

7 Key Trends in Marketing Automation

A silhouette of a person holding a large orange funnel against a dramatic sky with a bright sun on the left and dark clouds on the right. The foreground shows a field of grass.

Jo O'Connor | Adobe

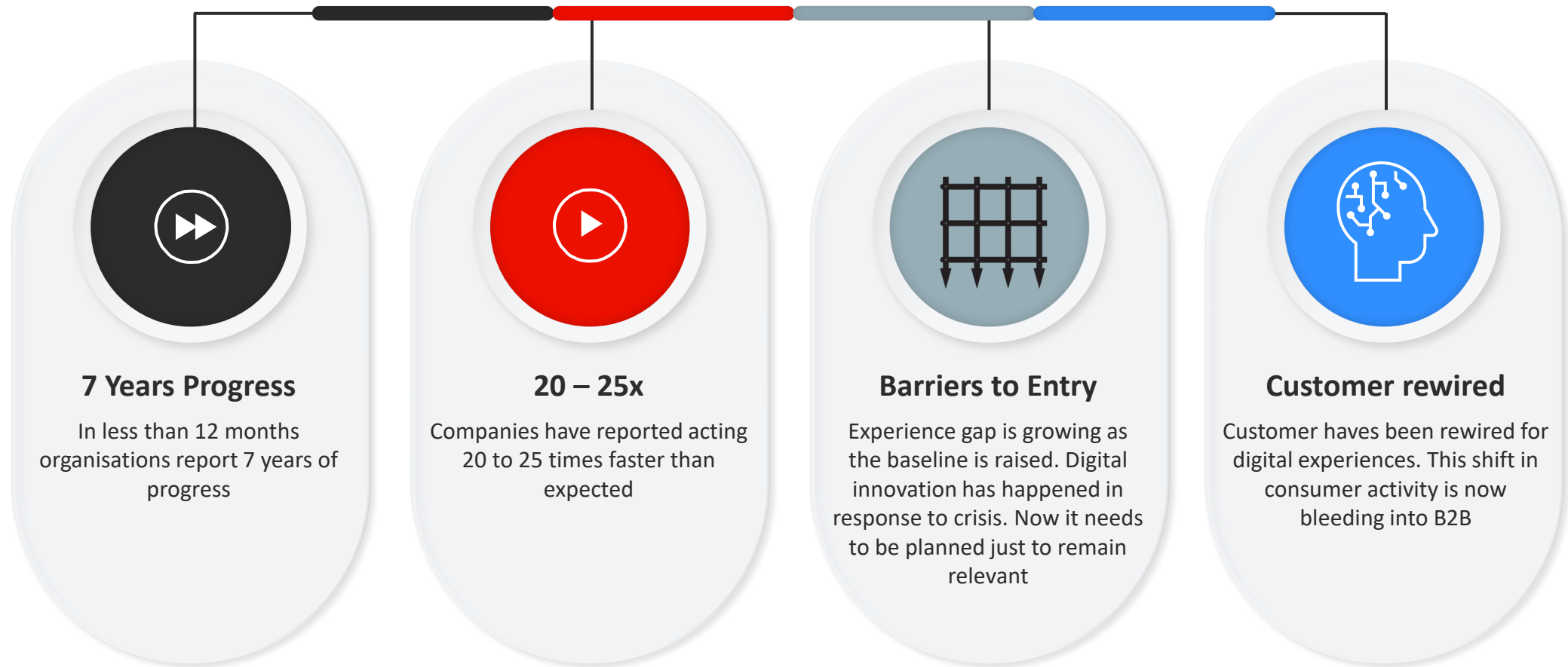
Trend 1: Change is Accelerating





On most fronts companies say they have been racing

Over the past 2 years business have been forced to accelerate how they interact with customers





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Marketing, I think, has changed forever. Because in many ways, the intersection between marketing strategy, customer experience strategy, and business strategy has become very much intertwined. And so, the insights that we have as marketers are informing the way we need to build experiences, and the way that we're building experiences is actually becoming the business strategy ...

Patrick McLean

*SVP & Chief Marketing Officer,
Walgreens*

Trend 2: The customer demands are increasing







“

As today's work is driven by a digital-first mindset, there's an added urgency for a compelling experience at each step in a customer's journey.

Susie Emmerling

*VP of Marketing Operations,
ServiceNow*

Trend 3: Employees Experience and Organizational Change





LESS

MORE



“

...Digital is a unity of effort. You have to be able to master the complexity of the technology but even more important, is that you manage the cultural transformation which is coming with the digital transformation

Michael Nilles

*Chief Digital and Transformation Officer,
Henkel*

Trend 4: Regulatory Changes





RULES
REGULATIONS
COMPLIANCE
POLICIES
STANDARDS
PROCEDURES



“

There's a concept of villages now, and across the world, you can't come with one monolithic approach, especially about how you're going to understand and interact with your customers and the personalization, whether it's through regulation through the government agencies in each country, or region, or just the expectations of the customers, we have to be much more adaptable

