

2012 State of Marketing

Marketing needs to expand its scope and role... Those that do, perform better. Marketers from high-performing companies are more likely to lead the coordination of messages in different functional areas that are not marketing, expanding their strategic role and application of technology to proactively improve their customers' experience.

When asked

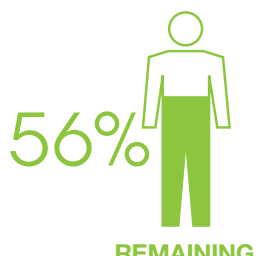
Rate, on a scale of 1-5, the level of responsibility marketing has for each of the following areas...

1 = No control...5 = Full control

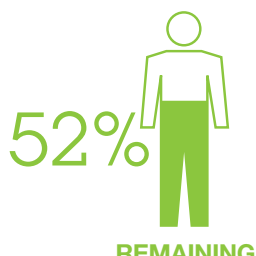
"4 or 5"

This percentage of companies answered,

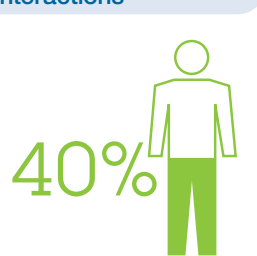
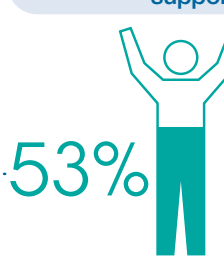
Create and manage one-to-one marketing across all channels



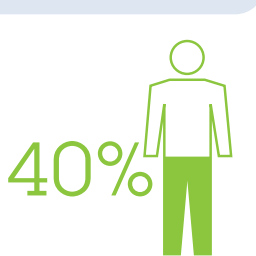
Serve marketing messages during a purchase



Serve marketing offers and customer care messages during service and support interactions



Provide input into supply networks based on consumer demand

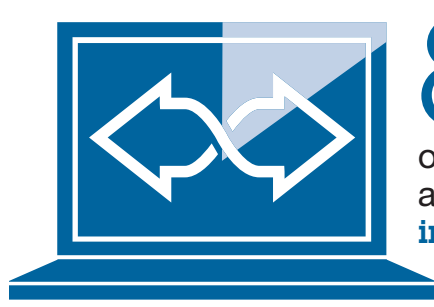


The takeaway: Marketers from high-performing companies are...

nearly 3x more likely

to be proactive leaders in driving the customer experience.

Marketing must remove silos and integrate.



85%

of survey respondents agree with the need for an **integrated marketing suite**.

2012

Find out more!

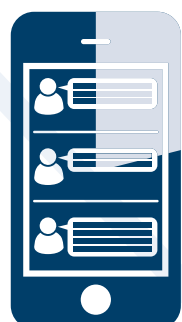
2013

Find out more!

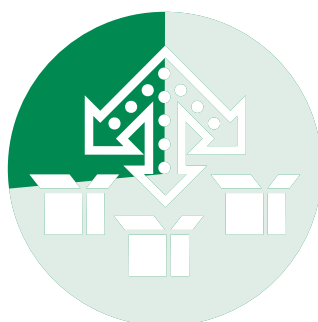
In the next 12 months, marketers intend to increase inbound marketing across all channels by

nearly 4x.

But, regardless of their level of business performance, marketers are challenged by their ability to integrate different marketing technologies and measure results and ROI.



79% of marketers run **social and mobile marketing** in silos discretely and on an ad hoc basis.

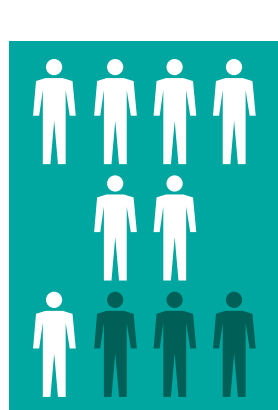


27% of marketers don't **perform attribution**



34% of marketers manually **analyze attribution** through spreadsheets.

Improvements are needed around integration and personalization.



71% of survey respondents believe **integration across owned, earned and paid channels** is important.

But, only **29%** of survey respondents are very effective at **integrating channels**.



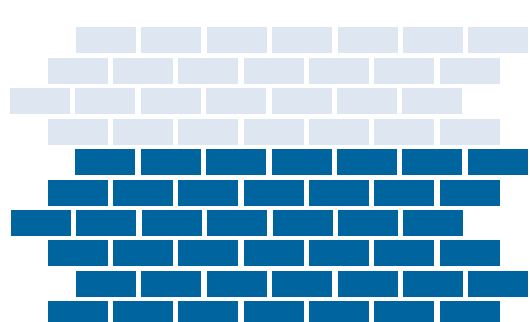
Marketing must embrace technology.

76% of marketers either drive the **purchasing decisions for marketing software** or collaborate with IT.

48% of marketers believe that **technology will allow them to do more.**



IT alignment is key to marketing's expanded role and scope.



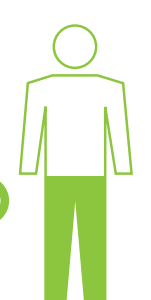
60%

of marketers said that **IT integration and alignment** are significant barriers to marketing technology adoption.



work well with IT

41%



For more insights on what leading marketing practitioners around the world think about technology adoption and integrated marketing, read the [2012 IBM State of Marketing Survey](#).

