PLURALSIGHT

A SKILLS-DRIVEN MARKETING FUTURE

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5 trends that will shape the Future of Marketing

Less of a cost, more of a revenue-driver

Ownership of customer experience

Influence customer retention
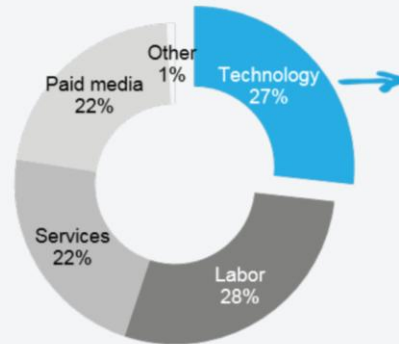
Digital & Data will dominate marketing investments

Real-time personalization and IoT, AR/VR to revolutionize marketing

Technology is driving Digital Marketing like never before – Martech

3.2%
CMO AVERAGE MARKETING TECHNOLOGY SPEND

3.4%
CIO AVERAGE TECHNOLOGY SPEND
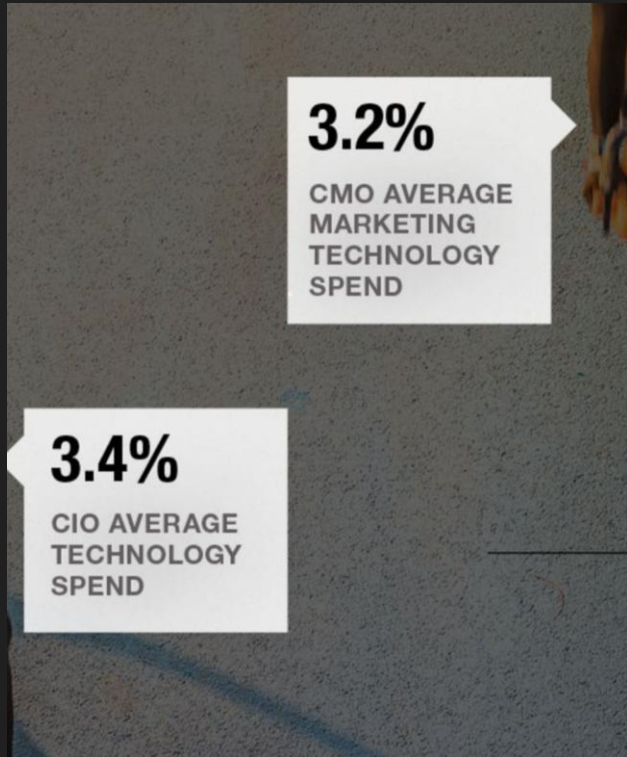
Q. Please indicate what percentage of your company's fiscal year 2016 total marketing expense budget is spent on the following categories:

Q. To the best of your knowledge, please indicate how this technology budget is allocated:

2016 Marketing Expense Budget Spend Breakdown:

- Other 1%
- Paid media 22%
- Technology 27%
- Services 22%
- Labor 28%

2016 Marketing Technology Budget Allocation

Mean Percentage Shown

23	21	20	19	17
Infrastructure	External services to develop, implement and integrate marketing applications	Marketing software as a service	Analytics software as a service	Cross-charges from internal IT

