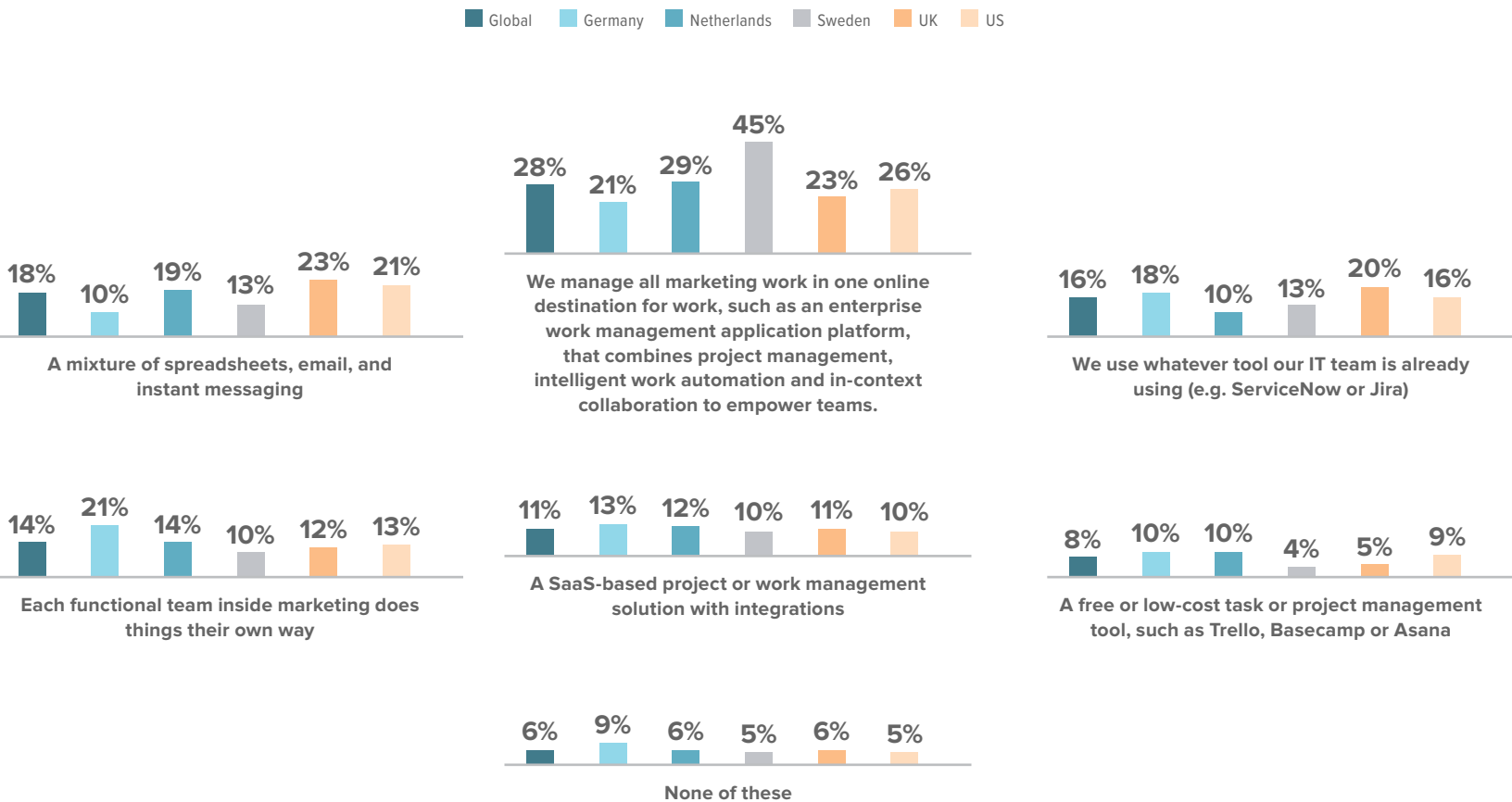
Q4. What are the greatest values you receive from digitizing or automating marketing work? While you may receive all these, please select the two or three you receive the greatest value from.



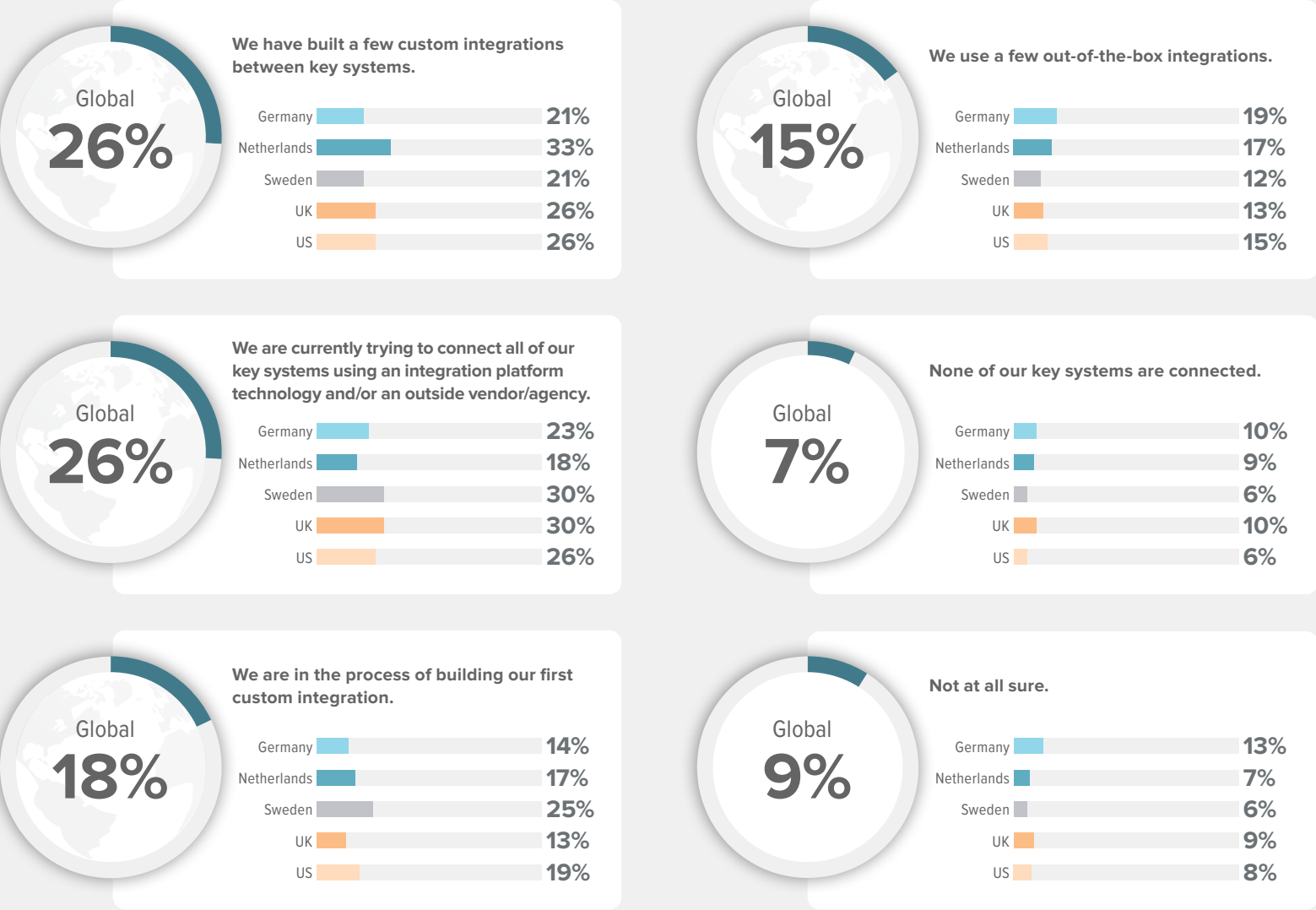
Q5. How many tools does your marketing team use to manage their work (This includes projects, tasks, requests, communication, design, reviews, approvals, calendars, documents, etc.)? If you are not sure, please provide your best estimate.



