



Breakout | The future of Marketing

Community Forum

Die Zukunft des Marketings - Wie lässt sich mit Brand und Tech neues Wachstum erschließen?



The Future of Marketing

Accenture for Pega Community Forum

30th of November 2022

Why we are here **today.**

To generate a joint understanding
of **modern marketing** and the role
of **technology as enabler.**



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Woman in Tech • Uni Lecturer • Keynote Speaker • Fine Arts Lover





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MarTech Enthusiast • Sales & Lead Nurturing • Analytics Advocate
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Before we get started...



Marketing is now a key revenue driver...

...as opposed to being a cost center. Thus, it can **help the overall success of a company significantly.**

Marketing has never been in such an **advantageous position** to have an impact on the evolution of a company's vision, go-to-market model and leading the product strategy.

Companies which are already doing so, are **heavily supported by data.** MarTech and data infrastructure allow them to analyze not only their own actions, but the environment they are operating in.

... and organizational structures are adapting quickly.

25%

of organizations will amalgamate marketing, sales and CX into a single function, by 2023.

N26

Coca-Cola

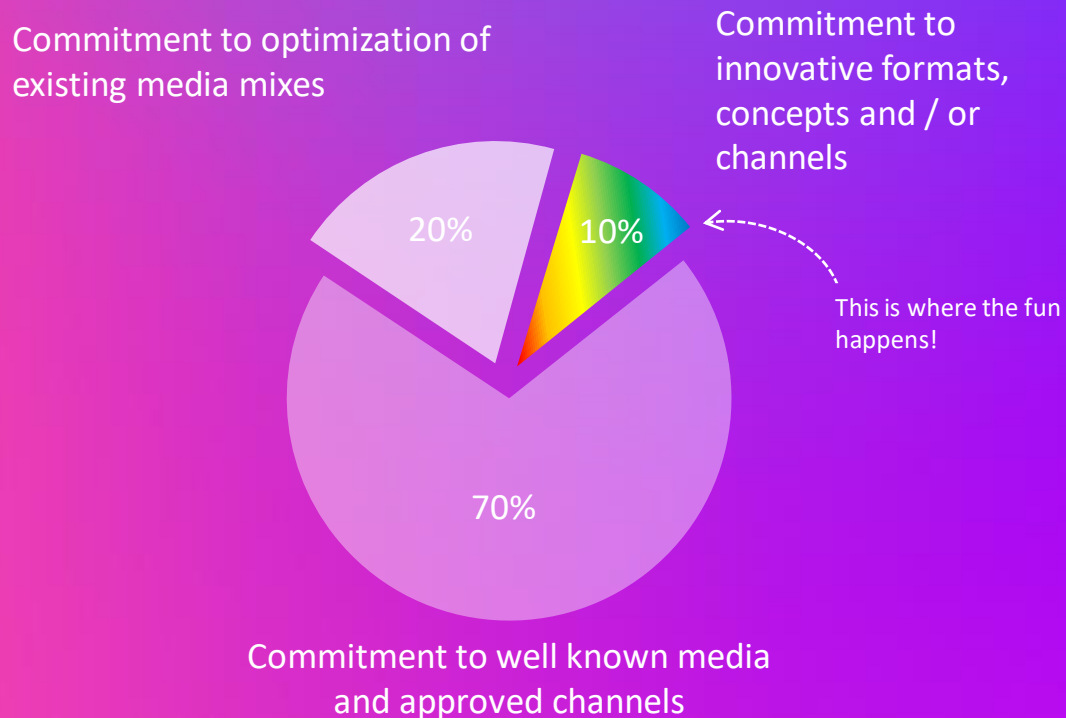
Marketing has become a **strategically important** part in most organizations and the CMO is now a significant decision maker, heavily supported by technology. 75% of executives (VP and higher) agree that **marketing in 2021 has played a bigger part in their strategy development**, especially with COVID-19 shifting their focus to digital customers all around the globe.

Some companies have even begun restructuring their organization by eradicating the CMO role and replacing it with a chief growth officer, who reports directly to the CEO. Examples of this include N26, CocaCola and Lyft.