80% of companies have a Marketing Technologist role

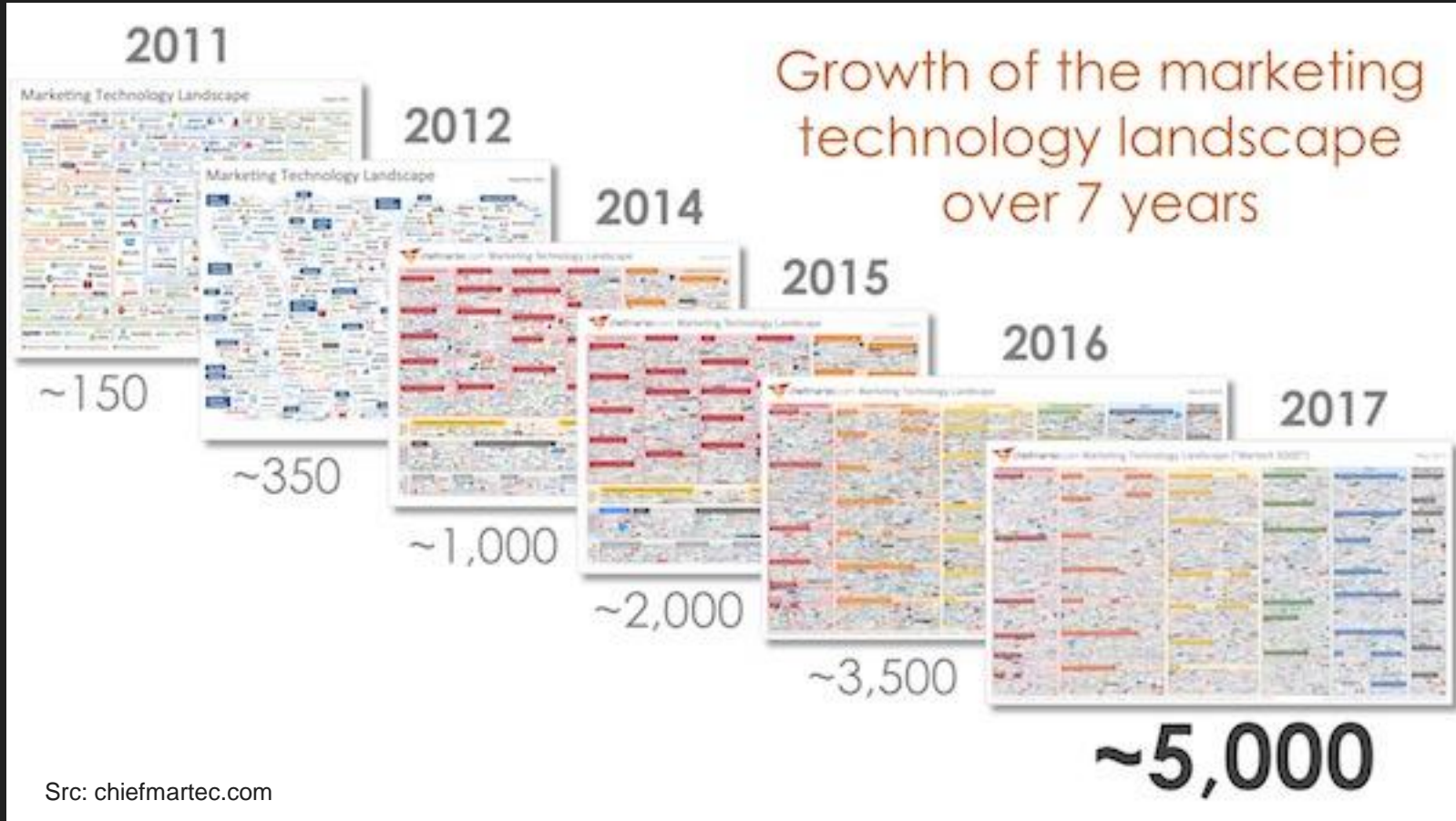# MARKETING ORGANIZATIONS TODAY ARE TECHNOLOGY ORGANIZATIONS

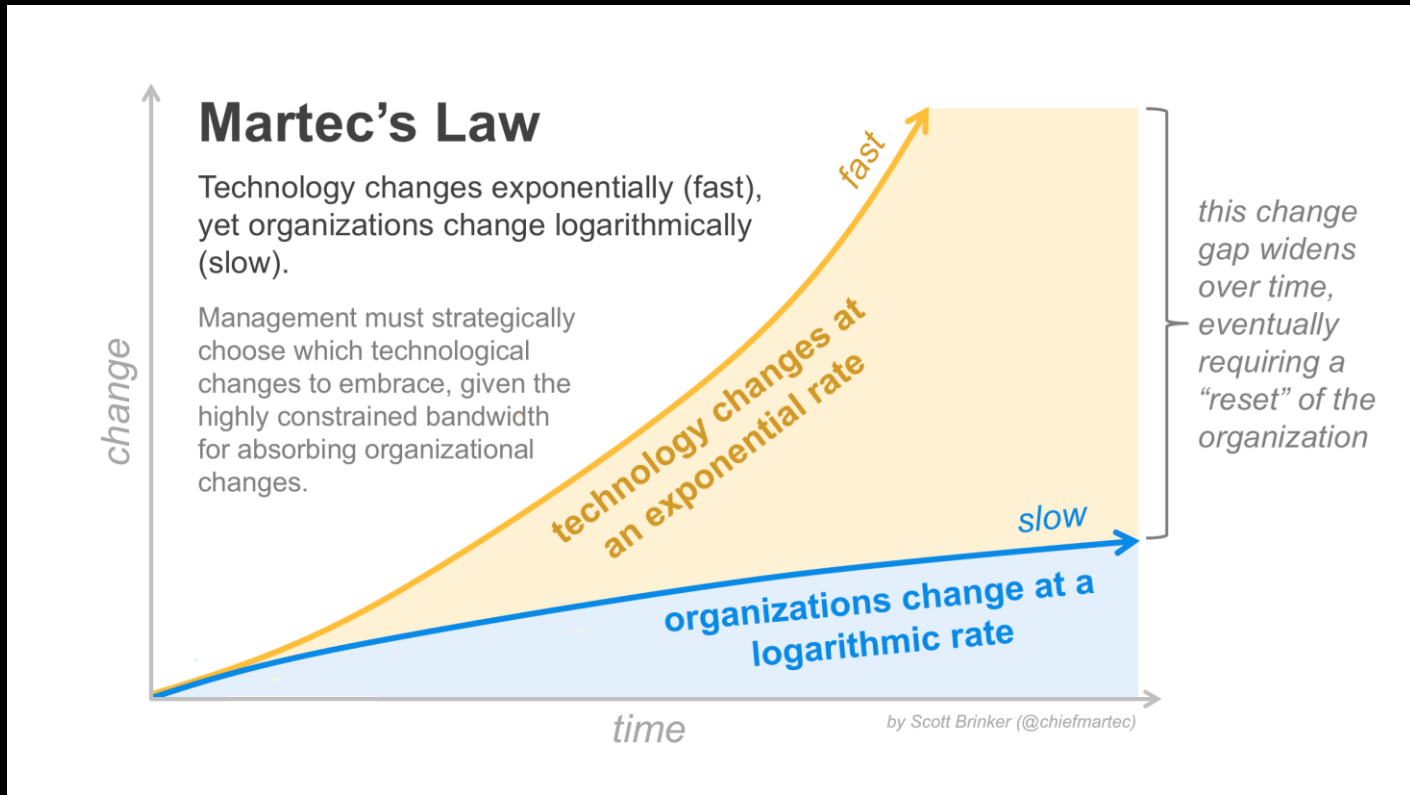Marketing software spending is projected reach **$32B+** by 2018

-RADIUS

Global Martech opportunity for Indian IT by 2025 – NASSCOM estimates

- Customer Experience Management market opportunity will be **$60B**

- Marketing analytics market opportunity will be **$40B**

- Mobile marketing opportunity will be **$30B**

- Marketing Automation and operations opportunity will be **$25B**

- Digital Design opportunity to grow will be **$20B**

- *'Indian IT players are **expected to expand their marketing capabilities significantly** leveraging their operations experience, low cost and fast turnaround advantages while targeting CMOs'*