Q6. Which of the following most accurately describes what your marketing department is currently using to manage their tasks, projects, and workflows?

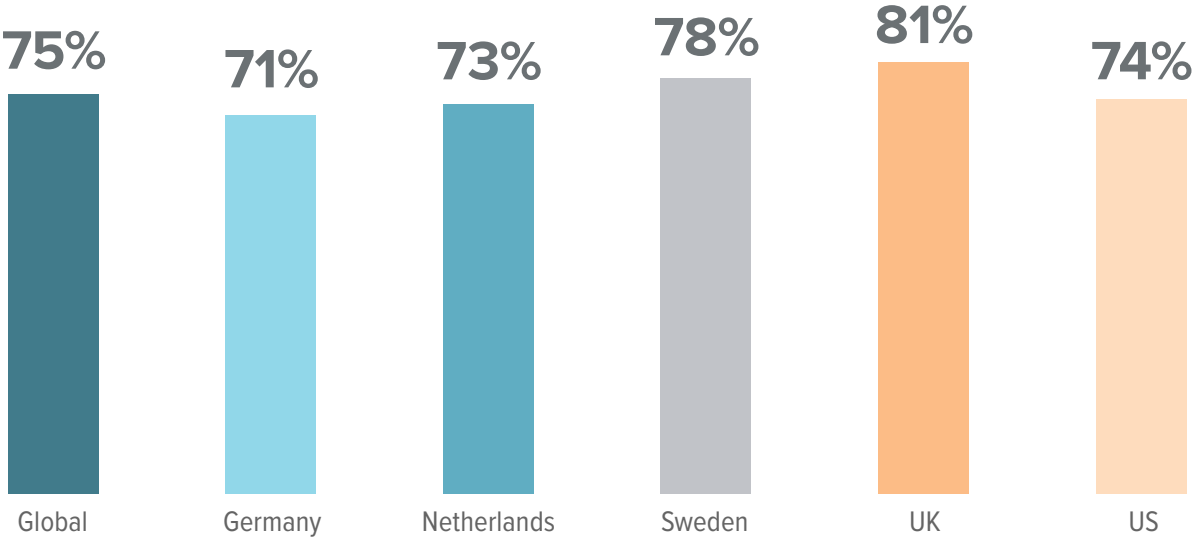


Q7. Which of the following are closest to how you are currently integrating your key technologies in your marketing department?

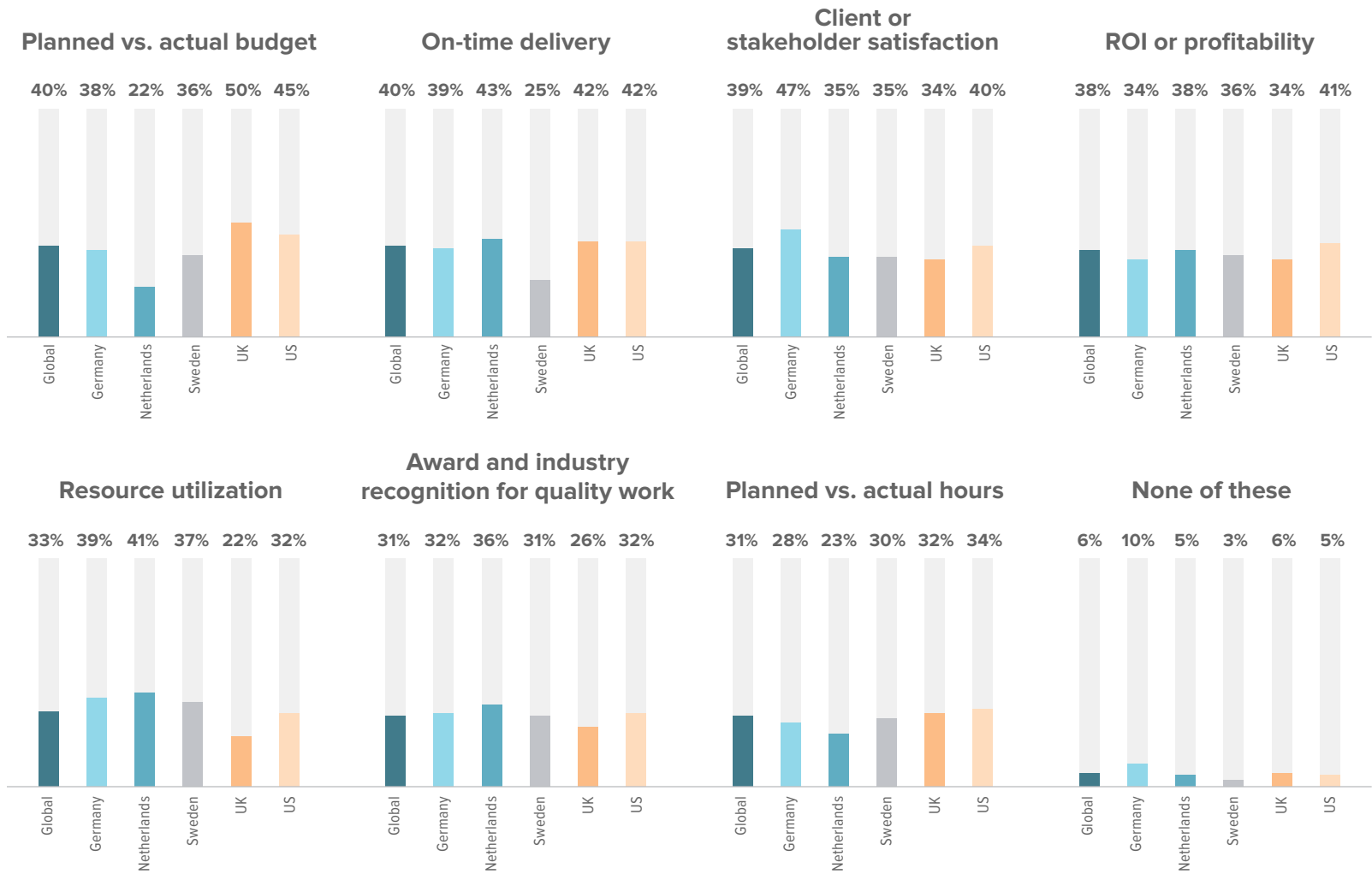


Q8. How strongly do you agree with the following statement?

