Deloitte.

Focus on marketing talent

Evolving digital marketing needs trigger increased importance for marketers in getting talent right

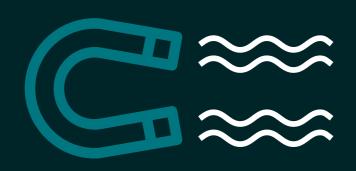
The August 2018 CMO Survey, produced by Christine Moorman at Duke University, with partners Deloitte, the Fugua School of Business, and the American Marketing Association, finds that changes to the digital marketing landscape are expected to impact far more than the bottom line.





A focus on organic growth

The right talent remains top of mind for marketers as they think about how to drive organic growth within the organization.









A focus on marketing analytics

Spending on marketing analytics is forecasted to increase more than 200% over the next three years. However, both a lack of trained professionals and tools and processes to measure the impact of marketing analytics are the biggest obstacles to implementing and scaling the use of marketing analytics.

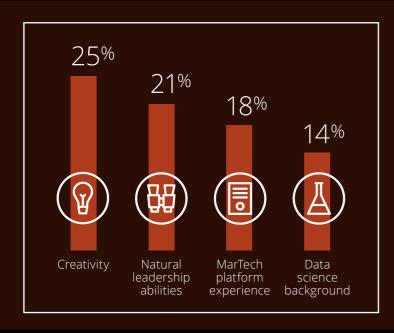




Lack of tools/processes to measure the impact of marketing analytics



A lack of trained professionals

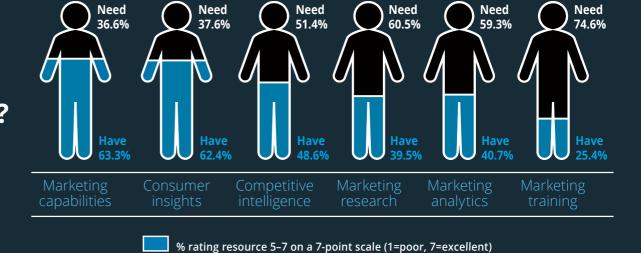


A need for diverse marketing skills

In their hiring decisions, marketers prioritized candidates with creativity, natural leadership abilities, MarTech platform experience and data science backgrounds.

Where are the quality gaps in company marketing knowlege resources?

Marketing capabilities are rated as the strongest marketing knowledge resource while the largest opportunity lies in marketing training.



% rating resource 1-4 on a 7-point scale (1=poor, 7=excellent)



8.0% Developing new marketing knowledge and capabilities

Investments in marketing research and intelligence

Marketing consulting

3.5% Marketing training*

Marketing training involves transferring existing marketing knowledge to employees.

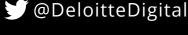
An investment in marketing knowledge

Investments in capability development remain a top marketing knowledge priority for marketers.

To prepare for future shifts in the marketing landscape, CMOs should understand the existing topography. Read more about the survey results at CMO.Deloitte.com

and discover how CMOs are adjusting to today's changing paradigms.

www.CMO.Deloitte.com



About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as "Deloitte Global") does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the "Deloitte" name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.