

Digital Marketing Realized
WORK SMARTER,
NOT HARDER



DIGITAL TRANSFORMATION RAISES THE STAKES FOR MARKETING EXECUTION

Marketers must work smarter not harder with speed and quality at new levels of scale to meet exploding demand for fresh and personalized content, delivered seamlessly across an ever growing number of digital channels.

Our world is becoming more dynamic and connected by the second. We are producing and consuming content at lightning speed, blasting an endlessly growing stream of data across the digital landscape. Every minute, we upload hundreds of hours of video, thousands of blog articles and millions of social media posts. Traditional marketing methods simply cannot keep up with this onslaught. For marketing professionals, content shock is as real and undeniable as it is for their target audiences.



Content shock is as real and undeniable as it is for your target audiences.

60%

of creatives report being forced to abandon great ideas during the past year because they didn't have the time to pursue them.

87%

of B2B marketers struggle to create content that resonates with potential clients.

39%

of marketers don't believe their organization's marketing strategy is effective.

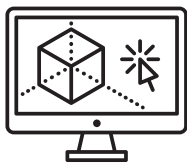
To meet the demands of this hyper-competitive era, digital marketers must always be on their toes, combining laser-sharp focus with standout creativity. The reality, however, is often quite different: on average, marketing professionals spend only 44 percent of their time on the work they were hired to do. Making matters worse, 60 percent of creatives report being forced to abandon great ideas during the past year, because they didn't have the time to pursue them. 87 percent of B2B marketers struggle to create content that resonates with potential clients. Meanwhile, 39 percent of marketers don't believe their organization's marketing strategy is effective.

These are serious challenges that deserve your full attention. More than ever, your opportunities as a business are determined by how you are perceived – and those perceptions can shift quickly. If your marketing department is ill-equipped to handle the mounting pressure of today's competitive climate, your marketers' delivery times and quality of work are likely to suffer. This can have a devastating impact on your brand value and reputation. After all, your ability to seize opportunities and achieve ROI depends on your ability to deliver effective campaigns on time. And to do so consistently, you need the right tools.

Three Essential Tips to Make Your Marketing Teams More Efficient

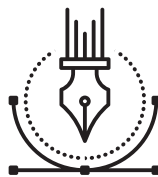
Captivating your audience and convincing potential customers means getting your message across quickly and consistently. But in today's fast-paced world, that's easier said than done. Marketing teams rarely have access to unified solutions that support their daily workflows from inception to delivery. Instead, key processes are often sequestered in siloes or altogether unsupported, creating impossible workloads that detract from the creative process and force your talent into checkbox-based thinking.

The solution is to work smarter, not harder. Working smarter means modernizing your marketing tools and transforming how you work so that your talent can get more things done with less busywork. Smarter marketing work management will not only help you regain your efficiency – it will rekindle the passion and creativity you need to set your organization apart from the pack.



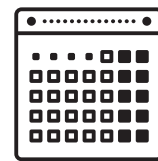
1. Be Wise, Standardize

Standardizing your work methods and approaching projects and collaborations consistently will greatly improve your ability to meet deadlines and deliver quality. Clearly establish roles and constraints to ensure your talent knows what to do and when to do it. Determine solid KPIs and streamline approval processes to eliminate confusion and lost time. Use a digital proofing tool to enable full transparency and implement a resource management solution that provides real-time insights into active projects.



2. Reclaim Precious Time for Creativity

Time is like money: you can only spend it once. If your marketers are bogged down by meetings and overhead, they won't have time to be creative. Standardization is one part of the answer. The clarity it provides will help cut back on uncertainty, freeing your talent to do what they do best. Eliminating unnecessary status update meetings and e-mails is the second step. More than 60 percent of marketers agree that rampant e-mails and meetings hurt their productivity. Do them a favor, and dial those back a bit.



3. Win the Race Against Your Deadlines

Even the best idea is useless if you can't get it out there on time. Decreasing time-to-market and boosting on-time delivery should be a top priority. Establishing an end-to-end workflow is the best way to achieve both goals. Creative ideas should be documented and prioritized systematically. This helps your teams make informed decisions while ensuring great ideas are never lost. Similarly, developing workflow templates and adopting tools for real-time collaboration will help save time and break siloes. Best practices and lessons learned will always be on hand and everybody will be on the same page.

REVOLUTIONIZING END-TO-END MARKETING OPTIMIZATION

Optimizing end-to-end customer journeys and guiding digital marketing transformations should also be part of your DNA. Serving as a great extension to our approach, Workfront has an infinitely scalable platform that helps marketing professionals focus on their creative skills and greatly enhance their productivity.

Combining these capabilities gives us the power to completely transform marketing organizations and equip businesses with the tools, perspectives and practices they need to succeed in tomorrow's world. This ambition is the driving force behind our partnership: a joint commitment to change the face of marketing and help businesses unlock the full potential of their teams.

For a tech giant in social media, implementing marketing resource management (MRM) led to greater visibility across teams into marketing campaigns. The new MRM solution supports three distinct global marketing teams with 1,000 users, accelerating the end-to-end marketing process. In another case, we helped a global media powerhouse implement MRM and integrate it with its digital asset management solution. This improved efficiency, accelerated marketing processes and greatly enhanced the organization's ability to measure and optimize operational marketing performance.

These are just a few examples of the results smarter marketing work

management solutions can achieve. Our experience has shown that end-to-end marketing optimization can achieve significant returns, boosting efficiency by up to 50 percent and increasing compliance with corporate processes and guidelines by a factor of five. In addition, it facilitates better governance standards and improved brand management, helping minimize risks to your company's reputation.