Martech technology landscape is fast expanding
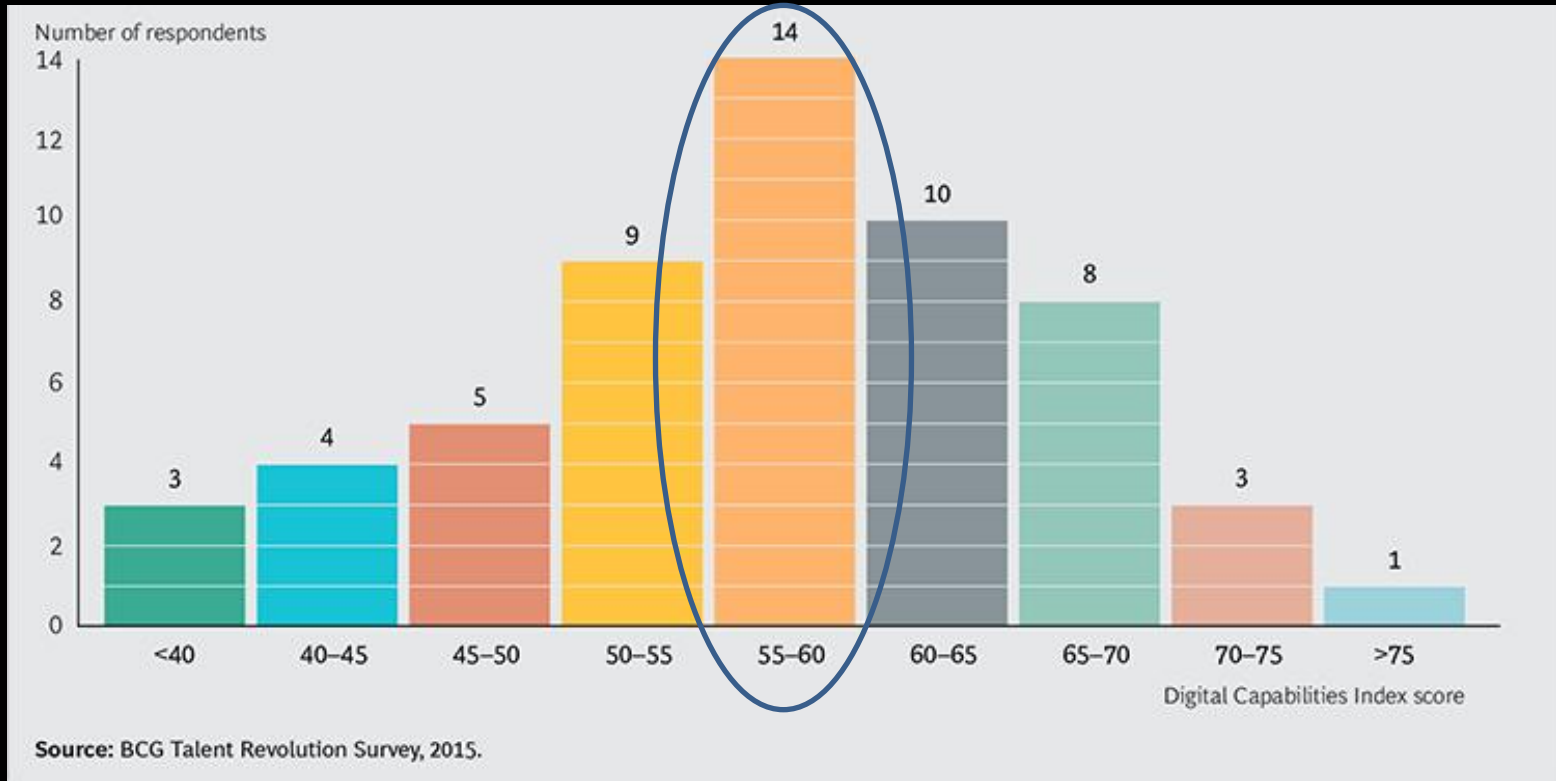

Growth of the marketing technology landscape over 7 years

2011 ~150
2012 ~350
2014 ~1,000
2015 ~2,000
2016 ~3,500
2017 ~5,000

Martec's Law – organizations slower to change than technology

HOW
DO YOU
KEEP UP?

