



SURVEY REPORT 2017

DEFINING THE TRENDS AND CHALLENGES
IN THE MARKETING SPACE INDUSTRY | RE-
THINKING BUSINESS MODELS | MANAGING
DIGITALISATION & NEW TECHNOLOGIES



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THE MULTITOUCHPOINT STRATEGY EVENTS

STUDY PROFILE



- **RESEARCH PURPOSE**
Research on the current state of the marketing space
- **TARGET AUDIENCE**
CMOs and marketing experts from leading international companies
- **PROCEDURE**
Online survey
- **PARTICIPANT GENERATION**
Email and social media invitations
- **STUDY SAMPLE SIZE**
n = 234
- **DATA COLLECTION PERIOD**
January 2017 – February 2016

PUBLISHED March 2017

TABLE OF CONTENTS



INDUSTRY TRENDS

- Impact of digital transformation 5
- Marketing department within the company 6
- Digital marketing strategies 8
- Digital marketing channels & goals 10
- New media 11
- Future trends 12

SURVEY – PROFILE OF THE RESPONDENTS

- Respondent profile 14
- Company overview 15

Rethink! MAD Minds Europe

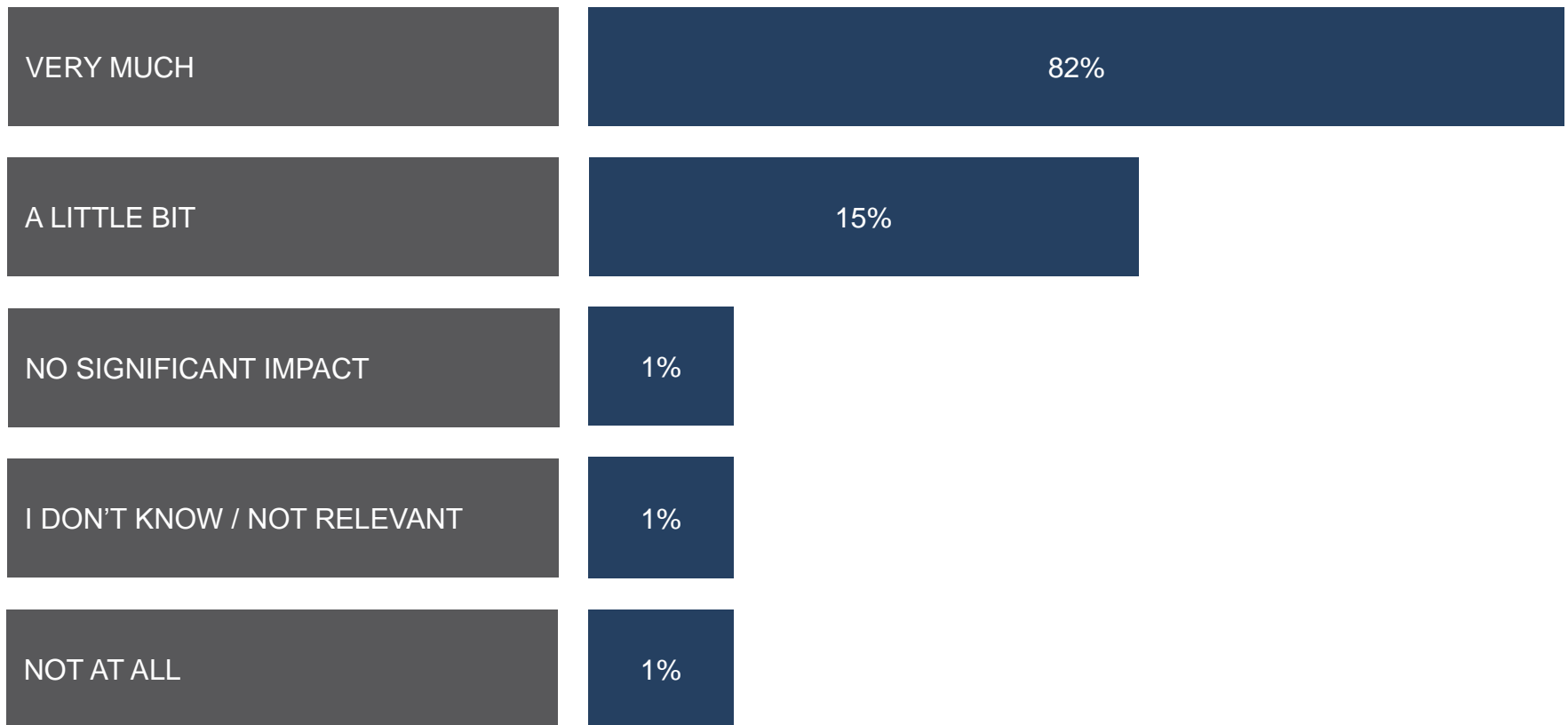
- About Rethink! MAD Minds Europe 2017 16
- Bring your team to Rethink! MAD Minds Europe 2017 17