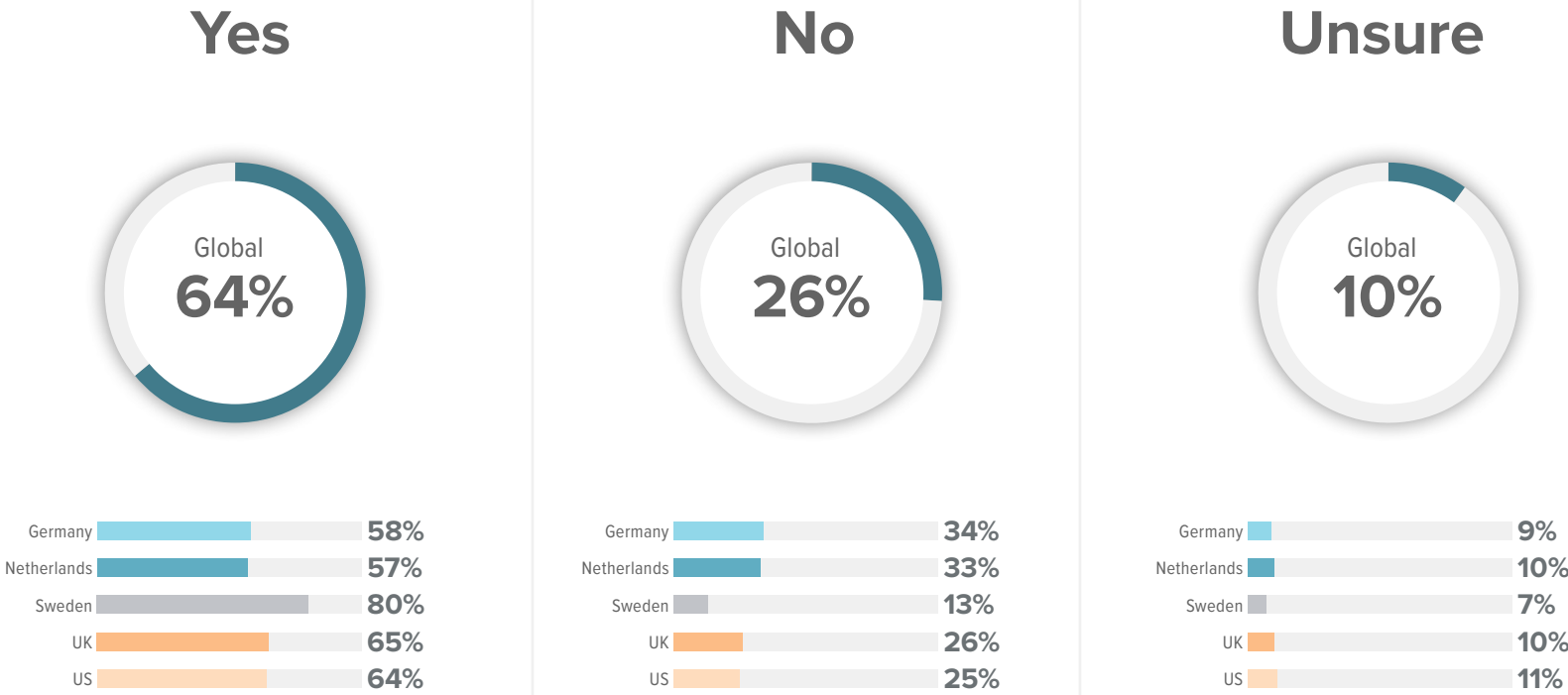
“We use so many different tools to get work done that it’s actually made work more complicated.”



