Rewiring Your Marketing Organization for Digital

DELOITTE AND FACEBOOK STUDIED HUNDREDS OF MARKETING ORGANIZATIONS TO UNDERSTAND:

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

383 Marketing Professionals participated in the study, representing:

- 10 Countries
- Consumer Packaged Goods
- Life Sciences & Healthcare
- Technology
- Retail
- Energy & Resources
- Financial Services
- Companies with revenues ranging from $1B - $20B+
- Automotive
- Telecommunications
- Travel

BECOMING DIGITAL ISN'T JUST ABOUT TECHNOLOGY

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

... YET ONLY

30% believe they currently have the right leadership or skills to execute.

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

¹Gerson 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.

²The study achieved a 95% confidence level.


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