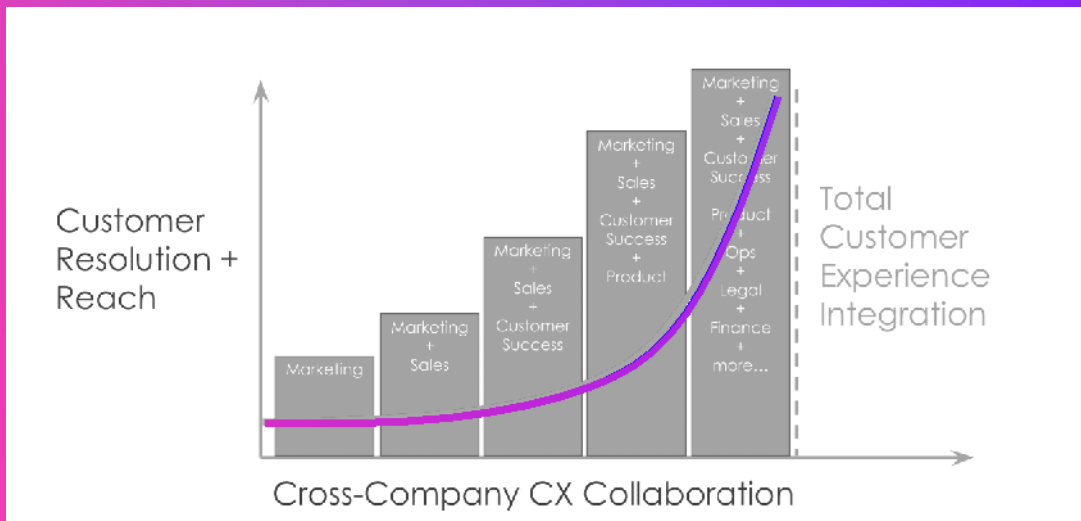
Digital brand management is getting more complex.

Driven by the quickly and constantly changing preferences of markets and target groups, the management and orchestration of a digital brand is becoming a bigger challenge by the day.

In a constantly developing, always-on-world, there is even fewer time to decide where to move next. Decision makers need to address everchanging wants and needs of individual customers, some CMOs have adapted the 70:20:10 rule for their digital brand management.



Breaking down silos beyond the marketing department is key



WELL-ALIGNED TEAMS

Success depends on collaboration across marketing, sales, customer success, and product/operations. Transformations usually begin first between marketing and sales, then with the other groups. Alignment matches customer persona with the complete experience. Traditional segmentation is a common starting point but rapidly evolves.

EFFECTIVE CROSS-FUNCTION

All of sales does not have to work with all of marketing all the time. Sales teams responsible for enterprises should work with marketers who have similar responsibilities. Forming these cross-organizational teams have led to new dynamics in an organization's hierarchy. Breaking down teams this way delivers an aligned customer-focused collaboration.

COVID-19 has acted as an accelerator of change for the already apparent trends in marketing.

During the pandemic, people were less exposed to traditional forms of marketing. Thus, companies had to **invest in their digital marketing activities to accelerate** the already existing trends of putting the customer first and reaching them through data driven marketing strategies and experiences.

Whether it may be improving their brands' appearance on social media or developing a mobile app to target customers beyond their usual market – the **role of digital marketing has changed significantly** and there are significant **implications** on marketing's impact in the future.

Sustainability is the new digital

As the digital revolution defined the last 30 years, the climate crisis will define business for the next 30. COP26 made net zero a core principle for businesses and society demands from governments and corporates to act now.

60%

of Fortune Global 500 companies have set a climate or energy related commitment

WWF

77%

of consumers rated the **UN Sustainable Development Goals as important**, regardless of whether they relate to social or ecological sustainability.

Simon-Kucher & Partners

>70%

of consumers require **transparency from corporates** and will boycott a product if they discover an environmental claim to be misleading or wrong.

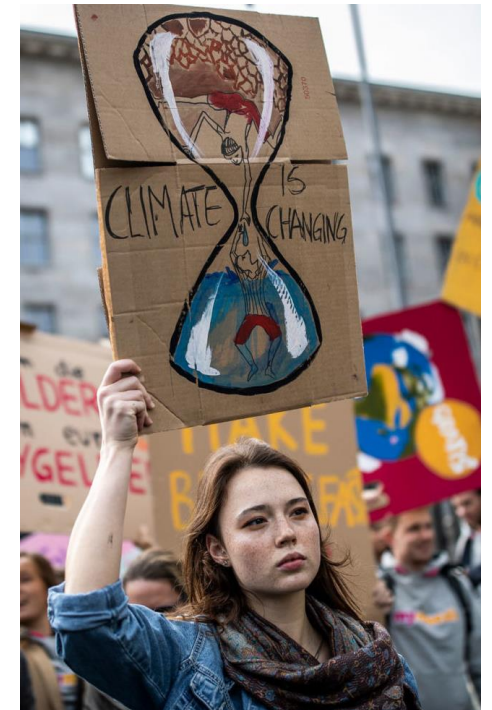
CONE Communications



Sustainability is going to be the next digital and every business will be a sustainable business.