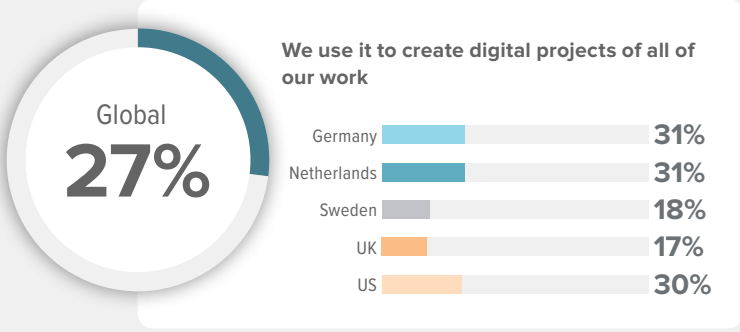
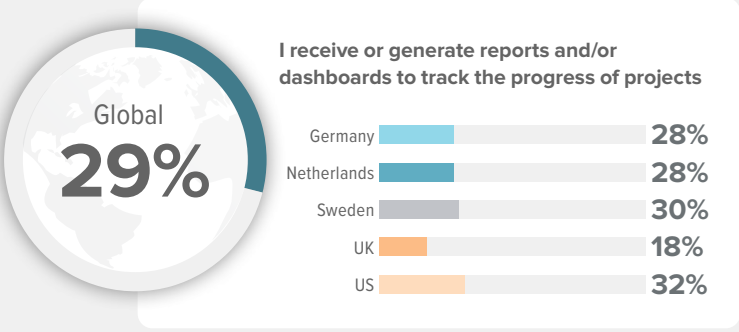
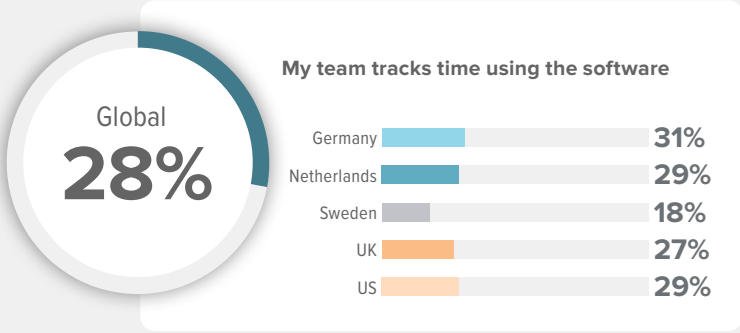
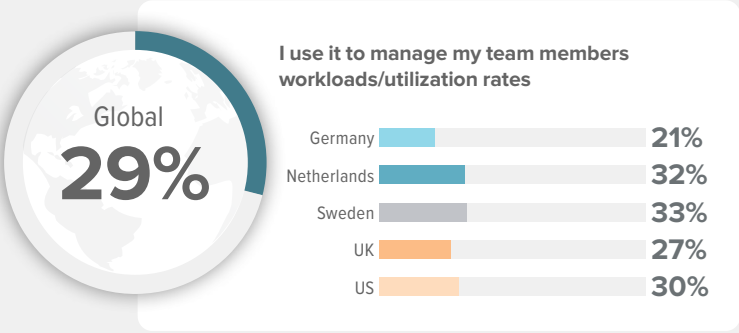
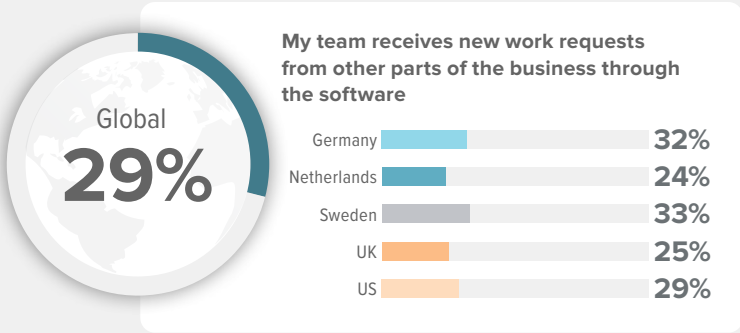
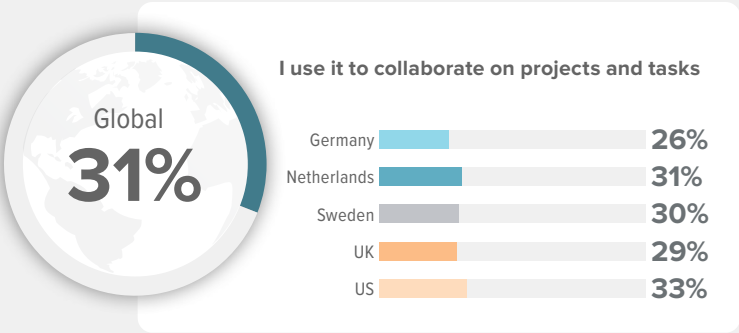
Q9. Which of the following, if any, Key Performance Indicators (KPIs) or metrics does your marketing team track to gauge overall work effectiveness? Please select all that apply.



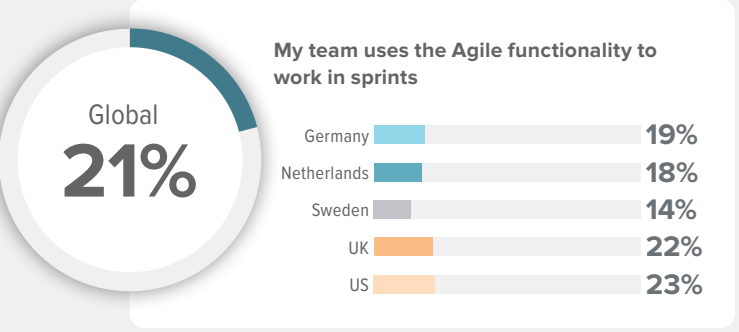
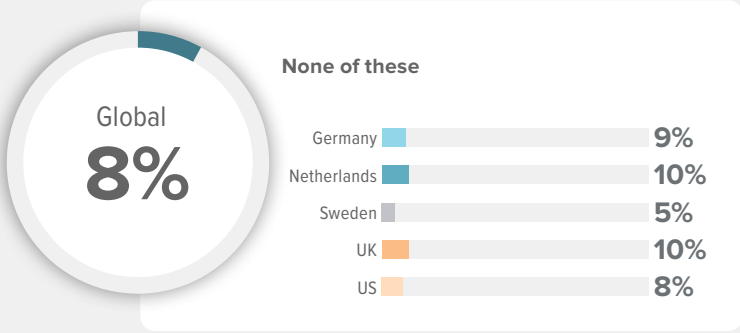
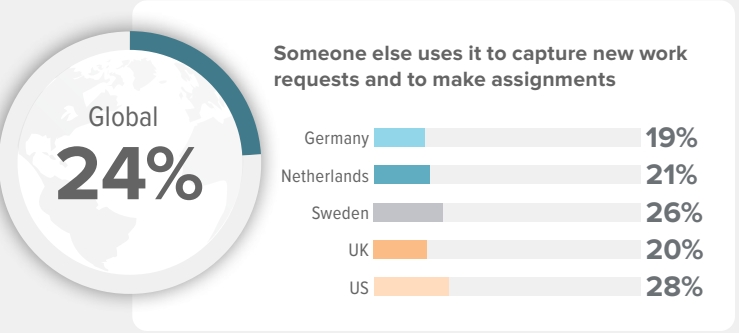
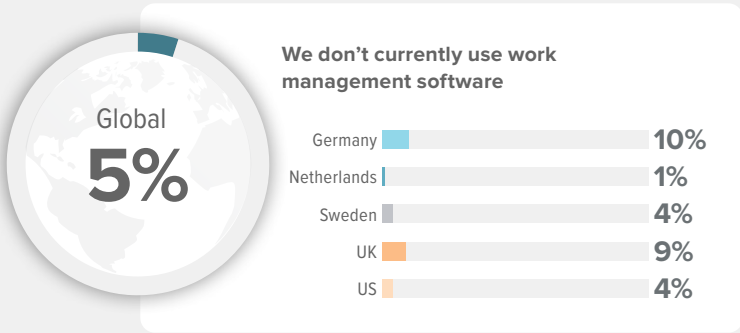
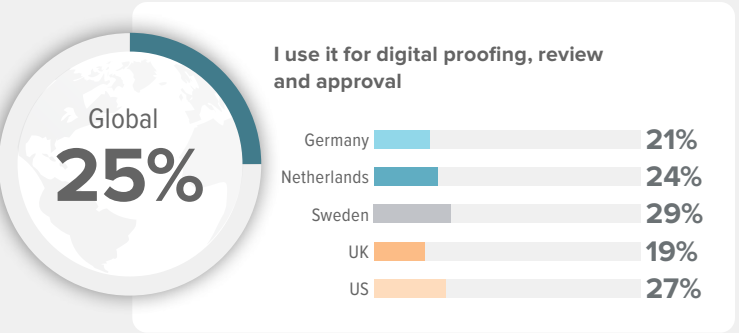
Q10. Do you or someone on your team use work management or workflow software?



