



The State of Marketing Work: Overcoming 5 Universal Challenges Every Marketer Faces

WEBINAR

Presenters



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How is marketing work changing?

- Keeping team members engaged and focused on their “real” work
- Finding time to be creative while overloaded with meetings and email
- Dealing with high levels of conflict with other teams
- Embracing the right tools that will drive productivity and efficiency
- Preparing for an increasingly flexible work environment — and the end of email?

Download the full report at bit.ly/SOMWReport



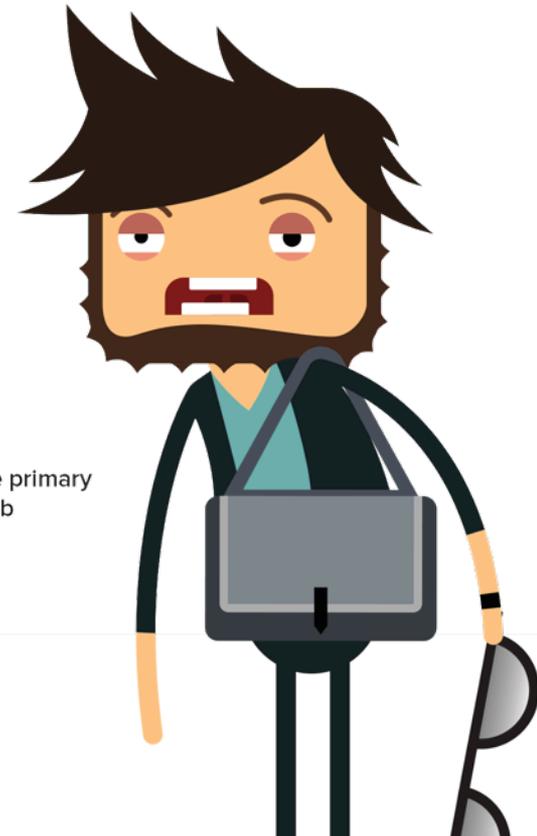
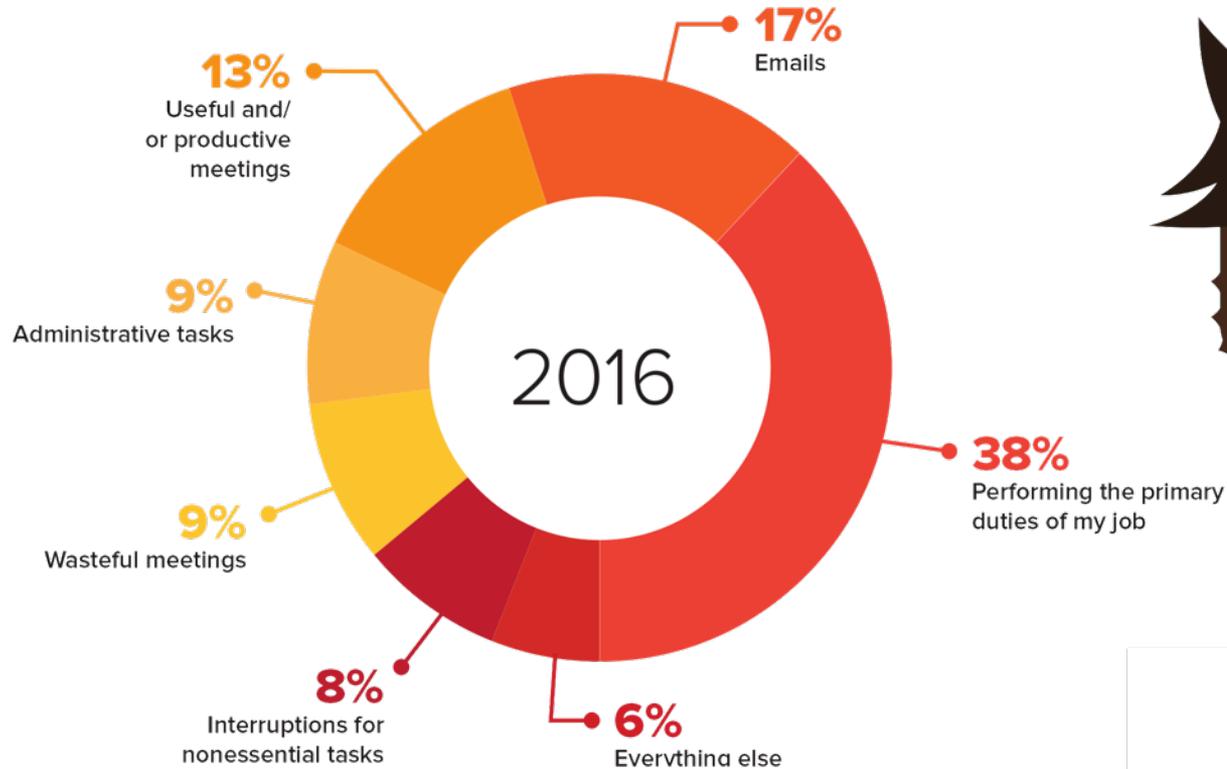
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1. Keeping team members engaged and focused on their “real” work