INDUSTRY TRENDS

IMPACT OF DIGITAL TRANSFORMATION



To what extent is **digital transformation** impacting your role at the moment?



MARKETING DEPARTMENT WITHIN THE COMPANY

How important are **innovative technologies** in your marketing strategy? *

Average: 4.16



How has the **role of the CMO** changed in your company over the past years?

55% **BECAME MORE IMPORTANT**

36% **STAYED THE SAME**

9% **BECAME LESS IMPORTANT**

* 1= not important at all; 5= very important

MARKETING DEPARTMENT WITHIN THE COMPANY

What percentage of your overall marketing budget is assigned to digital?

32% Between 25% and 50%

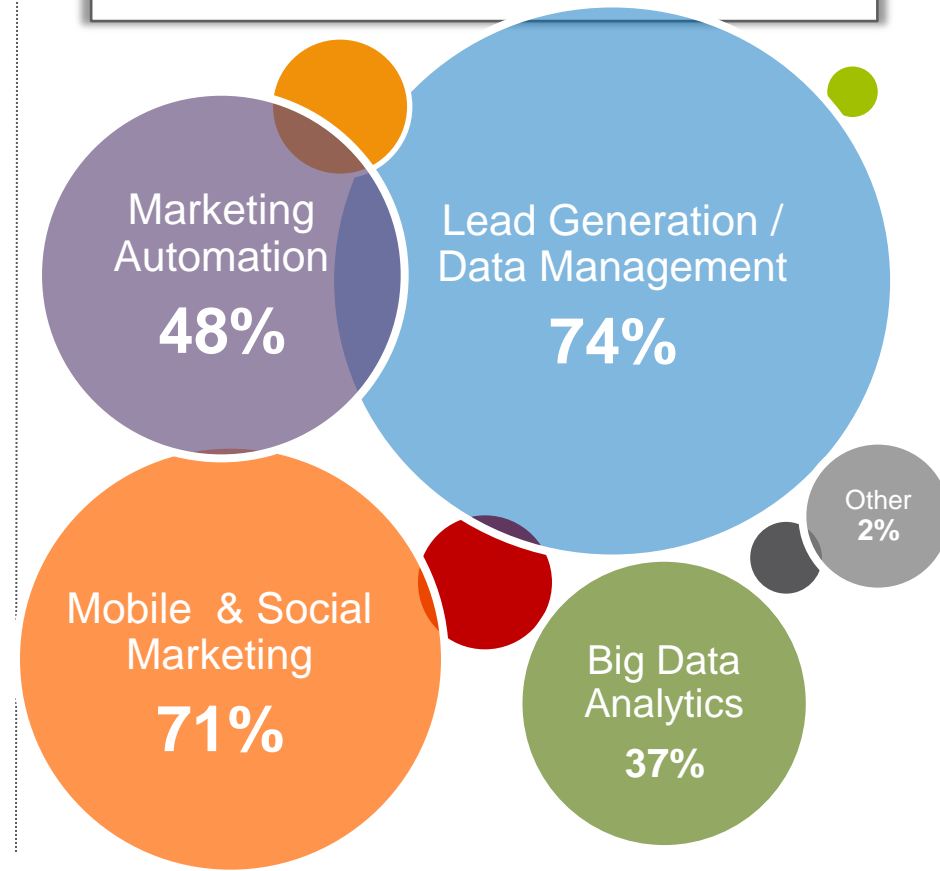
26% Between 10% and 25%

15% Between 50% and 75%

15% Less than 10%

12% More than 75%

Which topics or areas of marketing will you be prioritising / investing the most in over the coming five years?