Q11. Which of the following describes your current involvement with work management software or work management software for marketing work? Please select all that apply.



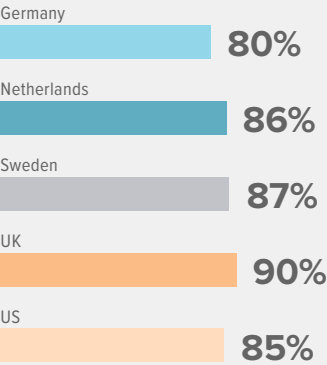
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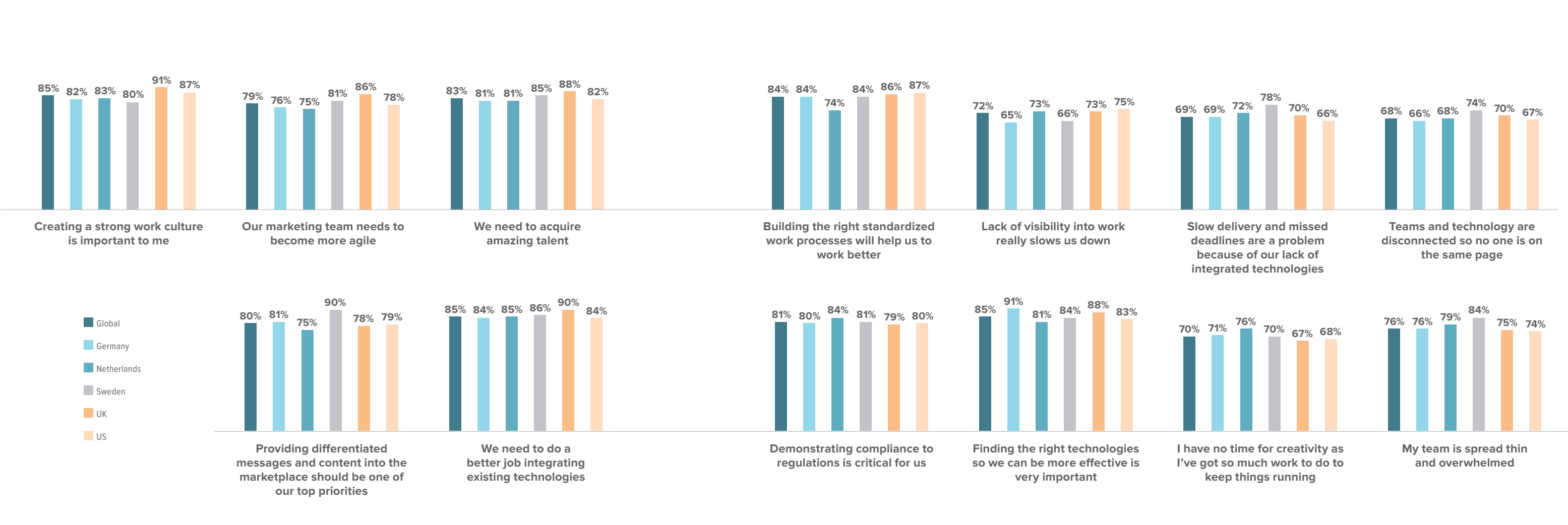
Q12. How strongly do you agree or disagree with the following statements? (Agree responses)



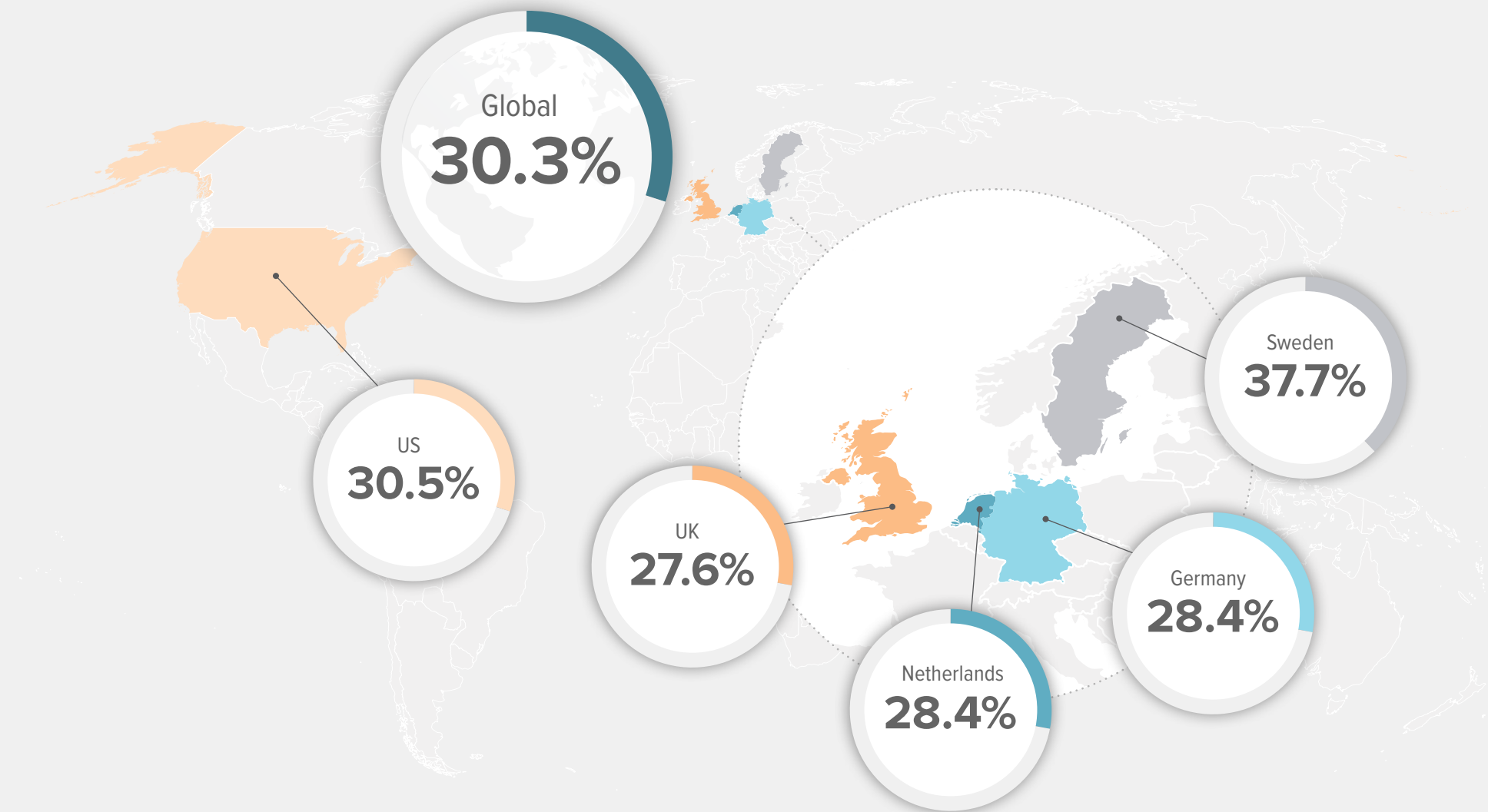
My top priority is providing value to the bottom line