Please give a best guess estimate for what percentage of your work week is taken up by the following



Marketers and overtime

65%



40+ hours per week



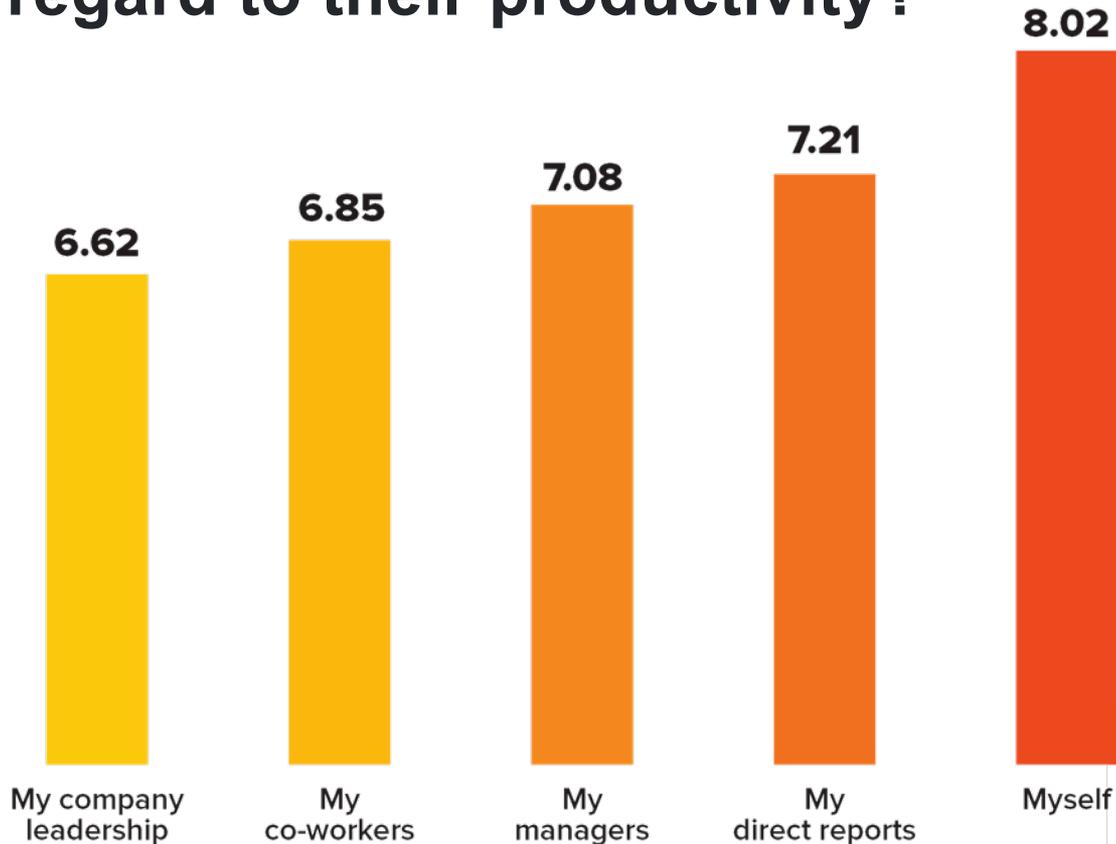
How Productive are Marketers?

