



# MARKETER'S EDGE

BENCHMARKS & TOOLS FOR SUCCESS

# MARKETING DISRUPTION

## Executive Brief on New ANA Research

SIX WAYS YOUR BRAND CAN USE TECHNOLOGY TO CONQUER MARKETING DISRUPTIONS

# SIX-STEP ACTION PLAN:

## Getting a marketing technology strategy in place.

New research conducted with ANA marketer members found it's **imperative for brands to have a technology strategy in place to mitigate the risks from disruptions** and take advantage of opportunities caused by disruptive forces. Activate this research to help drive growth in your organization with the following six steps:



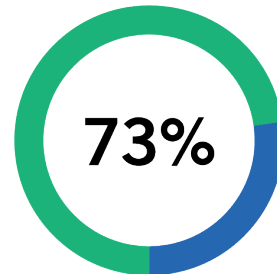
## 1

## START FROM THE TOP AND GO DOWN

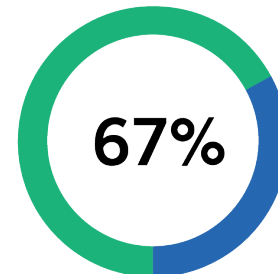
Evaluate your corporate business strategy at the highest level. How do the corporate vision, investments, and goals direct marketers to meet the demands of your consumers? **A key finding from the ANA's disruption research was that top-performing organizations are more aggressively investing in marketing technology than their peers.**

## Marketing Leaders Invest in Technology and People

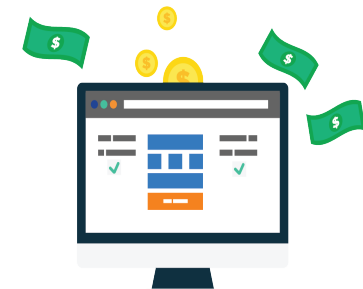
PERCENTAGE OF BRANDS THAT INVEST IN  
**MARKETING TECHNOLOGY**



Higher Revenue



2016 Total Sample



## 2

## DEFINE MARKETING STRATEGY & GOALS

Derive a marketing strategy and goals from your corporate strategy, considering what marketing needs to accomplish and how it can be measured. Think about what marketing needs to accomplish and how it can be measured. Keep in mind that the top finding of the ANA's research was that consumer behavior drives marketing technology investments.

### Consumer Behavior Drives Marketing Technology Investments

Consumer expectations for real-time interaction and service jumped from **sixth in 2015 to first in 2016.**

EXPECTATION FOR **REAL-TIME INTERACTION**

6<sup>th</sup>  
in 2015

1<sup>st</sup>  
in 2016



## 3

## DEVELOP A MARKETING TECHNOLOGY ROADMAP

With the overall marketing strategy in clear view, build out a technology strategy that clearly aids marketing's strategic goals. Account for these elements of the strategy:

- ✓ Why is it important?
- ✓ Have you prioritized investments?
- ✓ Are you adopting a “core” and “edge” approach that encompasses both fundamental technology and experimental projects?

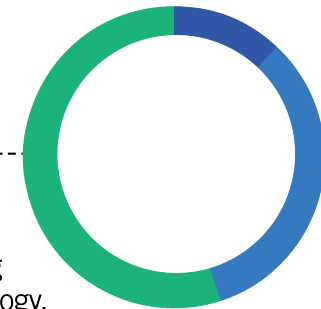


## Marketing's Ownership of the Marketing Technology Strategy Is Critical to Success

Over half of the ANA members in this study actively promoted the new technology they implemented.

55%

are active in promoting new marketing technology, systems, and tools.

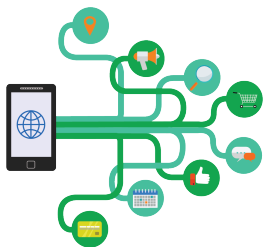


## 4

## BUILD THE MARKETING OPERATIONS FUNCTION

Collaborate with IT to lay out a clear understanding of who owns, manages, and uses the technology that supports your three-part marketing operations model:

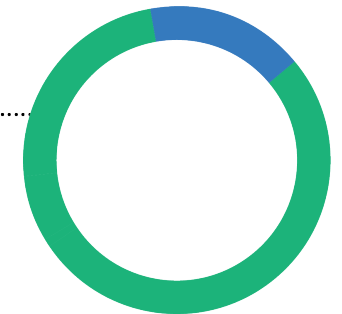
1. **Integrated consumer data:** Stitching together the variety of sources of consumer data to have a complete customer profile.
2. **Decision-making:** Scoring customers based on value, behavior, and propensity for value creation. Scoring allows marketers to make decisions and have the greatest impact on the customer journey.
3. **Distribution platforms:** Marketing technology platforms that track responses, conversion, and the value created.



### Full Marketing Technology Integration Drives Effectiveness

80%

of study participants indicate that technology performance exceeded their expectations for it.



## 5

## TRACK THE RIGHT MEASURES TO SHOW ROI

Ensure that measurements are not only defined for each component of the marketing strategy — and the technology strategy that supports it — but also that it is someone's job to monitor the data and do something with it. Marketing technology can yield customer insights that lead to increased ROI, but it is still up to marketing leadership to do something to create value from those insights.



## ANA Members Report Technology-Produced Insights Generate Higher ROI

Over

**50%**

leverage data and insights from marketing technology to shape marketing strategies.



## 6

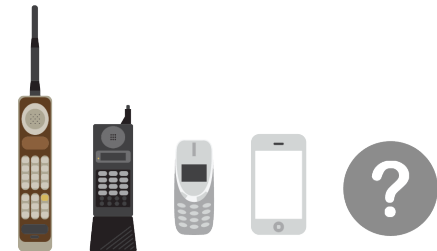
## MAKE DECISIONS AND TAKE CALCULATED RISKS

The hardest part: taking action based on the data and insights. Analysis is simple, but the courage to make decisions and take risks will become more necessary as new technologies emerge and the customer journey continues to change. The ANA's research showed actively planning for disruption is a critical marketing leadership skill.

**Marketing Technology Managed Well Will Boost Creativity and Turn Disruptions into Opportunities**

**51%**

of study participants believe marketing technology will create a larger palette of information on customers for designers to work with.







## ANA Members can access additional resources to help turn disruptions into opportunities

### Learn More About the Research Findings:

- Watch an introductory video
- Read the research report
- Share an infographic and webinar featuring subject matter experts with your teams

### Benchmark and Improve Your Marketing Technology Strategy:

- Use the Peer Benchmarks App to compare yourself to your peers
- Take the Capabilities Assessment to learn which areas you need to focus on to turn disruptive forces into growth opportunities
- Contact the Ask the Expert service to submit a question and receive relevant ANA content and resources for your specific challenges



All of the above can be found in the **ANA Marketer's Edge Solutions Set for Marketing Disruption:**

<http://ionlanding.demandmetric.com/marketing-disruption-3-solutions-set>