

Transforming Marketing for the Digital Future: Six Areas of Change

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This abbreviated summary highlights some of the most significant findings of ITSMA's 2017 Transforming Marketing for the Digital Future Survey. A more in-depth analysis can be found in the full report <https://www.itsma.com/research/transforming-marketing-digital-future-six-areas-change/>

Transforming marketing for the digital future

72%

Do not have a document strategy plan for transforming marketing

% of respondents (N=36)
Source: ITSMA Transforming Marketing for the Digital Future, 2017

Introduction

B2B marketing leaders are moving aggressively to transform their organizations for the digital future.

This ITSMA report, based on interviews with 39 senior marketing leaders from 36 large technology, telecom, and business services firms, documents the current state of marketing transformation and the six key areas of organizational change.

Most important, the report highlights the fact that most companies do not currently have a documented strategy, plan, or framework for transformation, despite the universal sense of urgency among the survey participants.

Based on the research, ITSMA identified six critical areas of change:

- Role of marketing
- Thought leadership and content
- Sales relationship
- Technology infrastructure
- Data, analytics, and insight
- Organization and culture

Further, the report introduces **ITSMA's Marketing Transformation Maturity Model** that marketing leaders can use to guide their strategy, as well as five key challenges to overcome along the way.

Finally, the report includes brief examples from five companies leading the way with marketing transformation: Juniper Networks, IBM, Pivotal, Optum, and Cognizant.

Methodology

- 39 qualitative phone interviews with marketing leaders representing 36 companies
- Interviews 30 minutes in length
- Conducted during April and May 2017
- Geos represented: US, Canada, Europe, Asia/Pac



Study Participants

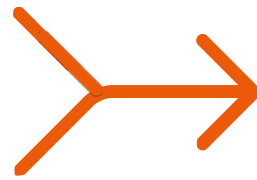


Source: ITSMA Transforming Marketing for the Digital Future, 2017

The research revealed that marketing transformation for the digital future is much more than digital marketing or even digital transformation of the marketing function

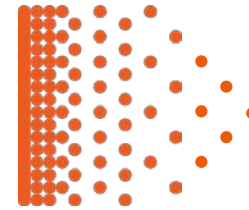
Source: ITSMA Transforming Marketing for the Digital Future, 2017

Transforming Marketing for the Digital Future | Abbreviated Summary



Marketing transformation

A fundamental reimagining of the way marketing engages and adds value to the business



Digital transformation

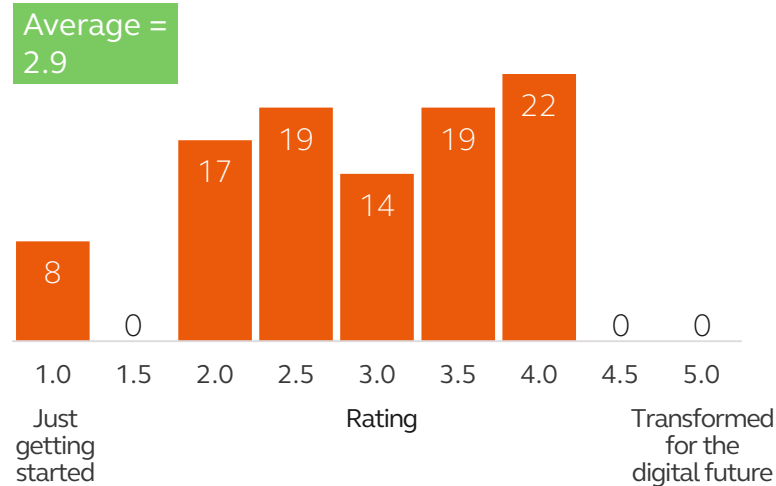
Changing the way marketing works with new agile and collaborative processes and tools



Digital marketing

Using technology and tools to reach and market to buyers

There is a wide range of transformation maturity among B2B services & solution providers

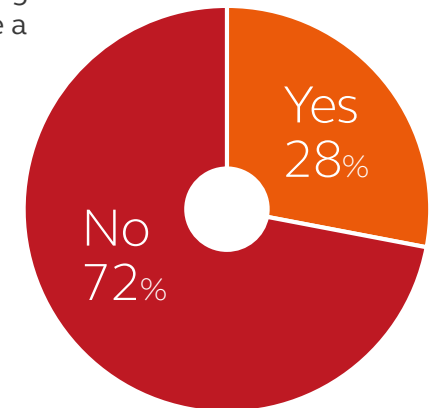


% of participants (N=36)

Source: ITSMA Transforming Marketing for the Digital Future, 2017

Most don't have a documented strategy, plan, or framework for transformation

Does the marketing organization have a documented strategy or plan for transforming marketing (beyond a technology roadmap)?



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ITSMA has identified six areas of transformational change that create the framework for the ITSMA Marketing Transformation Maturity Model

Role of marketing

Thought leadership & content

Sales relationship

Technology infrastructure

Data, analytics, & insight

Organization & culture

Want to learn more?

Here's what is included in the full study:

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Buy the study

Member: \$295

Non-member: \$695

The report is available for no additional fee to current ITSMA members that responded to this survey and for sale at member and non-member prices to all others. <https://www.itsma.com/research/transforming-marketing-digital-future-six-areas-change/>



For more information



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