DIGITAL MARKETING STRATEGIES

Does your organisation have a clear **digital marketing strategy**?

54% **YES – IT IS INTEGRATED INTO OUR OVERALL MARKETING STRATEGY**

28% **NO – WE ARE DOING DIGITAL BUT HAVE NO DEFINED STRATEGY**

18% **YES – IT IS DEFINED INTO A SEPARATE DOCUMENT/PROCESS**

Which statements best describe your current **digital marketing efforts**?

67% **WE HAVE AN IN-HOUSE DIGITAL MARKETING TEAM**

36% **WE OUTSOURCE OUR DIGITAL MARKETING TO AN AGENCY/CONSULTANT**

26% **WE HAVE DIGITAL MARKETING EXPERTISE IN THE FOUNDING TEAM**

18% **WE DO MOST OF THE DIGITAL MARKETING OURSELVES (BUT HAVE NO EXPERTISE)**

1% **WE DON'T DO DIGITAL MARKETING**

DIGITAL MARKETING STRATEGIES



How do you measure **the performance of your digital marketing?**

Using free analytics tools

58%

We have developed our own reports/scorecards based on our KPIs

53%

Using paid analytics tools

37%

Using agency/consultants produced reports

33%

Using external e-commerce platform/software

16%

DIGITAL MARKETING CHANNELS & GOALS

Which of the following **tactics** are most **important** to your marketing strategy? *

