



Client Side Marketing Trends and Challenges for 2013 (Cross-Analysis July 2013)

This follow-up report is in response to a FindGood survey published in early 2013. From speaking with client-side marketers every day, it's clear to us at FindGood that client-side marketing teams have experienced much change over the last few years. In order to more fully understand the changes which have gripped the industry of late, we took a survey of client-side marketers in Q4 of 2012. This special report shows a small cross-section of results gathered in July 2013 that attempts to explain the reasons for these changes and the rate at which they are occurring, especially on the involvement of procurement for marketing agencies.

Original research

As part of the survey, FindGood contacted over 33,000 UK client-side marketers to discern recent trends, which have impacted the industry and those which may into 2013 and beyond. The insights uncovered by this survey were published in January 2013 as the '2013 Marketing Trends Report'. The results represent the views of 56 participants from brands of all sizes and focus, including British Gas, Pfizer, John Lewis, Oakley, Random House and HSBC, amongst others.

Key learnings from survey in Q4 2012

A majority (68%) of client-marketing staff who participated in the FindGood survey said that the size of their internal marketing team has grown during the last 5 years (from 2007-2012). And of that 68%, a majority (56%) cited an *'increased workload and marketing industry changes within the digital and social space'* as the reason for recent changes to their marketing team's size.

When hiring to fill open marketing roles, a majority of respondents stated that it has been 'somewhat difficult' to find suitable candidates. A majority (58%) anticipate that they will contract a higher level of external agency support in 2013 than in 2012.

Point of interest

In an parallel survey FindGood surveyed 4,300 client-side marketers to predict marketing spend trends for 2013 and to determine how agency selection decisions are being made. The survey also found that 34% of respondents use procurement already and a further 8% will do so this year. That suggests that in 2013, over 50% of agency appointments will involve marketing procurement for the first time.



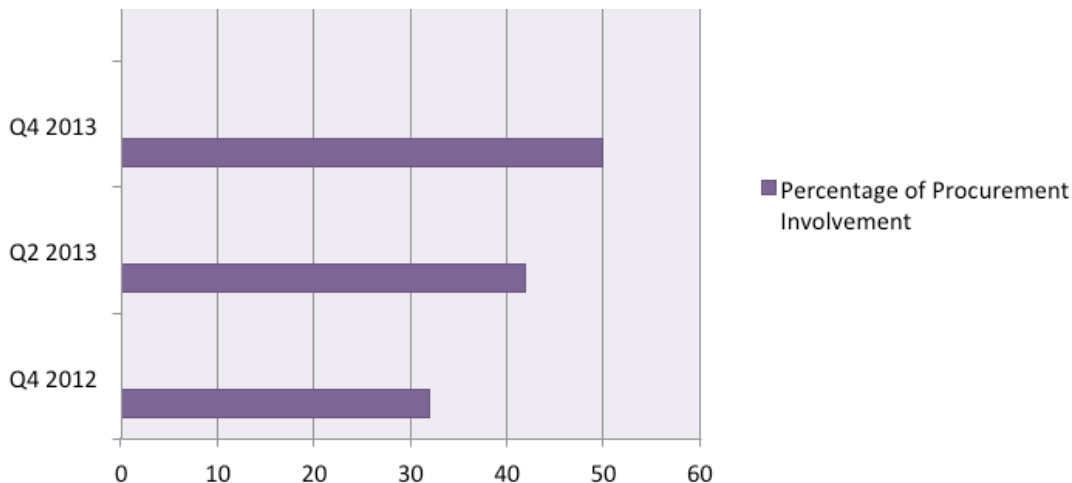
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FindGood were keen to follow-up on this research in particular the prediction that procurement would play an increased role in marketing agency selection towards the end of 2013. FindGood released a simplified survey questionnaire to the same 4,300 recipients of the previous survey in Q4 2012. This report shows a cross analysis of the results.

The follow-up survey conducted in July 2013 showed surprising results. As predicted in Q4 2012 the involvement of marketing procurement has increased by 8%, but this increase has occurred in a shorter space of time between the months of January and July 2013. The original forecasted increase was to reach 50% by the end of 2013.

The possible reason for this fast increase in marketing procurement can be explained by the growing industry requirement for digital agencies. The reason client-side marketers are choosing to seek skilled expertise from procurement agencies is because they are not experts of marketing agencies themselves. Subsequently they are not experts in determining which agencies are the best option for their brief or who specialise in niche skills such as digital marketing.

Percentage Growth in Marketing Procurement between Q4 2012 - Q2 2013 (forecasted Q4 2013)



About FindGood

Client-agency matchmaker, FindGood, is a consultancy dedicated to pairing the right marketing projects with the best possible creative teams. Taking an all-encompassing market view, FindGood searches thousands of UK agencies, providing pitch prospects for firms of any size and offering solutions for clients unsure where to start when selecting a marketing agency. 