

2022

RETHINKING MARKETING:

SURVEY OF TODAY'S MARKETING DEPARTMENT
Executive Summary



KEY INSIGHTS INTO HOW MARKETING DEPARTMENTS ARE HANDLING CURRENT PRESSURES ON THE DEPARTMENT, CHANGES DUE TO THE PANDEMIC, AND WHERE THE MARKETING BUDGET AND STRATEGY CURRENTLY STAND.

W W W . V A L U E O F M A R K E T I N G . C O M

FROM THE AUTHORS

THE 2020 PANDEMIC UPENDED MARKETS GLOBALLY AND FOREVER CHANGED THE MARKETING DEPARTMENT.

During the second half of 2020 and throughout 2021, B2B marketing departments across the U.S. had to handle virtual employees, canceled conferences, remote events, and drastically modified business strategies, all under the pressures of limited headcount and severely reduced budgets.

We wanted to better understand where these pressures were coming from and how marketers were successfully handling the added responsibility. Our survey was sent to marketers at all job levels, and we received 71 completed responses. Our demographics are at the end of the survey results.

ABOUT US

Jennifer and Sara each has over 25 years of marketing leadership experience, specializing in B2B organizations. They met in 2008 in the marketing department of Grant Thornton LLP and discovered a shared passion for quality campaigns that deliver measurable results.

This survey was carefully designed to capture the comments they consistently heard from marketing colleagues and identify marketing department trends.

OUR OBJECTIVE:

To find what challenges marketers are facing today and if we can measure them.



SARA JANJIGIAN TRIFIRO

President | Founder
SJT Marketing LLC



JENNIFER PALMER FARRINGTON

Chief Executive Officer | Founder
Your Marketer LLC

INTRODUCTION

MARKETERS ARE GENERALLY HAPPY DOING THEIR JOBS AND CAN MANAGE CHAOS INTO A DREAM CAMPAIGN.

But inside the department they are working long hours, dealing with less resources and facing unrealistic demands.

We looked at three areas impacting marketers in the survey:

- » **Budget and Strategy:** How marketers have access to the budget and strategy
- » **Pressures on the Department:** What external pressures are being placed on the marketing department
- » **Changes Due to Covid-19:** How the pandemic affected the marketing department

Our results brought some interesting findings to light. Marketers are happy when they are doing what they are supposed to do each day. But they are getting overloaded with work and are not feeling they have the resources to achieve the right results.

They are also being asked to do too many core jobs at once, making it difficult to achieve quality consistently. And we found that over 30% were doing roles outside of the marketing department.

So, what is the solution? I think one of the marketers said it best – *“I want the resources and the time to do my job well, so I can feel proud of what I’ve accomplished for the company.”*

We’ve all gone through challenging times; we now need to analyze our departments and make sure we are structuring and supporting them for success – for marketers and the company.

8-KEY TAKEAWAYS

What did we learn about the state of today's marketing department and the challenges marketers face?

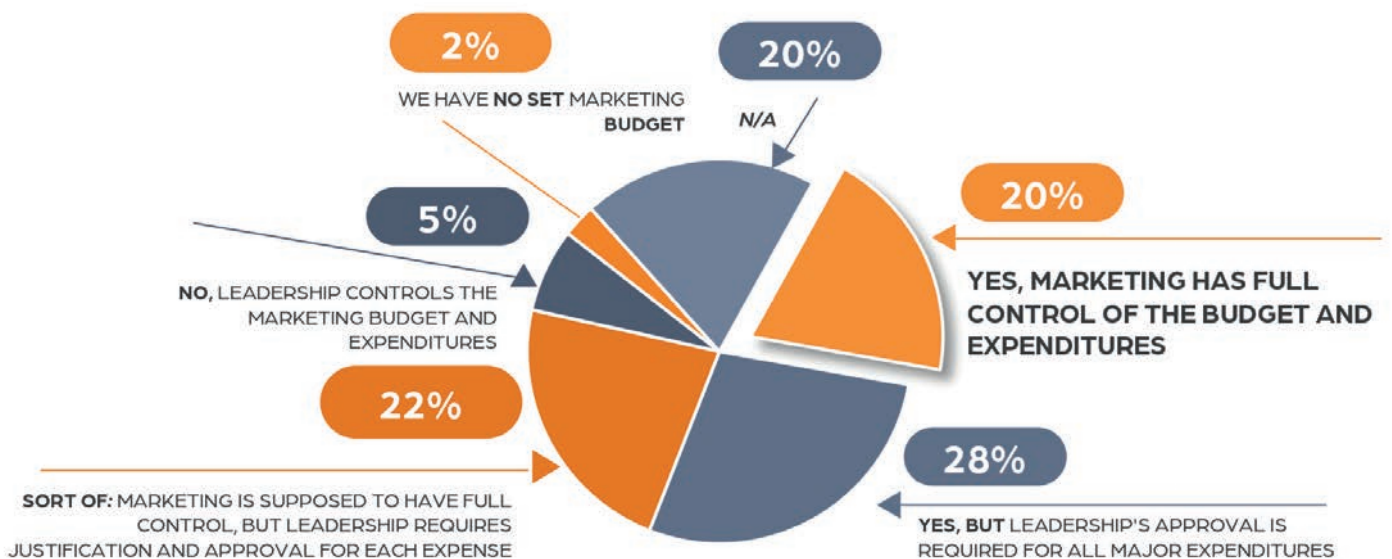
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- 04** Marketing still requires leadership approval to execute on budgeted activities.
- 05** Marketers are feeling the pressure of not having enough resources to do their jobs well.
- 06** Marketing requests are up, and the expectations set by those giving the requests are perceived as unrealistic.
- 07** Marketers are handling too many core job functions in their roles.
- 08** Marketers are being asked to do non-marketing work as part of their role.
- 09** Marketers are split on if they need to say yes to every project.
- 10** Pandemic caused increase of marketing requests while decreasing the marketing budget.
- 11** Those marketers asked to give up a portion of their salary during the pandemic did not see it return.

