

# Rewiring Your Marketing Organization for Digital

DELOITTE AND FACEBOOK STUDIED HUNDREDS OF MARKETING ORGANIZATIONS TO UNDERSTAND<sup>1</sup>:

- How digital marketing organizations see themselves today
- How to accelerate change toward being digital-first

**383** Marketing Professionals participated in the study<sup>2</sup>, representing:



10 Countries



Companies with revenues ranging from **\$1B - \$20B+**



Consumer Packaged Goods



Automotive



Life Sciences & Healthcare



Telecommunications



Technology



Travel



Retail



Energy & Resources



Financial Services

Deloitte. + facebook  
Digital

BECOMING DIGITAL ISN'T JUST ABOUT TECHNOLOGY

**87%** of leaders anticipate their businesses are being disrupted by digital business models...

... Y E T O N L Y

**30%** believe they currently have the right leadership or skills to execute<sup>3</sup>

BEING DIGITAL REQUIRES INCORPORATING DIGITAL TRAITS AND CHARACTERISTICS



## Digital DNA

Research-backed and field-tested, Deloitte codified 23 traits and characteristics of digital organizations:

- A set of special traits and characteristics that position businesses to thrive in a digital world.
- Carries the underlying instructions, development, functioning, and replication for "being" digital.

DIGITAL-FIRST MARKETING ORGANIZATIONS LOOK DIFFERENT THAN TRADITIONAL ORGANIZATIONS

They have Digital DNA traits infused into their organizational environment

How They:



Organize



Operate



Behave

<sup>1</sup>Gerson Lehrman Group (GLG) was engaged to identify a panel of marketing professionals spanning several industries, geographies, and levels for participation in the Digital DNA survey. GLG curates councils of experts, recruited and verified through personal 1-on-1 contact.

<sup>2</sup>The study achieved a 95% confidence level.

<sup>3</sup>MIT Sloan Management Review. 2016. Aligning the Organization for Its Digital Future. Digital Business Global Executive Study.