Marketers are not scoring high on Digital Skills

Number of respondents vs Digital Capabilities Index score:

Digital Capabilities Index score	Number of respondents
<40	3
40–45	4
45–50	5
50–55	9
55–60	14
60–65	10
65–70	8
70–75	3
>75	1

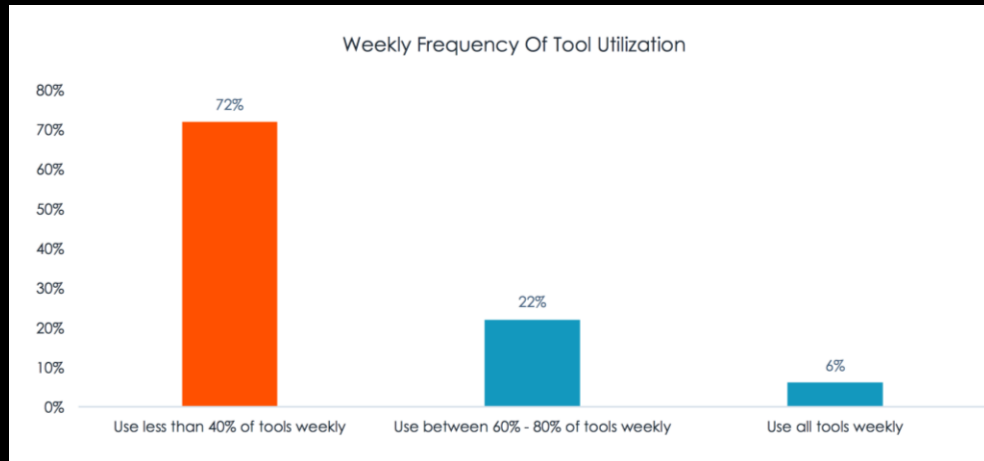Source: BCG Talent Revolution Survey, 2015.

75%

75% of marketers say their lack of skills is impacting revenue in some way

HOW DO YOU OVERCOME YOUR TECHNOLOGY SKILLS GAPS?

"Martech Fred" syndrome – how much of martech tools are used?

A Martech Fred has the sophisticated platforms and enjoys talking about their tech stack, but struggle to fully apply that technology. - Gartner

Weekly Frequency Of Tool Utilization

72% — Use less than 40% of tools weekly
22% — Use between 60% - 80% of tools weekly
6% — Use all tools weekly

the main driver hampering agencies from putting current tools to use is due to the skills gap (lack of training and internal expertise)

Brand-Agency Collaboration – who is responsible for skill building

Collaboration Roadblocks	Total
Not enough reporting of results to help us gauge effectiveness of programs	28%
Lack of training and skill development for fully utilizing marketing technologies	26%
Addressing different requirements in each of our global markets	25%
Organizational silos that inhibit communications and information sharing	22%
Ineffective or outdated technology	21%
Cultural differences	21%
Overly protective attitudes about intellectual property	21%
Lack of commitment among all team members	18%
No direct access to marketing systems, such as CRM & marketing automation applications	16%
Other	1%

Src: Forbes Insights – The Age of Brand, Agency, Customer collaboration

Stack-based view of Digital Marketing - roles

Digital Marketing Organization - CDO / Digital Head

Digital Design

ROLES:
Brand Management
Creative Design
UX Design
Mobile Experience Designer

JOB TITLES:
UX Designer
Digital Creative Director
Digital Design Engineer
Digital Artist
Digital Video Expert
Mobile App Designer

Digital Marketing Operations

ROLES:
Customer Experience Management
Campaign Operations
Website Operations
Open Source Analytics

JOB TITLES:
Digital Experience Manager
Digital Campaign Manager
Data Scientist
Marketing Automation
Marketing Analytics

Digital Content & Communications

ROLES:
Online Content Writing
Search Engine Optimization
Organic Social Media Management

JOB TITLES:
Digital Content Writer
Digital Content Editor
SEO Analyst/Expert
Social Media/Community Manager

Product Marketing

ROLES:
Sales Coordination
Sales Training
Product Launches
Customer Polls
Localization

JOB TITLES:
Digital Product Manager
Product Marketing Manager

Digital Demand Generation

ROLES:
Search Engine Marketing
Digital Remarketing
Paid Social /Pay per Click
Content Syndication
Digital Lifecycle Management