Shaun Braun

*Senior Vice President, Digital Transformation,
3M*

Trend 5: Ecosystem Changes







Trend 6: Skills Demand is Changing

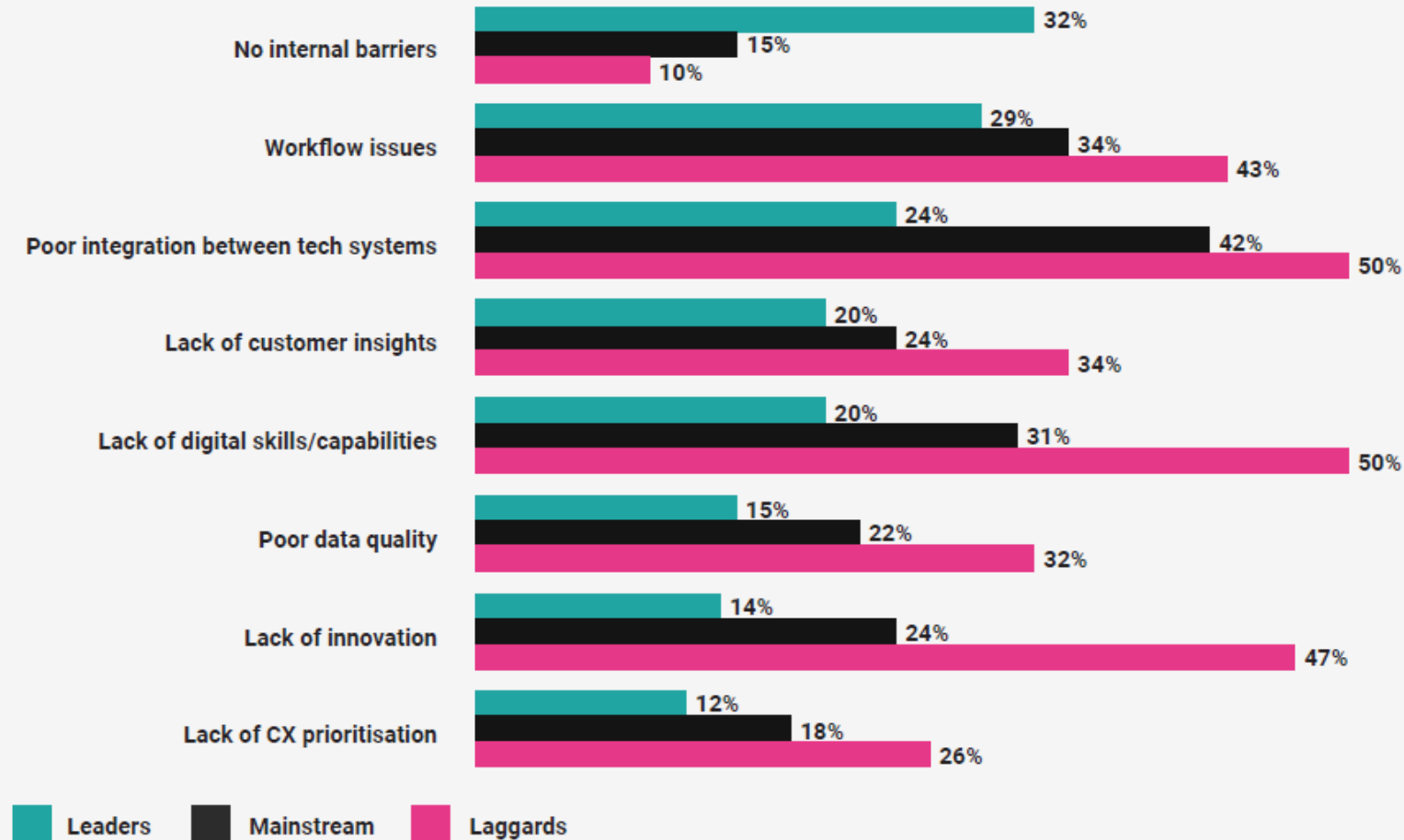


A 3D-rendered puzzle piece is the central focus, set against a background of other white puzzle pieces. The central piece is a vibrant red color and features the words "SKILL GAP" in bold, white, three-dimensional block letters. The letters are slightly offset from the surface of the piece, creating a sense of depth. The puzzle pieces are arranged in a grid-like pattern, with the central piece being the only one of its color and containing text.

**SKILL
GAP**

What is holding your marketing/customer experience organisation back, if anything? Please check any internal barriers that your organisation is experiencing.

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Base: Leaders (1,235), Mainstream (2,279), Laggards (287)

Source: Adobe/Econsultancy Digital Trends Survey, Q4 2021

Trend 7: Collaboration





“What if we don’t change at all ...
and something magical just happens?”



“

If IT can provide the right data then marketing can take that data and use it in the right way. Being able to do that in real-time together to understand the customer journey, and end-to-end customer experience is absolutely key.

Belinda Finch

Chief Information Officer, Three

Reorient around customer experience

Unleash your teams

Think data action before data collection



Thank
You