74% **CONTENT MARKETING**

67% **SOCIAL MEDIA**

66% **SEARCH ENGINE MARKETING**

57% **E-MAIL MARKETING**

47% **IFNLUENCER MARKETING**

18% **DISPLAY ADVERTISING**

14% **AFFILIATE MARKETING**

3% **OTHER**

What does your company **aim** to achieve with **digital marketing**? *

79% **CREATE BRAND AWARENESS**

67% **LEAD GENERATION**

62% **CUSTOMER ACQUISITION**

50% **DEVELOP COMPANY MESSAGING AND POSITIONING**

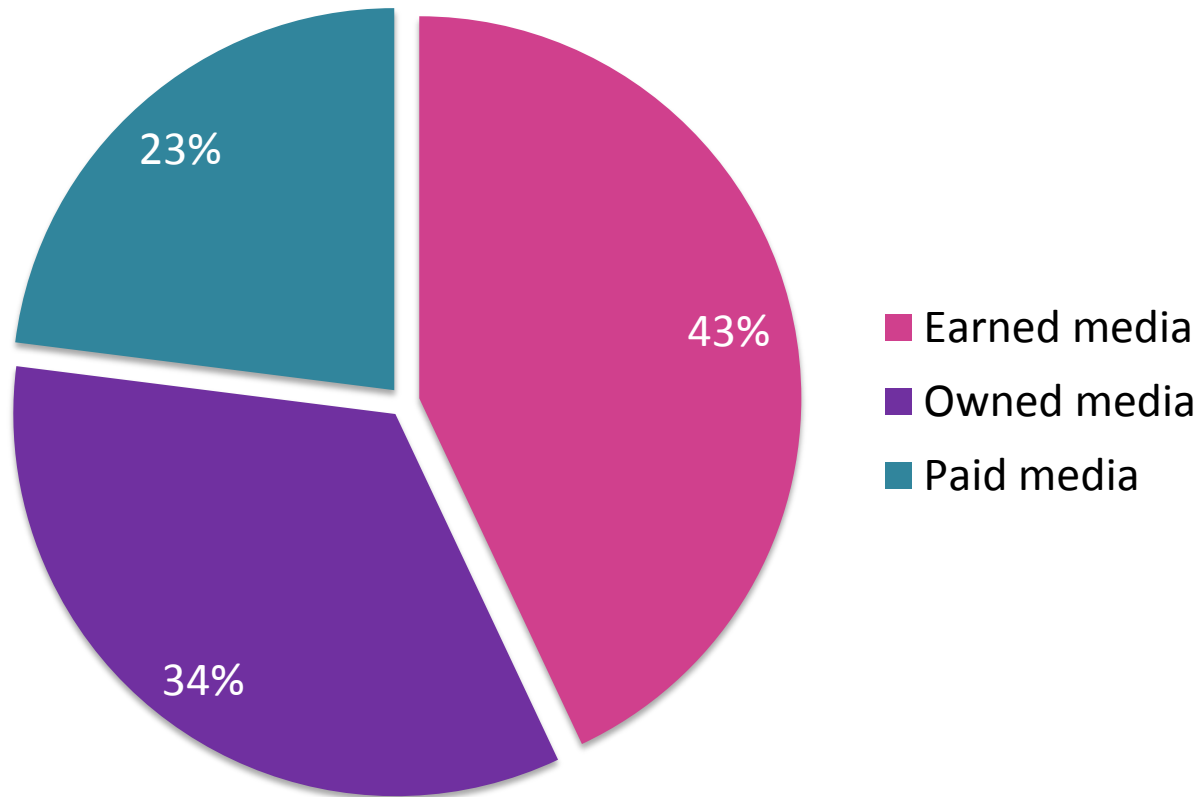
1% **OTHER**

*multiple choice possible

NEW MEDIA



Which one of the following **media** do you believe will **deliver the best return** in 2017?



*multiple choice possible

FUTURE TRENDS

Which **topics** will **gain importance** in your company in the next 12 months?*

65% **CUSTOMER RELATIONSHIP MANAGEMENT**

54% **LEAD GENERATION**

53% **BIG DATA ANALYTICS**

37% **ARTIFICIAL INTELLIGENCE AND MARKETING**

26% **ENTRY IN NEW AND/OR EMERGING MARKETS**

23% **VIDEO ADVERTISING**

23% **VIRTUAL REALITY**

3% **OTHER**

*multiple choice possible

SURVEY - PROFILE OF THE RESPONDENTS

RESPONDENT PROFILE

End-user or solution provider?

42% **END-USER**

58% **SOLUTION PROVIDER**

Job role

62% **MANAGER / DIRECTOR / HEAD OF**

21% **SENIOR MANAGER / TEAM LEADER**

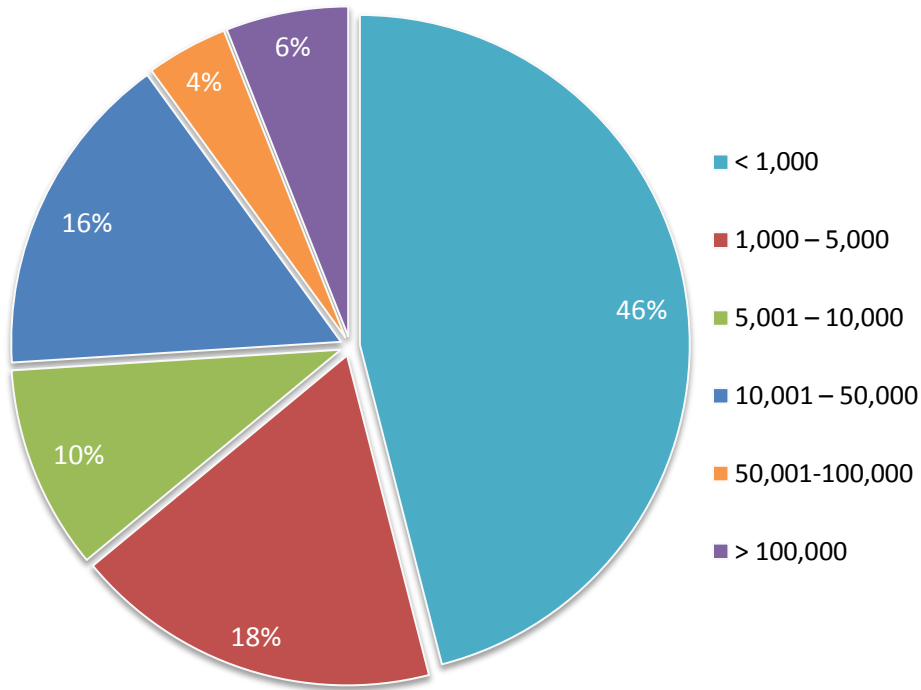
8% **BOARD MEMBER / CxO / MANAGING DIRECTOR**