JOB TITLES:
Paid Social Media Manager
PPC Manager
Lifecycle Marketing Manager

Stack-based view of Digital marketing -

Digital Creative

Tools/Courses:

Photoshop
Illustrator
InDesign
After Effects
UX/UI Courses
Lightroom
Sketch
AEM
Email HTML
Social
Brand Guidelines
Muse
Adobe XD

Digital Operations

Tools:

Adobe Experience Manager
AWS
Google Analytics
Adobe Analytics
Adobe Target
Microsoft Power Bi
Google Analytics
Adobe Campaign
Target
Salesforce
Microsoft Power Bi
R
SQL
General Data Course

Digital Communications

Tools:

UX/UI
Social Media
InDesign
Ghost
Muse
Blog
Photoshop
Illustrator
InDesign
After Effects

Product Marketing

Tools:

Project Management
PMP
Project
Agile
Tableau
Microsoft Power Bi
R
SQL
General Data Course

Digital Demand Gen

Tools:

AEM
Salesforce
Photoshop
Illustrator
InDesign

Creating a Full Stack Marketer – the new skill hybrid

21 Skills of a Full Stack Marketer

SEO, Copywriting, Paid Advertising, E-mail Marketing, Social Media, Positioning,

In-product Marketing, Public Relations, Content Marketing, Blogging, Story telling

Lifecycle Marketing, App Store Marketing, Analytics, A/B Testing, Optimization

HTML/CSS/Javascript, Customer Service, Pitching, Business Development

The challenges of professional training at scale

COST

$1,847

is the average cost per employee tech companies spend on training annually.

Bersin

TIMELINESS

80%

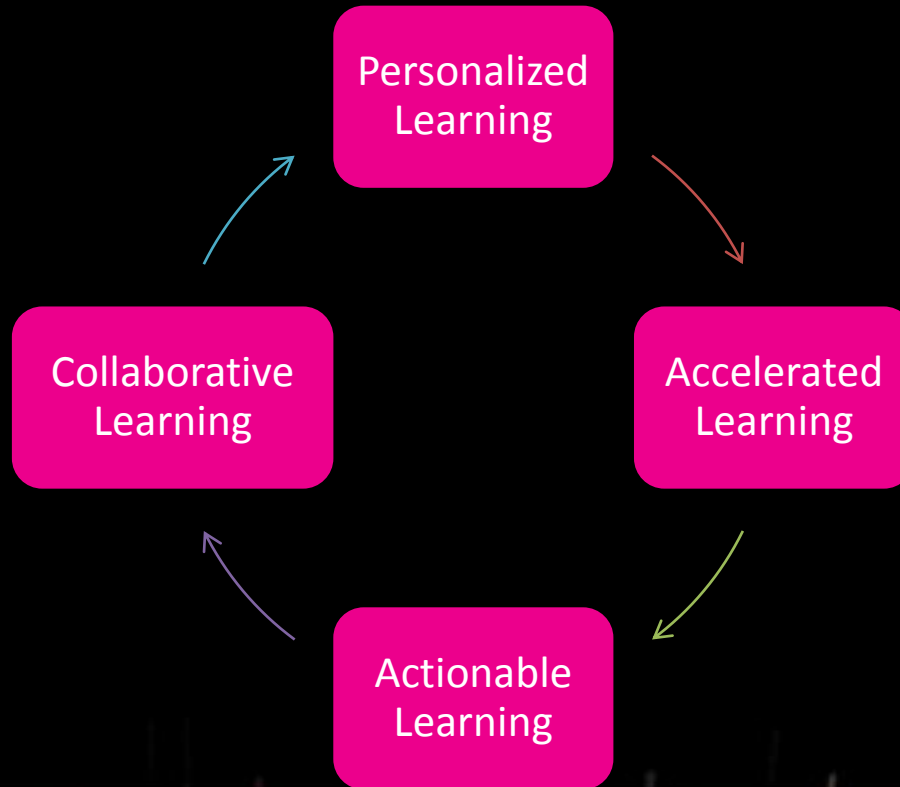of learning by professionals happens informally on the job.