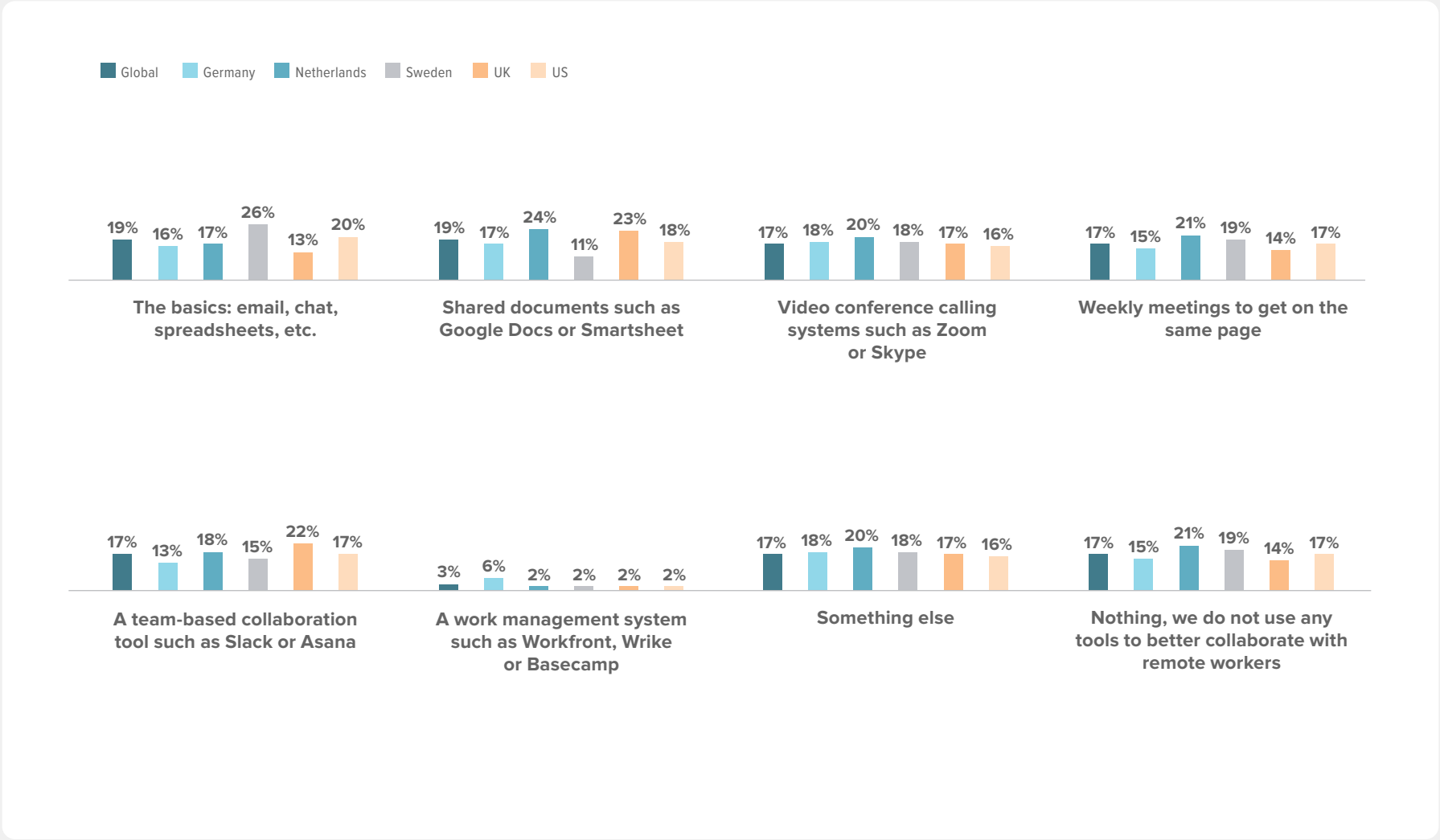
Q12. How strongly do you agree or disagree with the following statements? (Agree responses)



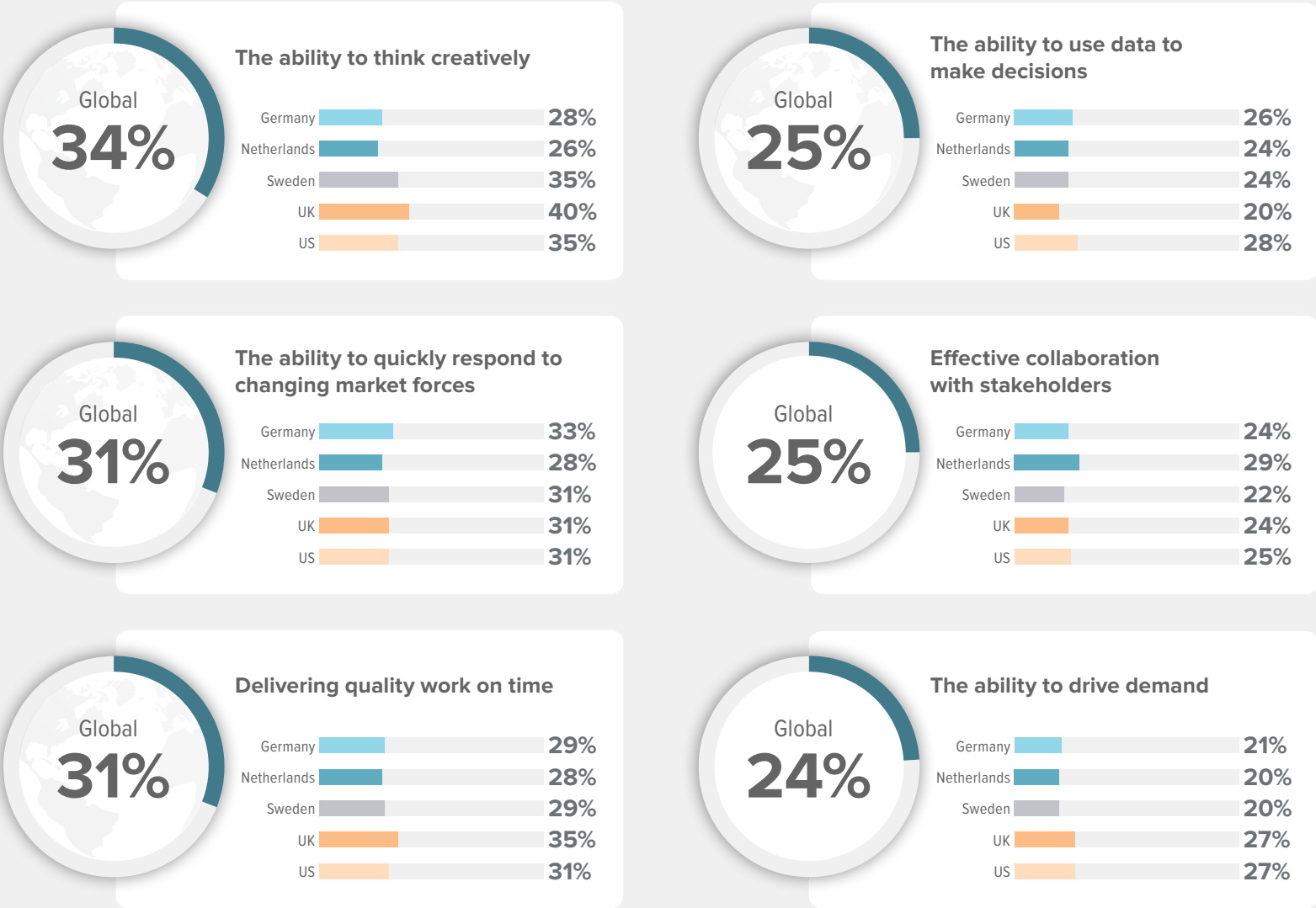
Q13. What percentage of your marketing department are remote workers? If you are not sure, please provide your best estimate.



