

Whitepaper

# **3 Essential Priorities for Global Marketers in 2021**



**BrandMaker**

In the best of times, enterprise marketing departments operate under continual budget, resource, and timeline pressures to meet the ever-increasing demands to drive growth. 2020 exacerbated these pressures by introducing unpredictability.

## Where we are

Repetitive and low-value tasks sap time and energy from marketing. There is an urgent need to reclaim – that time and energy, and have it repurposed towards problem solving and creativity.

## Where we need to be.

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Global marketers need to plan ahead to succeed in 2021. However, the recent report, Gartner Predicts 2021: Marketing Hits Reset, begins with a profound observation:

"Predicting the future in the midst of unprecedented global change has never been more difficult. Yet, the need for vision, innovation, and transformation has never been more pronounced."

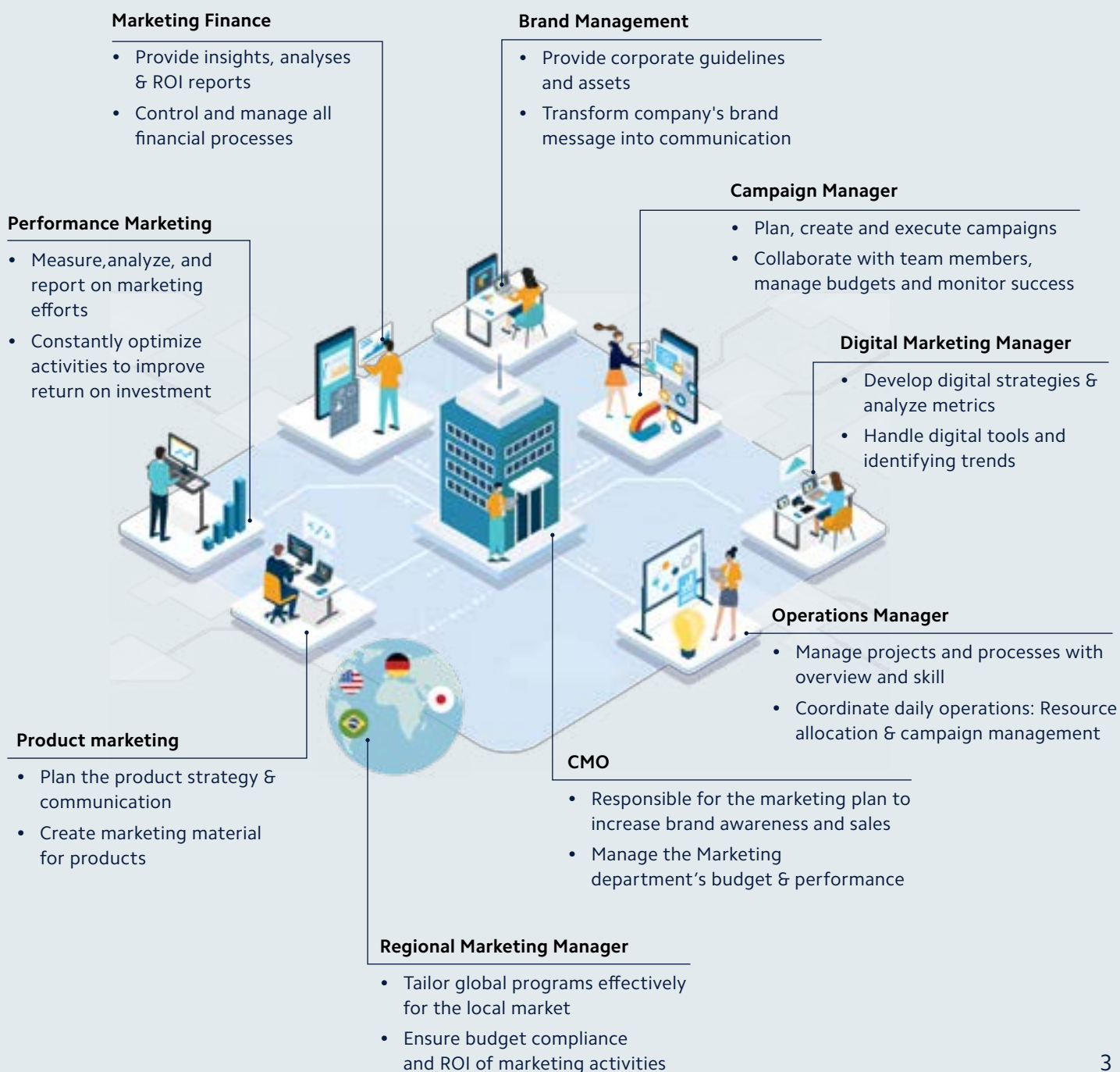
Their broad recommendation is to:

