

BrandMaker **Pulse**

Financial and

Workflow

Management

Conducted Oct 2020



Achieve More with Less

Efficiency and ROI

2021



50% of global marketing organizations stated they will need to achieve more with the same or less budget than 2020.



60% of respondents reported a greater demand for quantifiable ROI on marketing budgets.



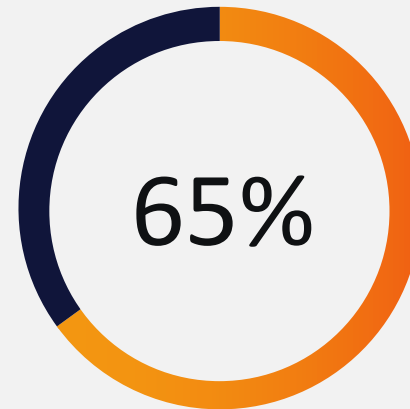
Marketing leaders (70 %) also stated the improvement of campaign management as a budget and ROI priority.



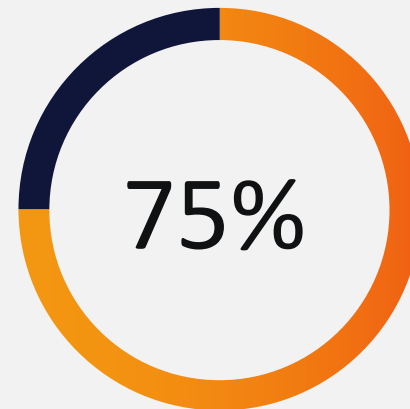
Only 5% of respondents expect an increase in their 2021 budget over 2020.

Workflow and Collaboration

2021



Most marketing executives (65%) in global marketing organizations demand improved marketing workflow management for faster reviews and approvals, and real-time transparency on status across in-house teams and external agencies.



The good news is that 75% of respondents said they plan to increase investment in marketing operations for improved workflow and integration.

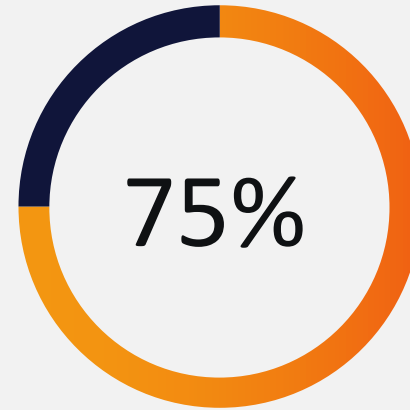
Workflow and Collaboration

2021 

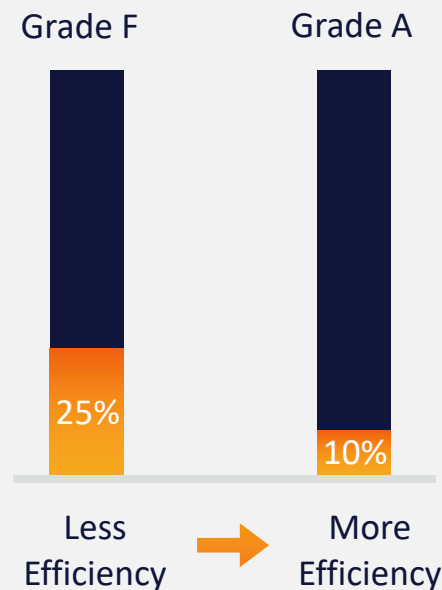


65% of respondents want to be freed from mundane marketing tasks that they believe should be automated by now, and almost half (45%) want freedom from spreadsheet madness.

Marketing Operational Maturity



The fact that 75% of global marketing organizations plan to increase operational efficiency investments is timely and critical for success, considering that most companies have not achieved marketing operational maturity.



A quarter of respondents give their marketing efficiency a grade F stating an over-dependence on spreadsheets, poor collaboration and workflow tools, and difficulty accessing and sharing content, budget, or project status.

Just 10% of respondents gave their marketing efficiency a grade A where they have easy integration with CRM and ERP functions, enjoy real-time visibility and control of budgets, people, and marketing assets.

Hybrid office/home working



Hybrid work from home is set to prevail in 2021, with 65% reporting that they want to continue working from home and meeting in the office for workshops/team meetings because face-to-face collaboration is important.

No-one said they want to return to the office full-time.