93%

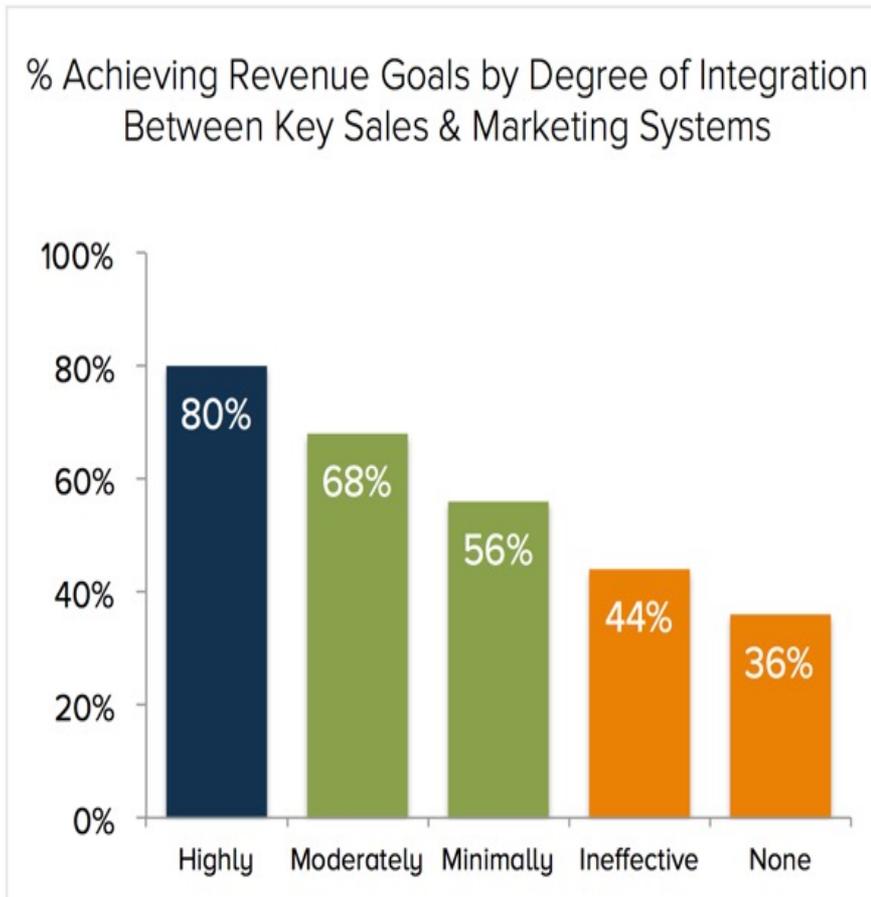
of marketers feel
productive at their jobs



How would you rate the following groups with regard to their productivity?



A direct correlation



A group of diverse office workers, including men and women of various ethnicities, are gathered in a meeting room. They are smiling and interacting, suggesting a collaborative and positive work environment. The background shows office desks, computers, and a whiteboard.

2. Finding time to be creative while overloaded with meetings and email

Audience Poll

Which of the following get in the way of your work?

- A. Wasteful Meetings
- B. Excessive Oversight
- C. Excessive Emails
- D. Lack of standard processes for workflow
- E. Poor prioritization methods at company
- F. Poor alignment between team and corporate goals



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What gets in the way of work

Wasteful meetings



Excessive oversight

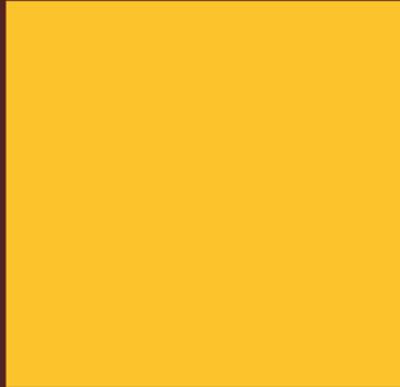


Excessive emails



How marketers can improve productivity

29%



Uninterrupted
blocks of time

19%



More / better
qualified people
and resources

18%



More accountability
from stakeholders /
decision makers



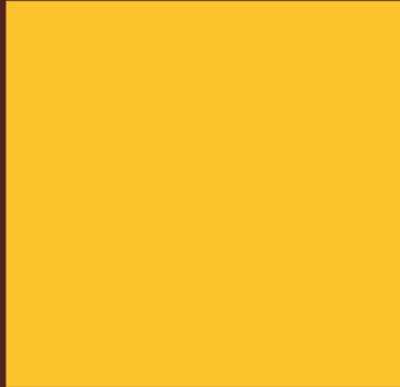
SECRETS TO
PRODUCTIVITY,
WORK/LIFE BALANCE
AND SUCCESS

Written by Matt Heinz
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How marketers can improve productivity

29%



Uninterrupted
blocks of time

19%



More / better
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and resources

18%



More accountability
from stakeholders /
decision makers



3. Dealing with high levels of conflict with other teams

How Do Marketers Feel About Work?