"Reorient organizational structures by aligning to shared business and customer goals and breaking down silos that waste time and resources and create customer friction."

We are on the cusp of a unique opportunity for global marketers – a compressed timeframe to create this alignment and collaboration, to realize a new, digital solution that will make marketing more cost-efficient, and more productive, right now.

# What global marketers say.

For insight, we've turned to BrandMaker Pulse, our series of global research studies into the key issues affecting international marketing organizations. The latest study, which was focused on 2021 priorities, reports that 75% of these marketers are looking to increase their investment in marketing operations as the way to increase this alignment and collaboration.



# Financial and Workflow Management are Key Priorities for Global Marketing Leaders in 2021

Global marketers' top priorities for 2021 center on marketing ops. Their essential priorities are Budget Accountability, Work Management, and Marketing Agility. Here's a deeper dive:



## Efficiency and ROI



## Workflow & Collaboration

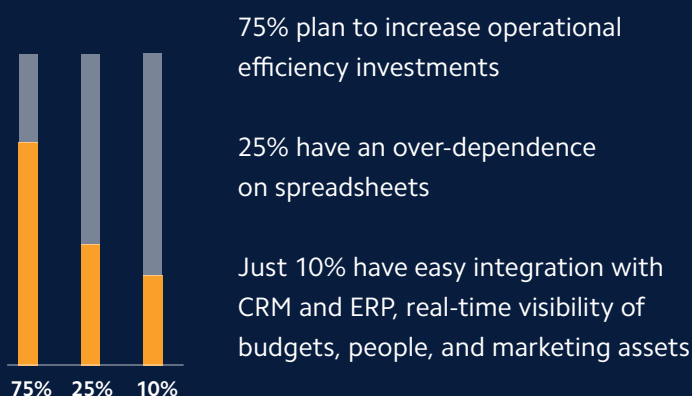


## Hybrid Office/ Home Working



Hybrid working is the preferred option: 65% want to work from home

## Marketing Operational Maturity



## Priority #1:

# Budget accountability.

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It comes as no surprise that for many international corporations, 2020 was a challenging year. Management is looking for marketing to up their game and generate new demand and continually improve ROI.

The reality is that there is severe downward pressure on budgets. Every cost is being questioned. At the end of 2020, only 5% of marketers expected an increase in budget for the new year. The demand for marketing's responsiveness, driving high value through an excellent customer experience, has not abated.

A Marketing Operations solution brings all financial information together, providing a single source of truth. BrandMaker, as a Leader in Marketing Ops technology per Forrester Research, enables significantly more effective financial management by providing, above all, real-time visibility into budgets - global, regional, and local - showing planned, allocated, and consumed status.

From one of our clients:

"We used to maintain a separate Excel sheet for each product area. Given our wide range of programs, the effort was enormous. It's the transparency that was missing in the past. Today, we have absolute clarity about which measures we want to carry out - or have already carried out - for a specific product in a specific target group in a specific period of time. We know which products are well received by customers following a campaign. The tool gives us a more analytical view of our actions."