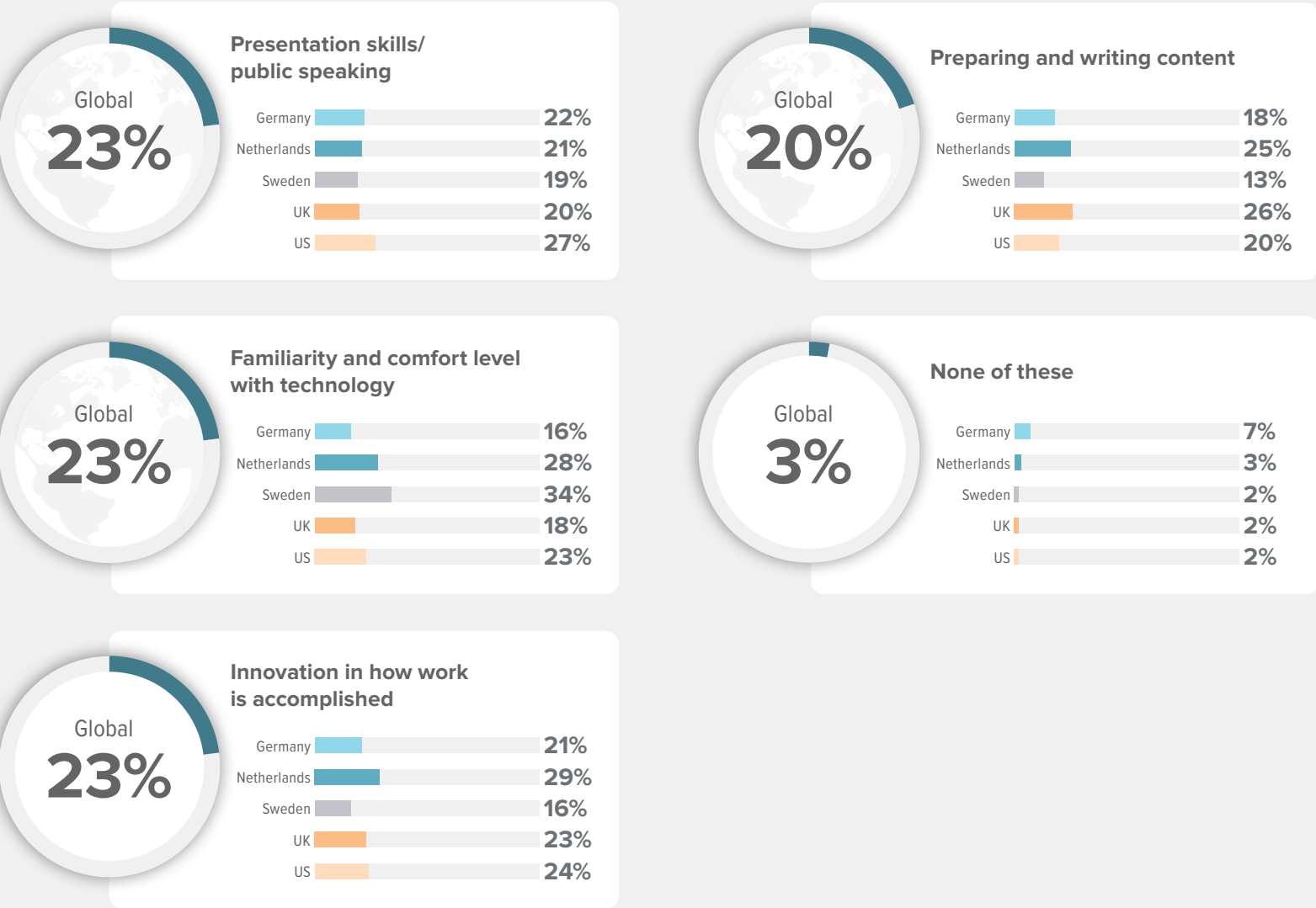
Q14. What processes and tools, if any, are you using to better collaborate with remote workers? Please select all that apply.