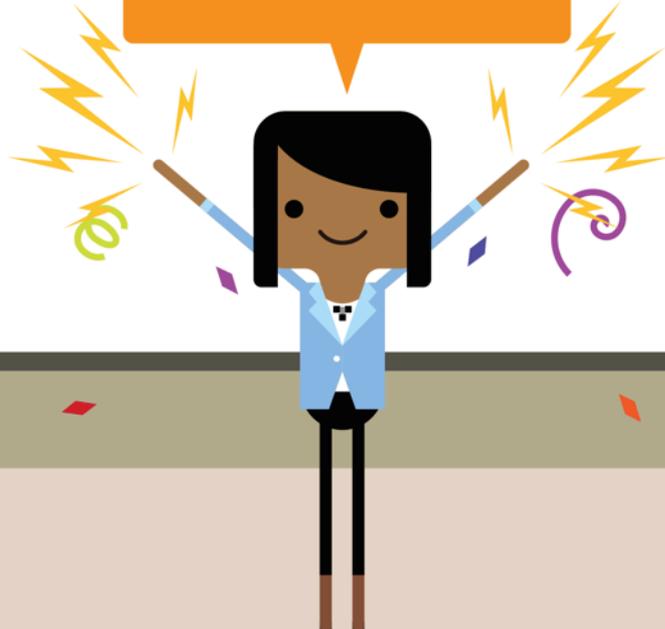
84%

I am usually happy when I am at work



91%

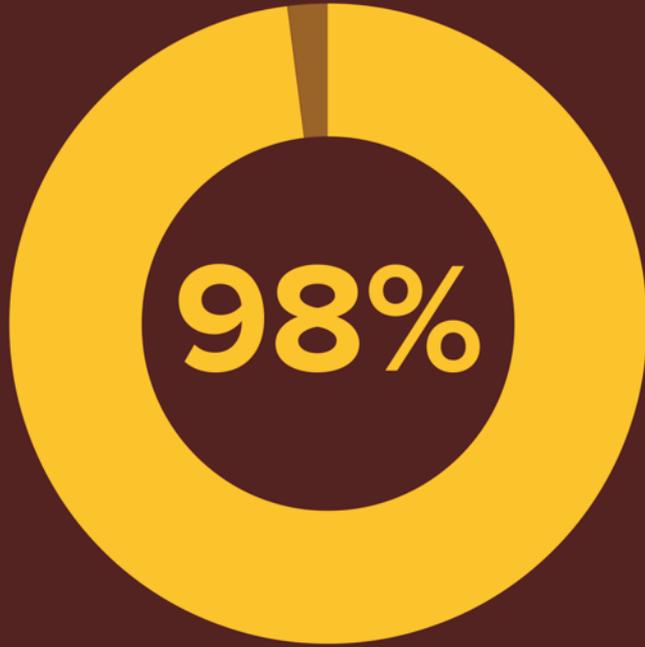
At least one person at work "has my back"