End-to-end marketing optimization can achieve significant returns, boosting efficiency by up to

50%



7000+

In the past years, the 'martech stack' has grown exponentially – from 1,000 software solutions in 2014 to over 7,000 in 2018.

WORK SMARTER, NOT HARDER

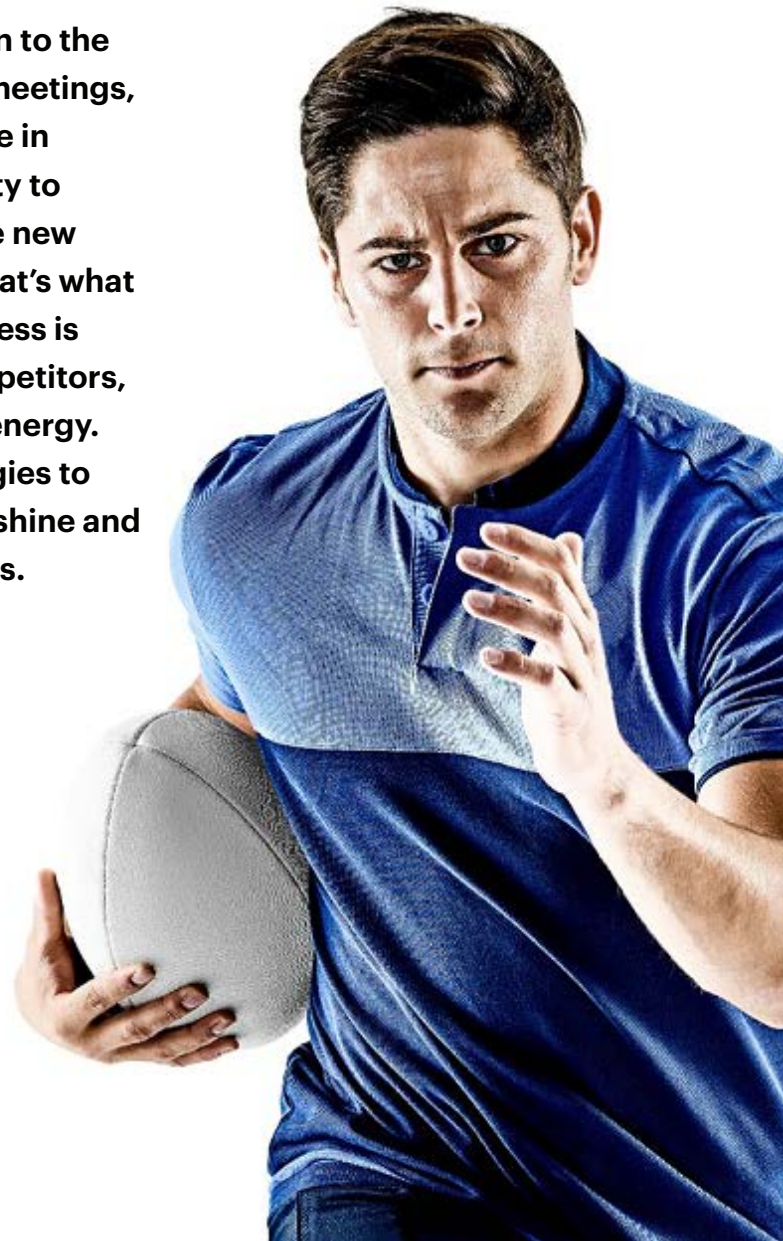
When it comes to streamlining tasks, marketing teams have no shortage of tools to choose from. In the past years, the 'martech stack' has grown exponentially – from 1,000 software solutions in 2014 to over 7,000 in 2018. This proliferation shows no sign of stopping. The future is certain to bring a dizzying array of innovative solutions and possibilities we can scarcely imagine.

In the end, however, marketing professionals need practical solutions that integrate seamlessly with each other. Relying on dozens of different standalone marketing systems will invariably lead to wasted time and effort, fostering workflows that favor output over creativity. This would not only run the risk of decreasing effectiveness and ROI – it would risk missing the point of marketing entirely.



**In the end,
however, marketing
professionals need
practical solutions
that integrate
seamlessly with
each other.**

Talented digital marketers aren't drawn to the profession by the promise of endless meetings, e-mails and tooling roadblocks. They're in it for the inspiration, for the opportunity to engage with new audiences and tackle new creative challenges. And ultimately, that's what consumers want as well. Your uniqueness is what distinguishes you from your competitors, and that uniqueness runs on creative energy. Working smarter will allow those energies to flow freely, giving your talent room to shine and win the hearts and minds of new clients.



About Accenture Interactive

Accenture Interactive helps the world's leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today's experience-led economy. Accenture Interactive was ranked the world's largest and fastest-growing digital agency in the latest Ad Age Agency Report.

To learn more follow us [@accentureactive](#) and visit www.accentureinteractive.com

About Workfront

Workfront is the first modern work management application platform that connects enterprise work, collaboration, and digital content into an operational system of record (OSR). Workfront has helped thousands of companies successfully transform their businesses into modern enterprises that increase revenue, improve customer experiences, and eliminate cost, including BT, Cisco Systems, Comcast, Fender Musical Instruments Corporation, Fossil Group, TSB and Trek.

To learn more about how Workfront makes work matter, visit www.workfront.com

Copyright © 2019 Accenture All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.

This document makes descriptive reference to trademarks that may be owned by others.

The use of such trademarks herein is not an assertion of ownership of such trademarks by Accenture and is not intended to represent or imply the existence of an association between Accenture and the lawful owners of such trademarks.