Marketing Organizations Today Are “Doing” – Not “Being” – Digital

Digital technologies, mindsets, and ways of working haven’t been woven into current business, operating and customer models

Organizations who are being digital possess capabilities and behaviors that position them to be agile and capture value in this new era of business

...And they face similar digital challenges

Digital maturity is consistent across:

- Headquarter Location
- Company Size
- Geographic Distribution

Millennial marketing professionals perceive their marketing organizations as less digitally mature

41%

of Millennials rate their organizations as becoming/being digital vs. 52% of Generation X

Today’s marketing training is becoming irrelevant

48%

Do not agree that digital skills training is effective and timely

Culture is a barrier to being digital

41%

Do not believe that their current organizational culture supports digital adoption

Organizational structure hasn’t been adapted for digital

51%

Do not agree that structure is becoming less defined by formal roles and levels

Marketing organizations need to be more agile

46%

Do not agree that their organization can manage unplanned change without it slowing them down

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