I'm very hopeful that when we have this dialog in 2025, **we'll be talking about how every business is a sustainable business.**

– Julie Sweet, CEO Accenture



Incorporating sustainable marketing aspects into the overall governance allows for strategic alignment

To link sustainable marketing aspects to the company strategy and vision, it is recommended to **adopt an appropriate set of performance indicators**. This allows for strategic alignment to create competitive advantage and sustainability value.



To speed up marketing processes and the delivery of brand experiences, more and more companies are focusing on marketing automation tools

68%

of marketers say their businesses **use automation** in some way

Hubspot

23%

Of those companies who are automating marketing are automating their **content delivery**

Hubspot

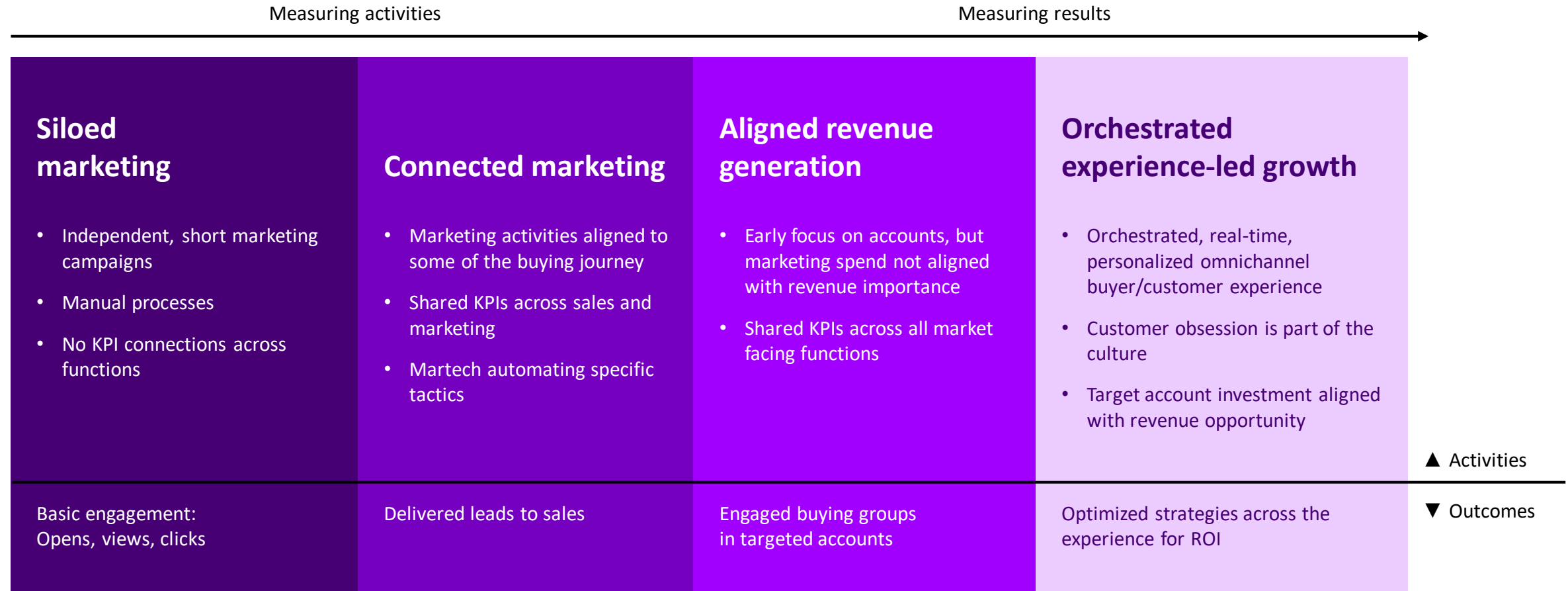
45%

of marketers are currently using **bots** on their website.