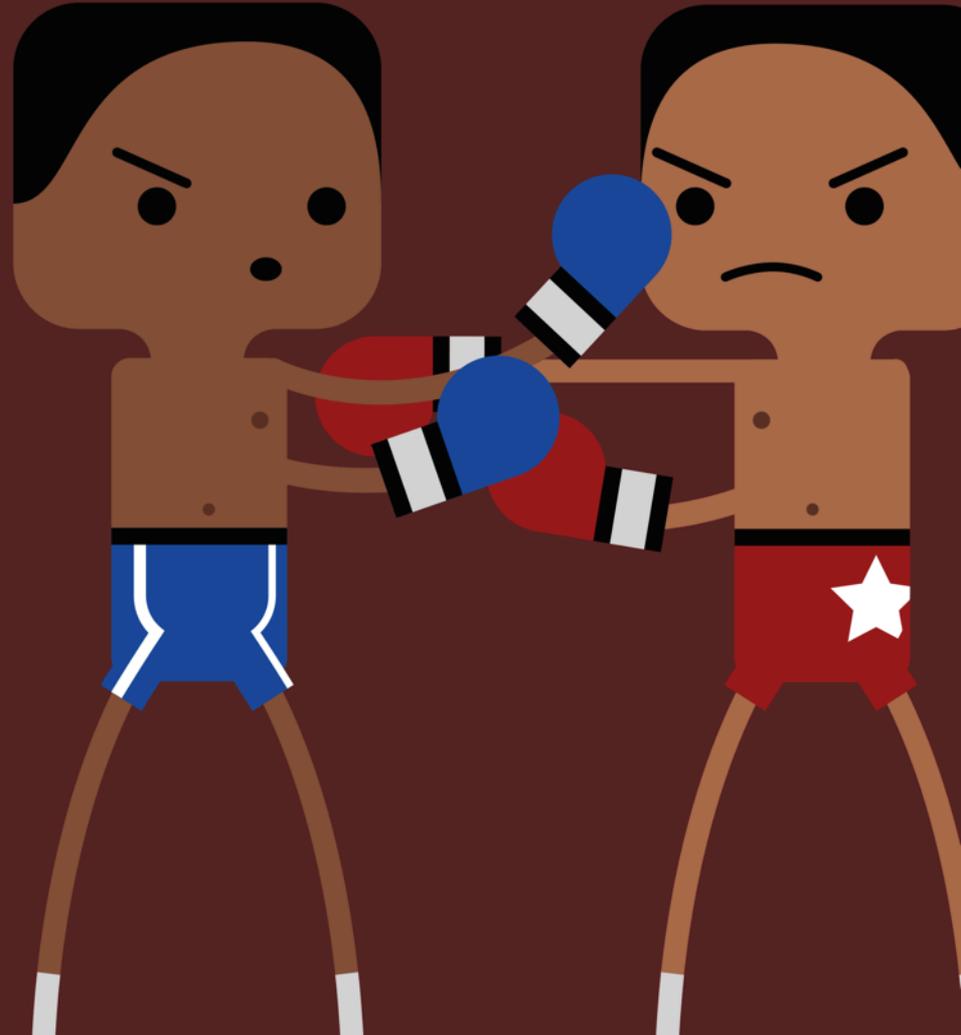
78%

I feel empowered at work





**Marketers Experiencing
Conflict w/ Other
Teams/Departments**



What's behind the conflict

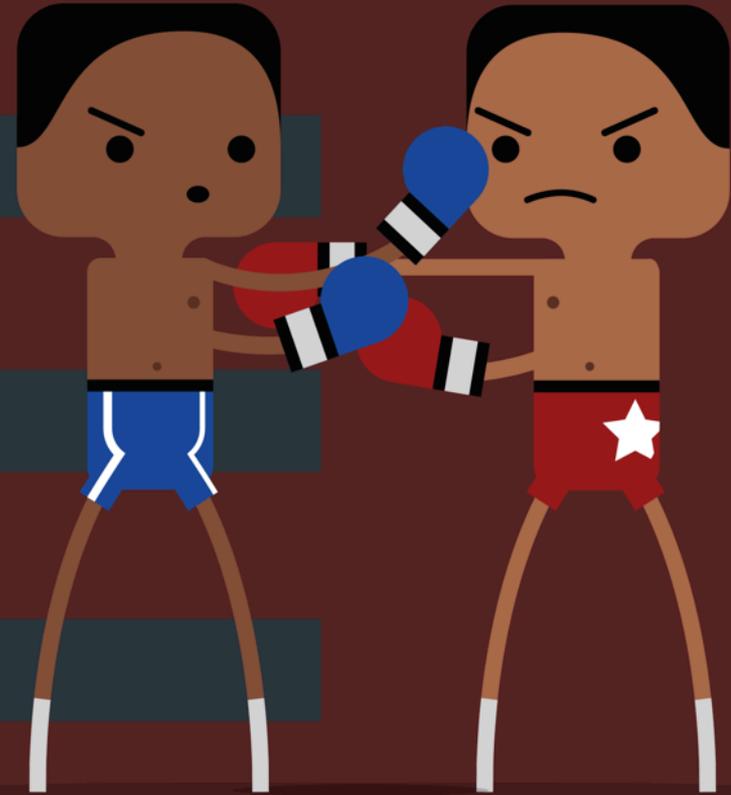
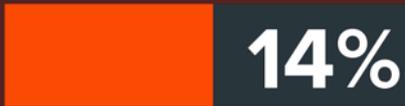
Conflicting priorities