Marketing has input into the marketing strategy and budget but requires leadership approval to execute on the budget items.

Even with 52% of marketers surveyed having their CMO/VP on the executive leadership team, marketers still require additional approval on individual budget expenses. Only 20% of CMOs/VPs have full approval of their marketing budget and activities.

Marketing Budget Control of Activities Once Approved



Marketers are feeling the pressure of not having enough resources to do their jobs well.

Marketers are experts when it comes to making more from less. However, the past two years have taken a toll on the marketing department, with 52% of respondents naming not having enough resources as the top stressor on the department. Inflation and the increase in ad costs add an additional layer of difficulty.

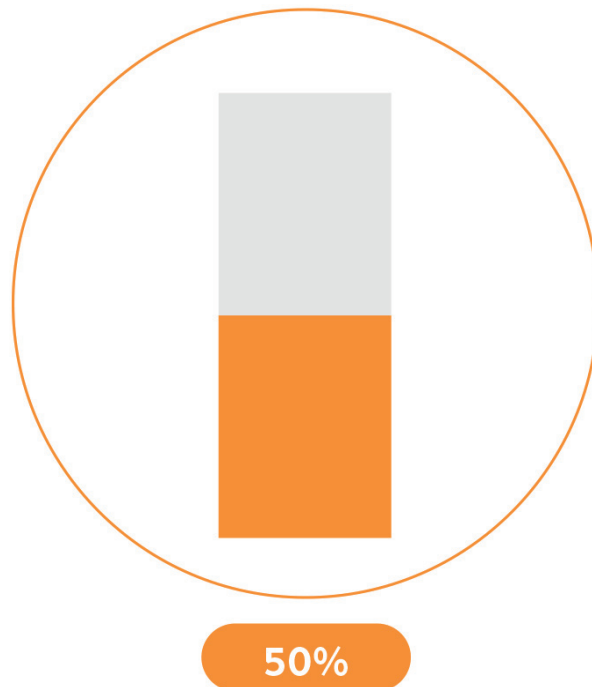
Top Stressor: Marketing Department Not Having Enough Resources



Marketing department requests are up, and the expectations set by those giving the requests are perceived as unrealistic.

50% of marketing departments saw an increase in the number of requests flooding in, while also feeling that there were unrealistic expectations placed on them to fulfill and complete these requests within the set timeline.