HBR

RELEVANCY

70%

of organizations cite "capabilities gaps" as
1 of their top 5 challenges.

Bersin

Skills Transformation Framework for Digital Marketing

THE TECHNOLOGY LEARNING PLATFORM

TO TRANSFORM YOUR BUSINESS AT SCALE

EVALUATE
the technical abilities
of your teams

ALIGN
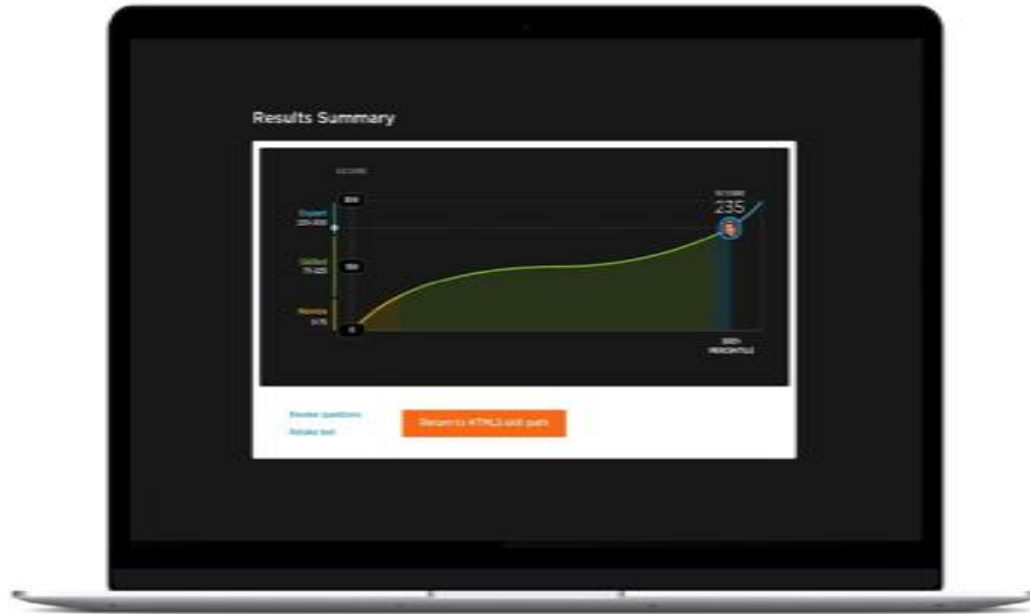learning to key
business objectives

ACHIEVE
desired outcomes
in less time

QUANTIFY
impact and value

Pluralsight - A Complete Learning Platform for Digital Marketing

UNCOVER brilliance + **DEVELOP** talent + **EXCEED** deadlines + **ONBOARD** faster + **MEET** business goals + **QUANTIFY** impact + growth

Pluralsight Training for Digital Marketing Stacks

- Digital Design & Creative
- **1470 courses** across Creative Software, 3D, VFX, Design and Game Dev
- **161 courses** on HTML5 Apps, UI Protoyping, Native, Hybrid, Cross-Platform App Dev
- Digital Experience Management
- **328 courses** on UX Motion Study, UX Engineering, UX for Apps, Building layouts
- Marketing Analytics and Operations
- **677 courses** on Adobe Marketing and Document Cloud
- **130 courses** on the Google suite for Marketing
- **169 courses** on Autodesk suite for Marketing
- **90 courses** on Pig Latin, MapReduce, ApacheSpark, Hadoop, Hive, Mongo db Administration, Cassandra, Tableau, Salesforce, Microsoft BI

Digital Demand Generation

75 courses on e-mail marketing

24 courses on social media marketing

Product Management

40 courses on product management and marketing

REEL FX

➕ Growing talent and learning new software from scratch to create award-winning work.

Under a two-week time constraint before the launch of a new production, **Reel FX** artists needed to learn a completely new technology to create an award-winning film: The Book of Life. They did it with Pluralsight

CREATE THE **FUTURE** ▶

PLURALSIGHT