Hubspot



Organisations are moving away from measuring activities to measuring results to achieve experience-led growth



Maturity is a function of performance in the following areas:

- Customer/buyer experience characteristics
- Internal functional alignment
- Martech and data alignment
- Measurement and goal sharing



Technology helped organizations become more efficient
Technology helped organizations become more transparent
Technology helped organizations become more independent
Technology helped organizations become faster in adoption
Technology helped organizations become more user-centric
Technology helped organizations become more profitable

but

Tech can be scary



Here are some of our latest Martech topics we did research on

Data and insights remain the fuel for topline growth

Top-tier marketing depts shape the organizations tech agenda

Act de-siloed, let marketing and sales co-own the growth platforms

Include service in your in a common growth platform approach

Untangle complex journeys to achieve happy customers

Unlock growth and satisfaction



**“You waste less
creativity on hope.”**

David Droga, CEO Accenture Song
on the use of tech and data



Data and insights remain the fuel for topline growth ...

Shift from

Seeing people as
“buyers” with static
personas

to

Seeing people as multi-dimensional,
through dynamic data and life force
monitors

The combination of human and machine intelligence is allowing us to understand—more deeply than ever before—people and the forces that affect them. Today, to see people merely as static buyers of products, unaffected by the chaotic life forces that surround them, leaves immense opportunities for value creation.

16%

**more likely to achieve
highest levels of
profitability growth**

Accenture



Top-tier marketing depts shape the tech agenda

Close connection to customers should naturally earn marketing leaders a seat at the table in driving the strategic direction of the business. That's to operate as a customer-centric organization.

Top marketing departments become active here. They use their proximity to the customer to bring valuable data and insights to other parts of the organization. In the process, they are bridging silos and building agile, cross-functional teams tuned to customer needs and behaviors. Especially in tech.

75%

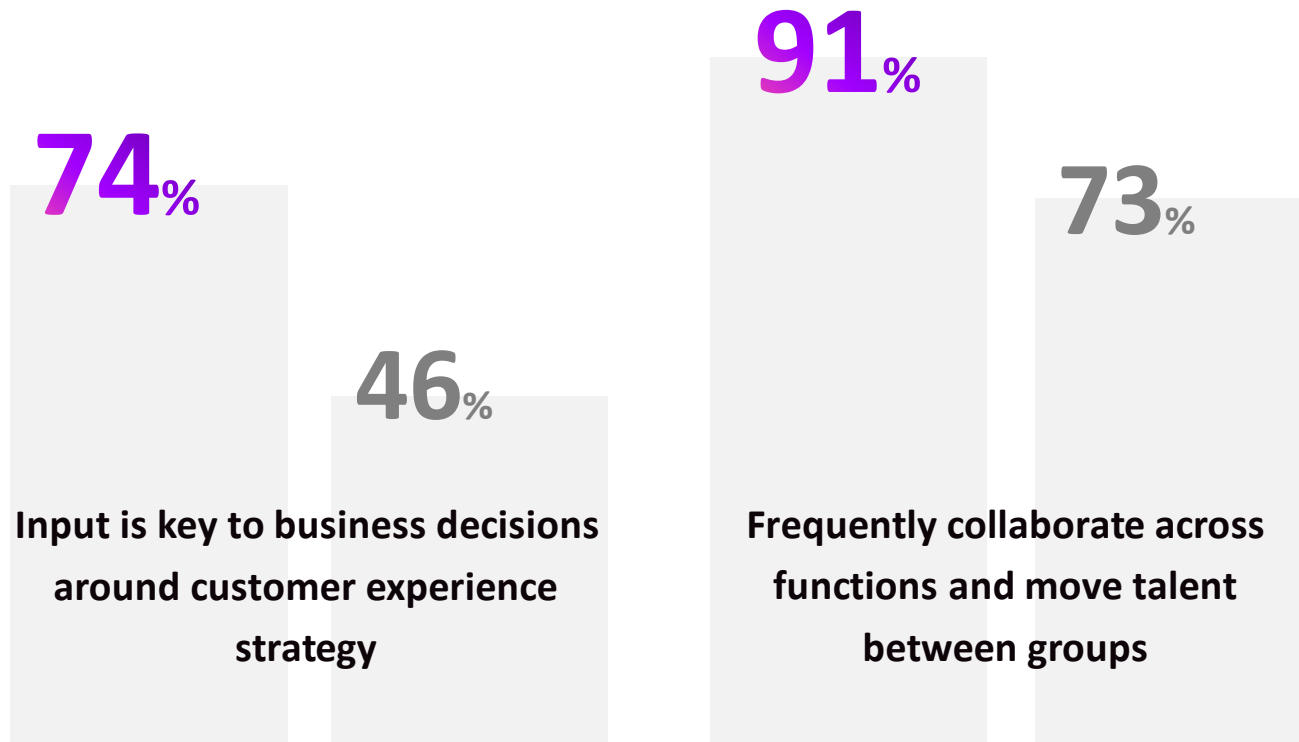
of top-performing marketers influence and participate in tech strategy across the organization