**Marketing Manager**, global manufacturer of agricultural equipment

# Executive views on marketing ROI & activities.

The following chart provides insight into the increased budget accountability global marketers need today.



Global marketers recognize that the 5 actions above are necessary to improving ROI.

## Priority #2:

# Work management.

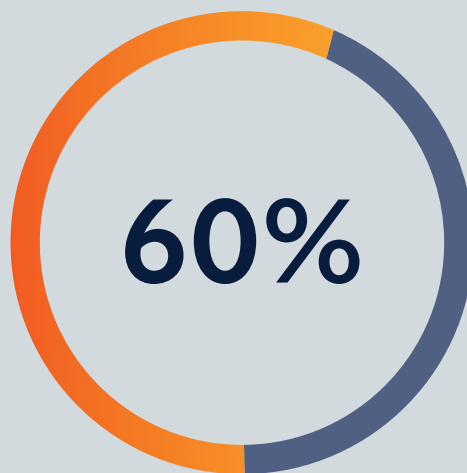
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Marketers have found that operations encompasses a great deal of repetitive tasks, Some are basic, some are unique to enterprise marketing operations, and some require significant subject matter expertise. All of these repetitive tasks drive costs up, efficiency down, and the opportunity for error through the roof.

A sophisticated Marketing Operations platform such as BrandMaker can not only automate these workflows, it integrates with all other functions, such as budget planning and management, and performance measurement and optimization to gain the greatest benefits organization-wide.

**A very real consequence of workflow management is greater creativity.**

Freeing people from low-value, labor-intensive, repetitive tasks reallocates time to think outside-the-box to imagine new ways to enhance the customer experience and increase demand.



Gartner predicts that 60% of marketing teams will be running a marketing work management platform in the next three years.

# Bring the human element back to marketing.

The following chart brings additional insight into how work management, specific to global marketing, increases the ability to work smarter, and more creatively.

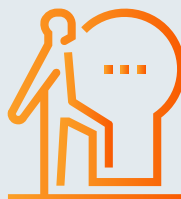


You can't work harder.

Work smarter in 2021 by freeing your team from low-ROI activities to enable greater impact & creativity.



**Mindshare** to thinking creatively and strategically and avoid mechanical marketing.



In 2021, marketers will realize that we need to reintroduce the human element to get back the **creative spark**.



Innovative organizations can add that human element by transforming their **marketing operations**.

## Priority #3:

# Marketing agility.

Marketing agility cannot be achieved unless marketing operations has matured and provides the highest levels of alignment and collaboration.




Marketing Operations Maturity is the underpinning of marketing agility. Enterprise marketing operations reaches maturity when they are fully leveraging and orchestrating technology to maximize its contribution to marketing as measured by cost efficiency, effectiveness, and time-to-market. The greater the maturity of marketing ops, the greater the agility of the marketing organization. Agility is the best asset to have in uncertain times, as proven in 2020.

We have found that there are three significant stages in maturity development. It enables an organization to visualize where they are and where they need to go.



# 3 paths to Marketing Operations Maturity.

Marketing ops grows from stage to stage along one of 3 paths, determined by the initial focus of the journey:

Initial Focus	Pains	Goals	BrandMaker Benefits
 <p><b>Budget / Performance Measurement</b></p>	<ul style="list-style-type: none"> <li>Overwhelming complexity, long delivery times, errors, wasted time &amp; frustration due to too many spreadsheets</li> </ul>	<ul style="list-style-type: none"> <li>Budgeting optimization &amp; realtime calculation of ROI from credible metrics</li> </ul>	<ul style="list-style-type: none"> <li><b>Rapid &amp; reliable reporting of spend, impact, and ROI from any perspective</b></li> </ul>
 <p><b>Workflow Effectiveness</b></p>	<ul style="list-style-type: none"> <li>Better manage the planning, development, deployment, and reporting of marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Missed linkage between process flow and marketing output with generic workflow systems</li> <li>Lack of project management vs. process management</li> </ul>	<ul style="list-style-type: none"> <li><b>Reliable data delivered on time with clarity and simplicity</b></li> <li><b>Integration of processes with marketing project management</b></li> </ul>
 <p><b>Global Asset Distribution</b></p>	<ul style="list-style-type: none"> <li>Limitations of a DAM in a 'silo'</li> <li>Disconnection between campaign management and content development</li> </ul>	<ul style="list-style-type: none"> <li>Clarity &amp; control over the global distribution of marketing assets</li> </ul>	<ul style="list-style-type: none"> <li><b>Visibility &amp; management of asset development &amp; delivery in each market in real time</b></li> </ul>

Marketing Operations Maturity



# BrandMaker positions your marketing operations for agility.

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Forrester Research has named BrandMaker a Leader in marketing operations technology, and many of the largest marketing teams in the world call BrandMaker "partner". Our suite brings together 5 solutions to bring marketing operations into its new role as the agility enabler.

The chart below will tell you more about the components of the BrandMaker platform and the quantifiable results clients have realized.



## BrandMaker is:

- **Enterprise proven.**
- **Built to provide visibility and control of your entire stack.**
- **An ROI-generation tool.** Cut costs, accelerate processes, manage people, content, and budgets better. Employee retention and productivity rise.
- **More than software.** BrandMaker is a way of orchestrating marketing operations, delivering significant operations improvement.
- **A committed partner who grows with you.** That's why demanding clients give us the highest NPS rating in the category.

BrandMaker does not just save headaches and weekends. It also delivers improvements in hard numbers...



One of the world's leading CPG companies enjoys a 20% reduction in processing time for marketing



A leading global retailer is recovering 3% of their total marketing budget with better integration into the company finance system



One of the top global consulting organizations is saving 10% of their campaign costs through increasing synergy of their campaigns and cutting redundancies.



A large global retailer is experiencing content creation times and time to market cuts by 25%



The world's largest furniture retailer is forecasting 1% greater topline sales per store due to tighter marketing operations.

"BrandMaker offers a lot more than we are currently using. Our goal is to fully exploit the potential in the future. We know that we can achieve a lot more."

**Strategic Content and Campaigns Director**, global provider of equipment and services for data centers

# BrandMaker enables Marketing Operations Maturity.

Critical operational infrastructure	Enterprise grade
<ul style="list-style-type: none"> <li>• Full budget visibility</li> <li>• Organization-wide workflow</li> <li>• C-Level decision making</li> </ul>	<ul style="list-style-type: none"> <li>• Natively integrated, modular suite</li> <li>• Unified semantics</li> <li>• Extensive integration platform</li> </ul>



# BrandMaker – the center of your stack.



# Here's how BrandMaker can help.

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1. Find out more about Marketing Operations Maturity, and the recommended way to move from stage to stage. It's all in our recent whitepaper **The Next Evolution in Enterprise Marketing Operations**.

**The Next Evolution  
in Enterprise  
Marketing Operations**

[Download](#)

2. Please make use of our Marketing Maturity Map, an online interactive tool to help marketing ops teams agree on the maturity level of their organization, where they want to go, and the priorities for getting there.

Use the **Marketing Maturity Map** to:

- Assess the importance of each of the seven dimensions of marketing operations maturity and your current performance
- Identify where your operations migration should begin
- Learn about the three paths to operations maturity
- Share and compare assessments with team members to create a consensus.

**Get the Operations Maturity  
assessment tool**

[Click Here](#)

Plus, if you're a multinational marketer with significant operational issues BrandMaker would like to offer you some guidance on digital transformation.

3. Let's talk about your unique situation, your specific challenges, and your goals for growth. It's possible that we have a way to unleash your marketing superpowers.

# Unleash Your Marketing Superpowers!

## Contact us.

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