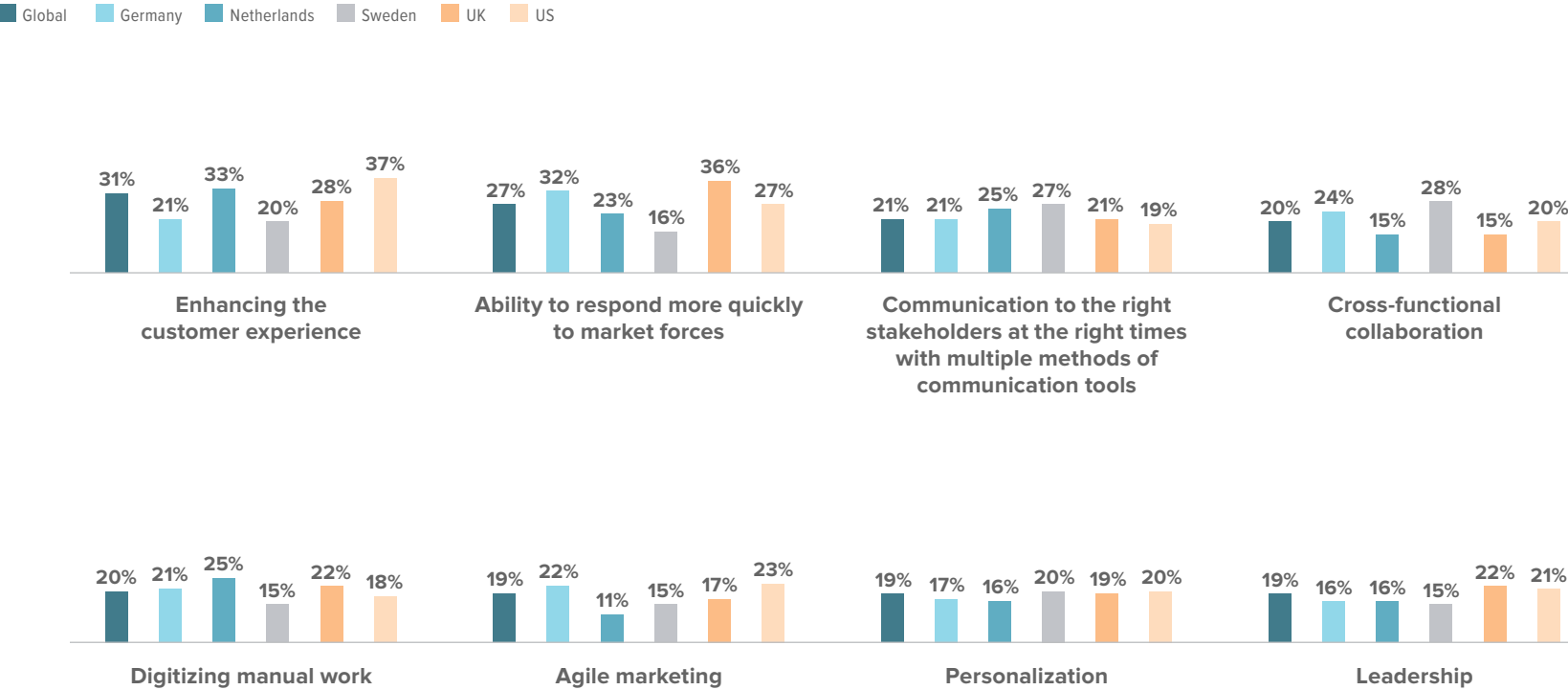
Q15. What do you believe a marketer's greatest skill is? While you may think all of these are great skills, please select the 2 or 3 that are the greatest skills marketers have.



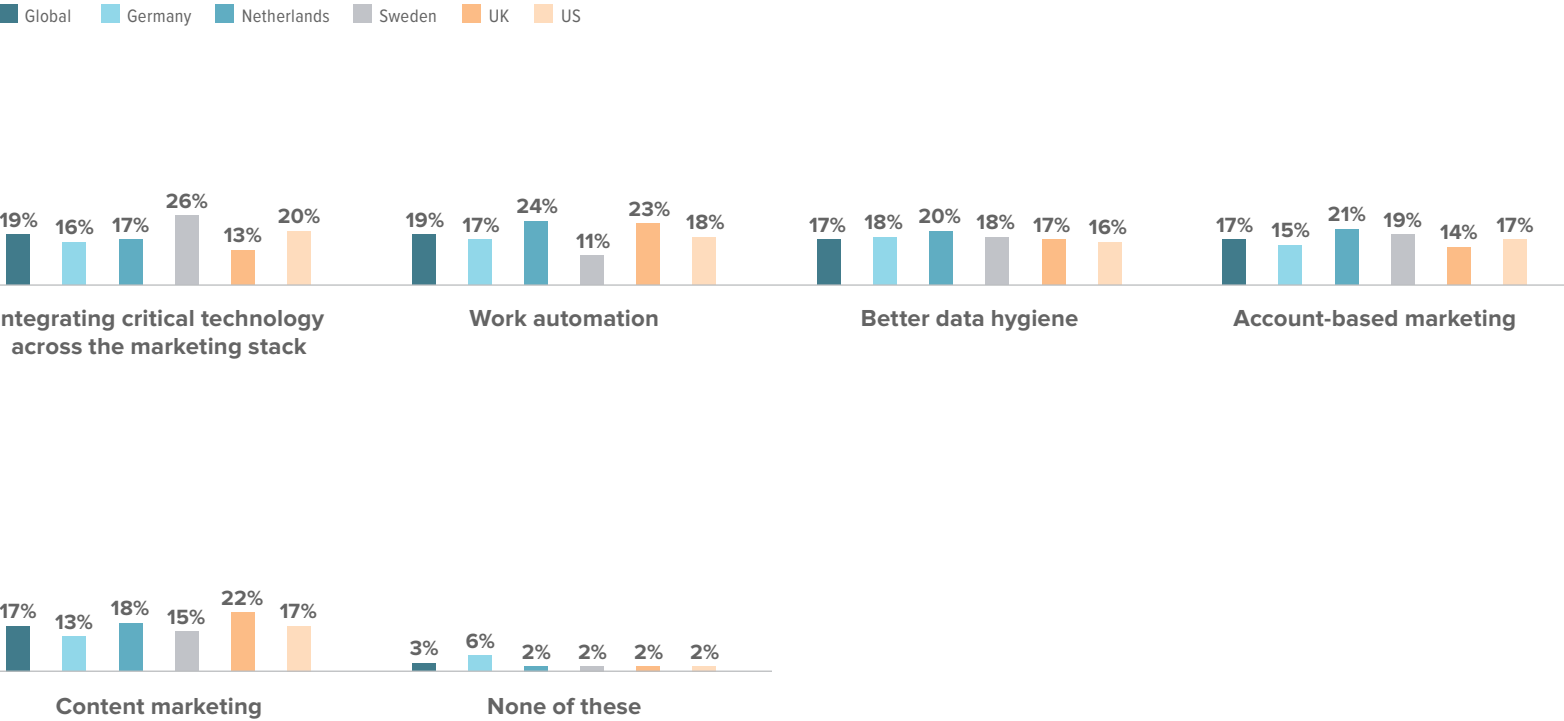
Q15. What do you believe a marketer's greatest skill is? While you may think all of these are great skills, please select the 2 or 3 that are the greatest skills marketers have.



Q16. What skills or functions do you believe will be most essential to succeed in the marketing of the future? While you may think all are essential, please select the 2 or 3 that you believe are most essential.



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