Accenture



Act de-siloed, let marketing and sales co-own the growth platforms

Customer-centric marketing leaders (**thrivers**)
vs. change-avoiding marketing leaders (**survivors**)



To support a customer centric organization, avoid a siloed and scattered tech landscape.

Instead co-own a tech stack closely aligned with all customer facing units (sales, service, commerce, etc.). Even if you need to have more meticulous discussions on tech decisions.

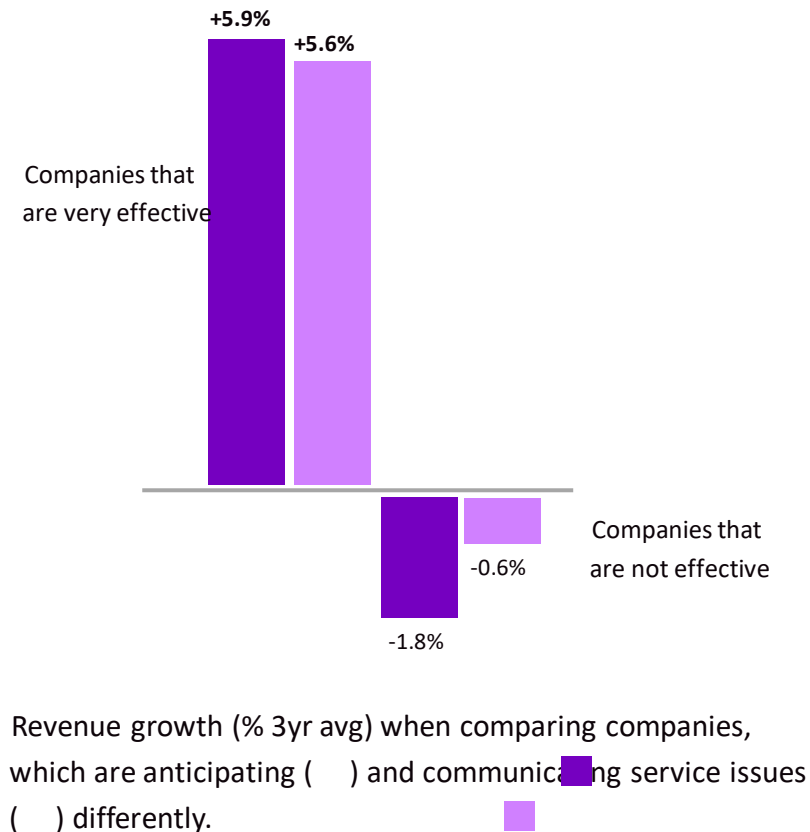
The customer will thank you.



Include service in your in a common growth platform approach

Proactive service drives growth...

... but there is a lack of adequate tech.



only **13%** of service units operating heavily in the cloud and support companies, which realize higher rev

Accenture

There is no benefit to first win customers with great marketing and than loose them due to poor service.

Tech-enabled customer need-spotting and pro-active communication approach contributes to an overall revenue growth.

Untangle complex journeys to achieve happy customers

Shift from

Overcomplicated experiences that fail to satisfy customers

to

Thoughtful connectivity across all customer-facing functions for a simpler, engaging experience

Companies are adding tech that serves a specific silo, such as marketing or sales, but are failing to account for connections between those functions. This over complicates the experience for the user, without achieving the utility that the technology promises. We call this a “complexity tax.”

26%

more likely to achieve the highest levels of customer satisfaction

Accenture



Brands are no longer built through advertising, but through purpose-driven experiences

32%

of consumers expect the same kind of experience with every brand they encounter.

2018 Global Consumer Pulse Research, Accenture.

81%

of consumers who increased their digital usage during COVID-19 expect to sustain these levels.

COVID-19 Consumer Pulse, Accenture, July 2020.

88%

of consumers say purpose is at least as important as CX.