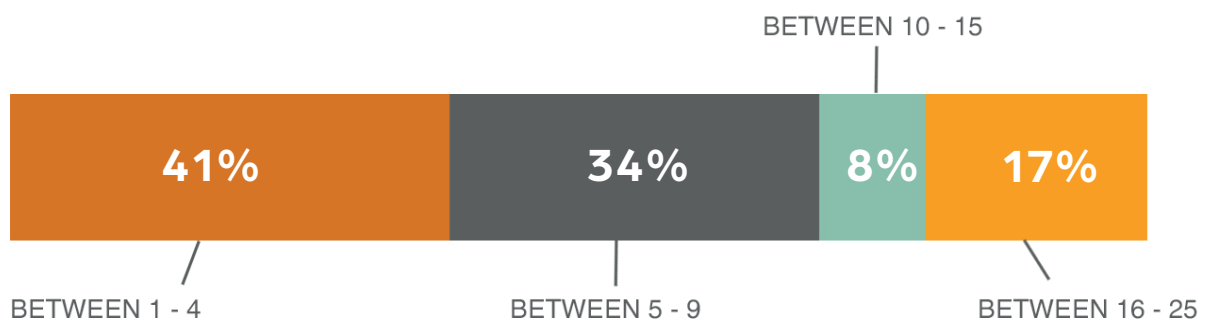
Increase in the Number of Marketing Requests



Marketers are handling too many core job functions in their roles.

When we asked marketers to indicate the number of marketing duties they currently perform in their roles, 34% said they handle 5-9 core marketing functions in their job. This workload alone would make it difficult to ensure that they are performing at a high level across all of them, let alone meeting the expectations of key stakeholders.

Number of Core Job Functions Per Marketer



The greatest takeaway

Marketers are being asked to do non-marketing work as a part of their role.

With 34% of marketers surveyed doing work that is outside the scope of the marketing department, there is a major disconnect in how companies are using their best resources for finding and building a loyal client-base. Instead of having marketing assisting on new client acquisition and company expansion, their time is being spent doing work elsewhere.

Percentage of Marketers Doing Non-Marketing Work as Part of Their Job



Marketers are split on whether they need to say yes to every project that lands on their desk.

Knowing when to say “no” to a project that comes into the marketing department is important to keeping the marketing strategy on track. If a project does not fit into the current approved strategy, marketers need to be able to say “no” and pass, so they can keep the strategy moving forward and on time. They also need to have the support of executives when complaints come in saying the marketing department isn’t being helpful.

Can Your Team Say No to New Project Requests Made From Outside the Department?

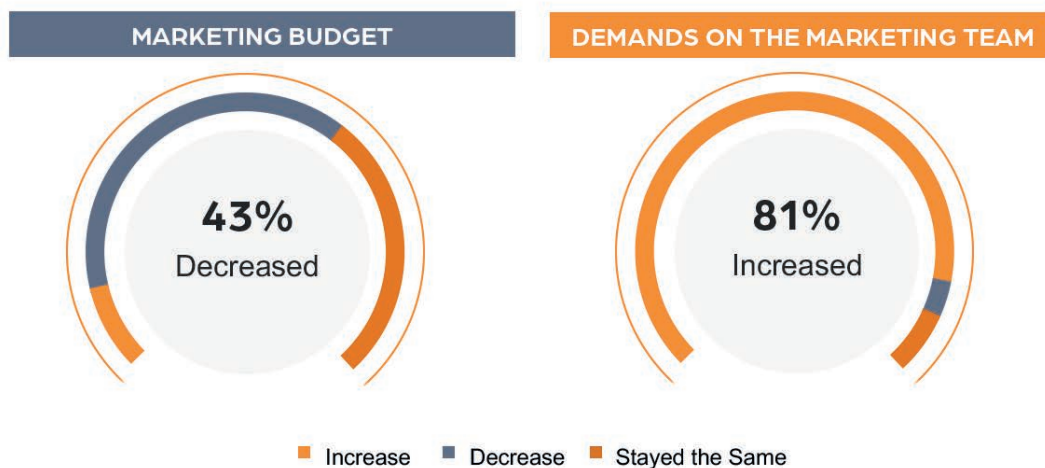
52% YES, WE CAN TURN DOWN PROJECTS THAT ARE OUTSIDE OUR CURRENT MARKETING STRATEGIES

48% NO, WE USUALLY MUST ACCEPT ALL REQUESTS

The pandemic caused a significant increase in demands on the marketing department, while at the same time decreasing the marketing budget.

81% of marketers surveyed indicated that they saw an increase in marketing demands during the pandemic while at the same time the budget decreased, giving them fewer resources to fulfill those demands.

During the Pandemic, Did Your Firm Increase or Decrease:



Marketers, for the most part, were not asked to give up a portion of their salary, but those who did haven't seen it return.

Only 33% of the marketers surveyed had to give up a portion of their salary and/or benefits during the pandemic. Out of those, only 40% had the salary and/or benefits returned to them.

During the Pandemic, Did You Give Up A Portion Of Your Salary And/Or Benefits?



Download the full survey on our website!



www.valueofmarketing.com

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