Lack of communication

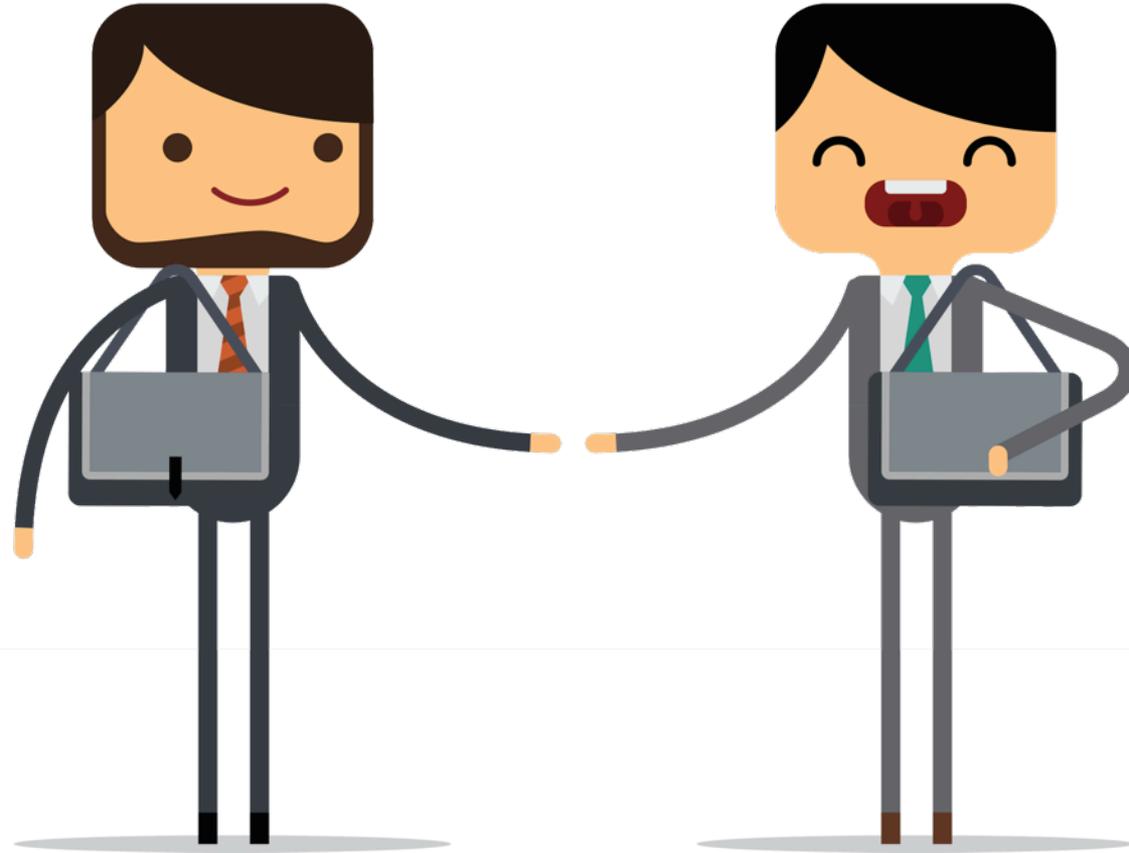


Lack of understanding about urgency



Conflict resolution

- Observation
- Effect
- Recommendation



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Keys to better cross-departmental relationships

- Common objectives
- Common definitions
- Clear processes
- Empathy



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A man with glasses is sitting at a desk in a library, looking thoughtful with his hand on his chin. The background is filled with bookshelves. The image has a dark, blue-tinted overlay.

4. Embracing the right tools that will drive productivity and efficiency

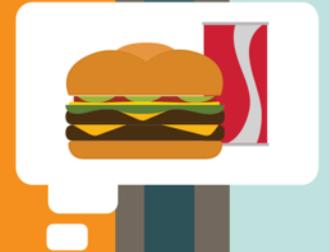


54%

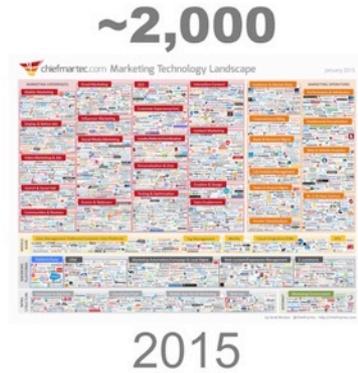
of marketers get
30 minutes or
less for lunch