Business of Experience, Accenture Song, Nov 2020.



Marketing means branding.
Why does it matter?



Blinded test

56%

44%

Branded test

35%

65%

Another example:



Why do people pay 3 times the price?



“

Brands make beer
taste better and cars
go faster.

Jeff Goodby, co-founder of creative
agency Goodby & Silverstein



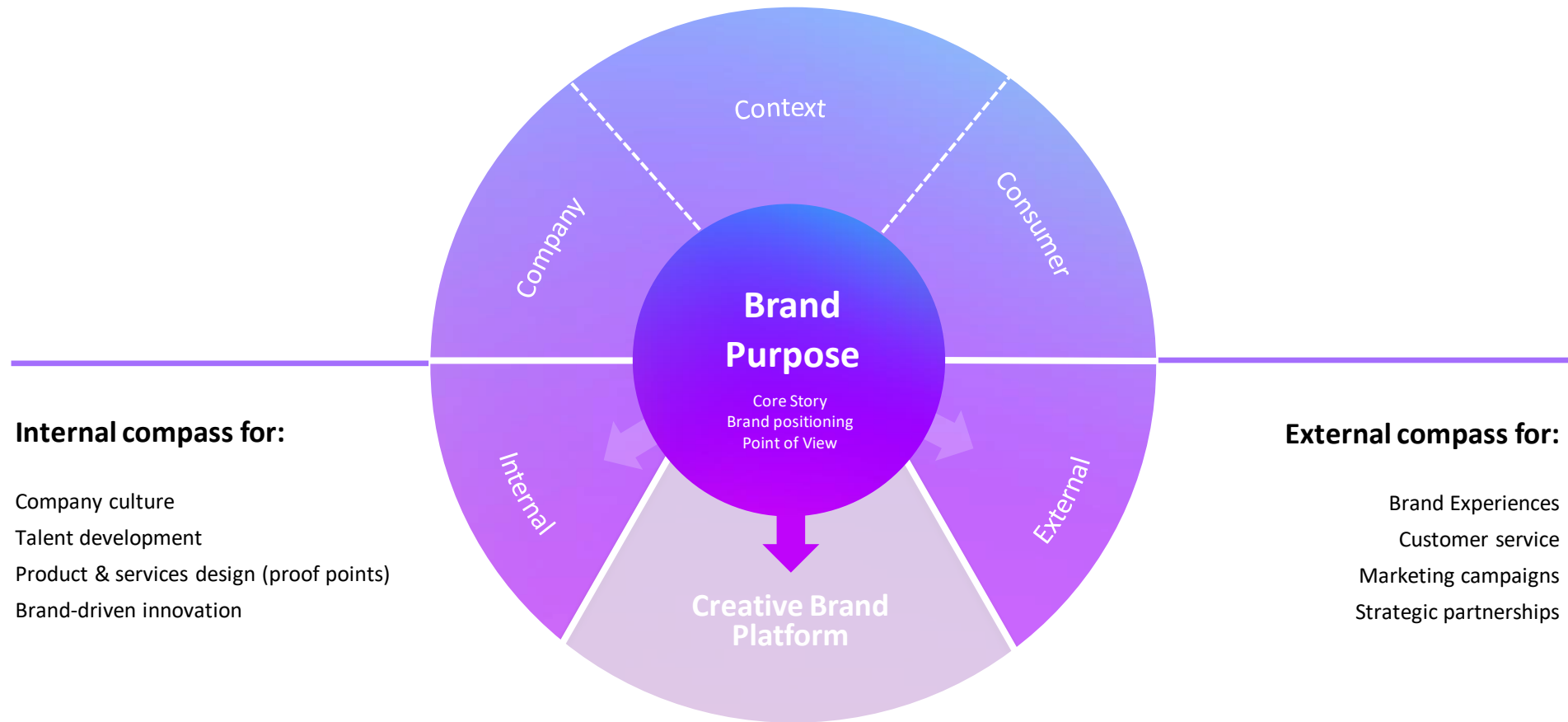
Brand is a
driver of
business
value.

A strong brand will...

- Enable you to charge a **price premium**
- Reduce **price sensitivity**
- Be more effective at **attracting and retaining talent**
- Be more **resilient in a crisis**
- **Recover faster** after a crisis
- Engender more **repeated purchases**
- **Outperform the stock market**

**A simple model we like to use to
build and leverage the power of
branding...**

The Brand Spot





Thank you!