


How to Transform into a Modern Marketing Department

Article



Pity the modern CMO, out there every day trying to break down silos and align internal teams and external partners.

A new eMarketer report, “[The Modern Marketing Department 2018: Evolution Through Digital Transformation](#),” recognizes that marketing departments are at the forefront of digital transformation, paving the way for the entire organization. CMOs and marketing leaders are

in a prime position to determine what internal changes must be made to propel a transformation effort forward. And one of the most challenging tasks is aligning outside partners with how your team works.

The ecosystem of third-party partners is only getting more complex as technology proliferates: creative, media, digital, research, communications, management consulting firms, data partners and marketing/advertising technology vendors.

With so much choice, CMOs worldwide outsource a good number of marketing services, according to Newbase’s January 2018 survey.

**In-House vs. Outsourced Marketing Services
According to CMOs Worldwide, Jan 2018**

% of respondents

	In-house	Outsourced	Both
Marketing strategy	86%	1%	13%
Product marketing	76%	5%	20%
Customer experience	75%	7%	19%
Social media	52%	10%	38%
Data and analytics	45%	13%	43%
Ad operations	45%	28%	30%
Content marketing	44%	6%	49%
Branding	43%	14%	42%
Events marketing	43%	20%	37%
Digital marketing	42%	12%	46%
Communications and PR	36%	20%	45%
Advertising	33%	36%	32%
Programmatic	32%	43%	27%
Research and insight	28%	28%	44%
Creative and design	24%	28%	49%

Note: among those with budget responsibility of top 15 marketing functions; numbers may not add up to 100% due to rounding

Source: NewBase, "The Evolving Marketer 2018," March 28, 2018

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In some cases, outside partners, especially management consulting firms, guide marketers through an actual transformation. “Agencies can come in as partners in digital transformation efforts,” said Vicki Godfrey, senior vice president of integrated marketing at Dun & Bradstreet.

Ad agency Huge works with many clients to train those clients’ workforce on how to use the systems that the agency sets up for their businesses. That onboarding is done in multiple stages, according to Thomas Prommer, Huge's managing director of technology. This training enables clients to work together with the agency in what Prommer called “co-creation.”

However, it also points to the evolving needs of marketers in their relationships with third parties. It is less about the agency “dictating about how things are going to be built,”

Prommer said. Rather “organizations understand that to be successful, it is no longer sufficient to rely on external help.”

In the latest episode of "Behind the Numbers," eMarketer analyst, and author of this new report, Jillian Ryan talks about how CMOs and marketing leaders are in a prime position to determine what internal changes must be made to propel a transformation effort forward.