30%

get 15 mins
or less



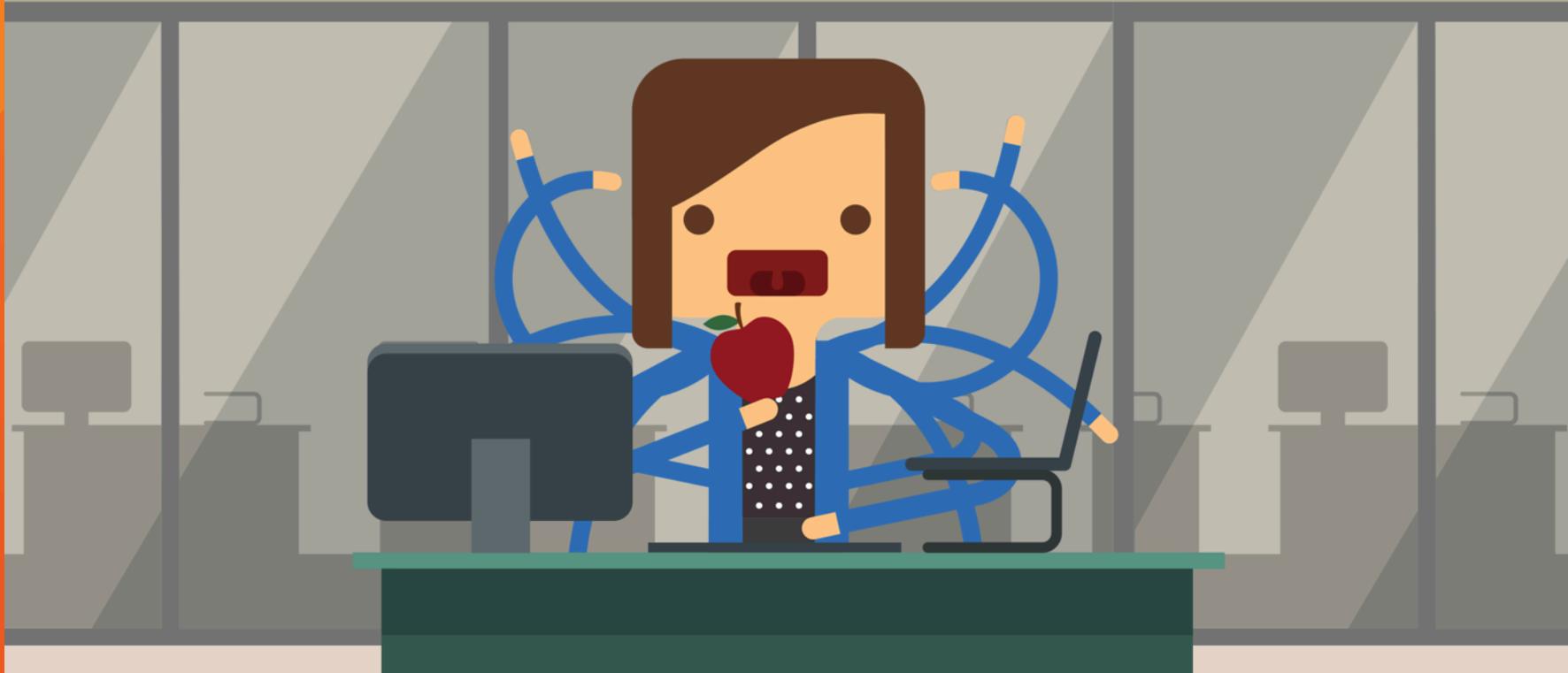
Marketing Technology Supergraphic



~3,500
(3,874 logos)

2016

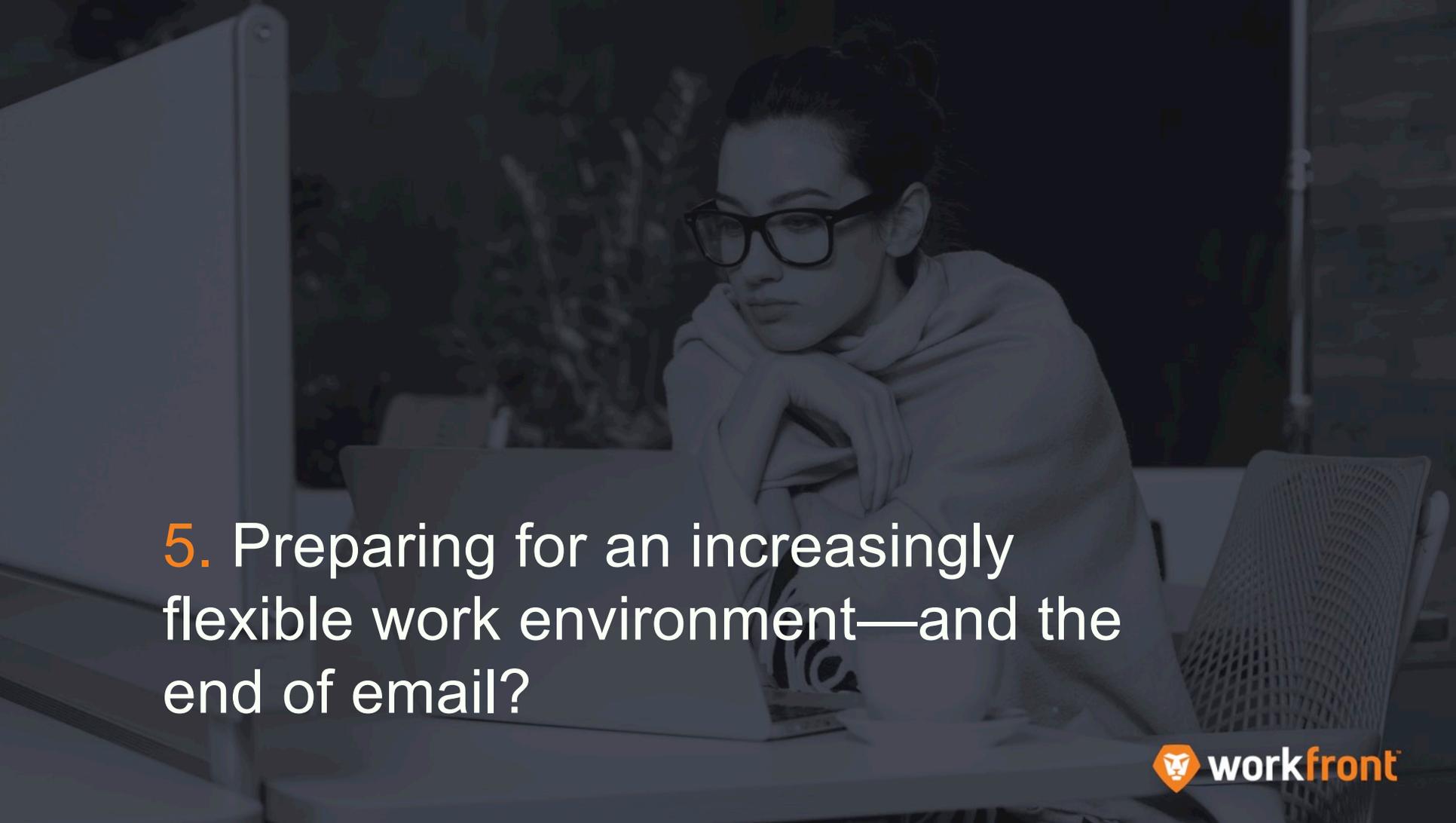
What to consider when making a technology purchase