5% **VP / SVP**

4% **OTHER**

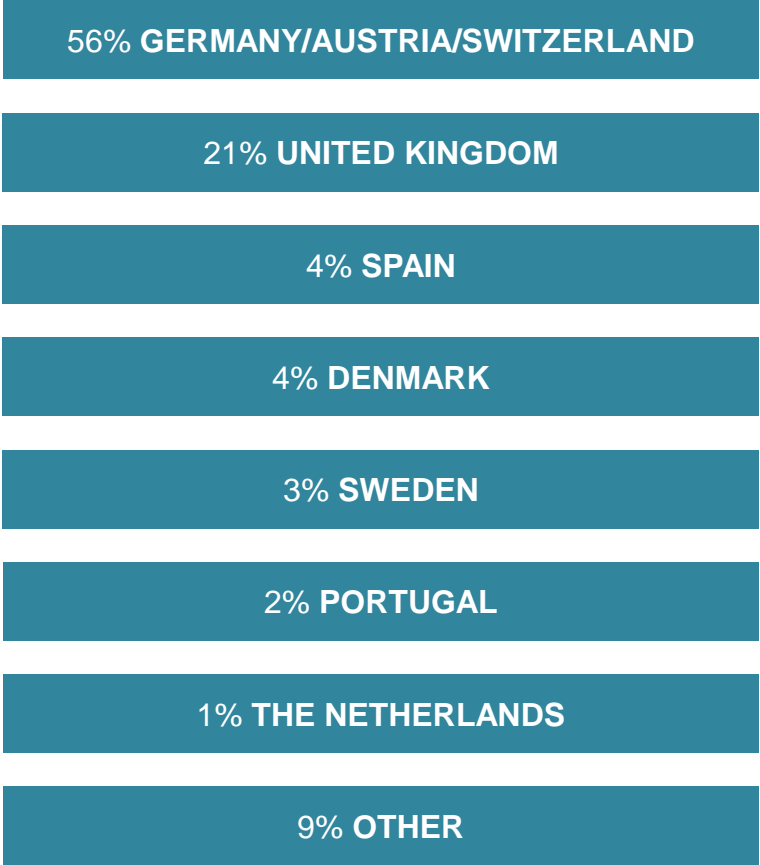
COMPANY OVERVIEW

What is the approximate size of your company?*



*number of employees

Office locations





For a chance to hear from leading experts from the marketing industry and exchange experiences and knowledge on how your business can benefit from new technologies and digital transformation, join us at **Rethink! MAD Minds Europe** on **June 26-27** in **Berlin**.

Over 150+ attendees and speakers will challenge current thinking, unveil the latest innovations and **define the future of the marketing space**.

For more information visit:

MAD-MINDS.COM



Bring your colleagues along to the Rethink MAD Minds Europe 2017 and benefit from our attractive team rates!

Here is your chance to break the silos and bring your entire team along:

- Ensure the whole team is on the same page and see the bigger picture
- Cover your training needs all in one place
- A streamed programme that definitely has something for everyone
- Make sure the organisation gains 360° understanding of the topic by attending all streams and sessions
- More minds think better than one 😊

To reserve your seat visit:

[MAD-MINDS.COM/EN/BOOK-NOW](https://www.mad-minds.com/en/book-now)



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