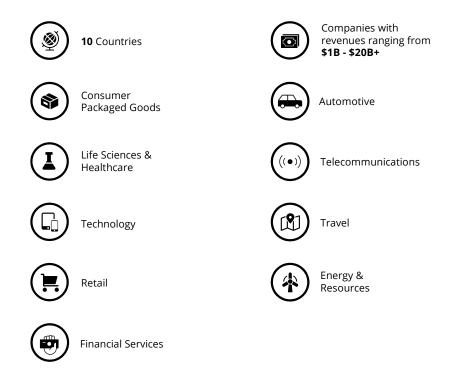
Rewiring Your Marketing Organization for Digital

DELOITTE AND FACEBOOK STUDIED HUNDREDS OF **MARKETING ORGANIZATIONS TO UNDERSTAND¹**:

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

383 Marketing Professionals participated in the study², representing:



facebook

Deloitte.

Digital

BECOMING DIGITAL ISN'T JUST ABOUT TECHNOLOGY



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

... YET ONLY



believe they currently have the right leadership or skills to execute³

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:



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.

³MITSloan Management Review. 2016. Aligning the Organization for Its Digital Future. Digital Business Global Executive Study.

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