How do you propose a tech purchase to a CMO?



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A woman with dark hair tied back, wearing glasses and a light-colored hoodie, is sitting at a desk. She has her hands clasped under her chin and is looking towards a laptop screen. The background is dark and out of focus, suggesting an office or home workspace at night. The overall tone is professional and contemplative.

5. Preparing for an increasingly flexible work environment—and the end of email?

Audience Poll

How is the workplace most likely to change in the next 5 years?

- A. Most workers will be remote
- B. The number of meetings in the workplace will decline drastically
- C. Email will no longer be the main mode of communication



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What's the Future of the Marketing Department?

In the next 5 years...

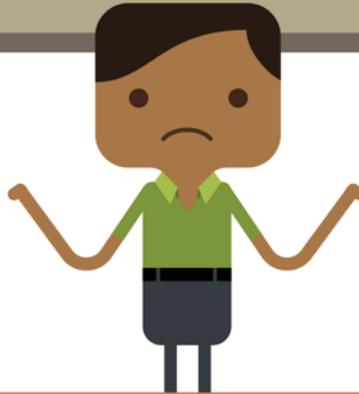
53%

“Most workers will be remote”



37%

“Work meetings will decline drastically”



26%

“Email won't be the main mode of communication”



The critical importance of revenue responsibility

- Are you a cost center or a profit center?
- Can you buy a beer with your key metrics?



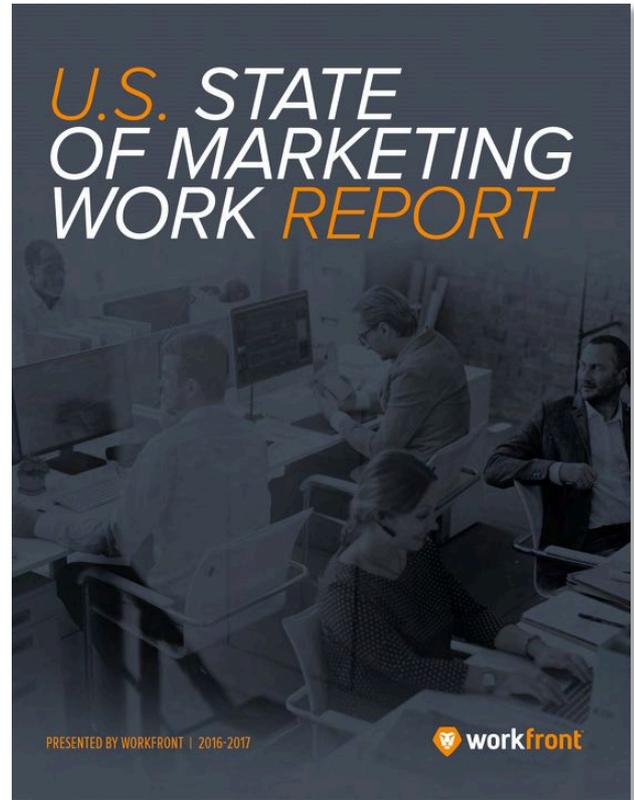
Key Takeaways

1. Define job roles and expectations—and keep dialogue open—to maintain focus on “real” work
2. Make technology and processes work for you to minimize meetings and email
3. Conflict is most often a result of poor communication
4. Embrace the right tools that will drive productivity and efficiency
5. Create and embrace positive remote work practices now



Q&A

- Get the Complete Report at bit.ly/SOMWReport
- Visit workfront.com/demo to learn more about Workfront for Marketing Teams



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