

State of Marketing



...it's going digital, and fast!

Perry D. Drake, Academic Director and Assistant Professor
University of Missouri – St. Louis

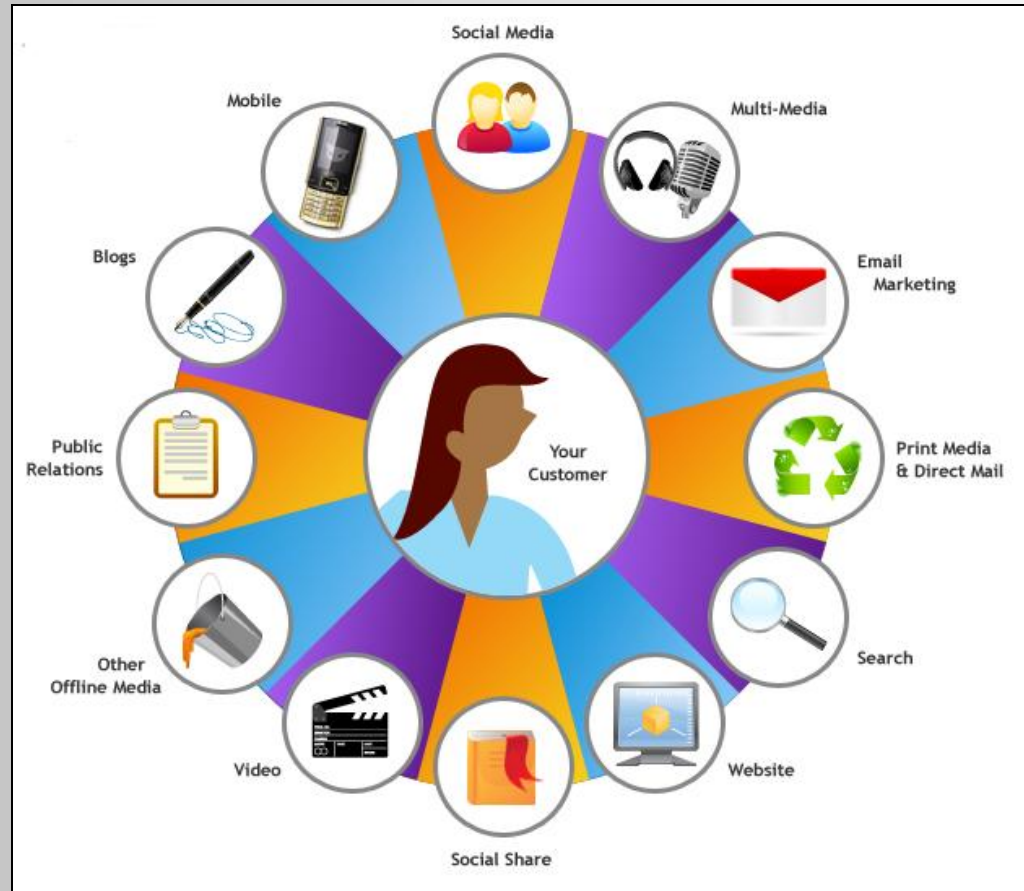
***“More data was generated in
2009 than all prior years combined.”***

-- Andreas Weigend

Former Chief Scientist, Amazon.com



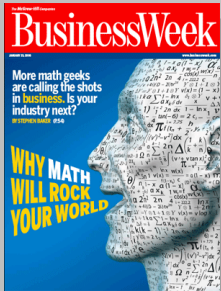
So many touchpoints!



...So much data!

It's the Data Revolution....

Have you heard of big data?



Our customers and prospects can interact with a brand now in more places than ever before.

It is that 360° view of our customers that we crave and we need.



Luckily tools and analytical techniques are being developed to help us address many of the issues we are facing today as a result of the Data Deluge:

1. Social Listening - understanding what our customer are saying about our brand and our competitors brand
2. Internal Web Tracking - tracking what our customers and prospects are doing on our web site
3. Competitive Web Tracking - understanding where else our customers and prospects are consuming content on the web
4. Testing and Optimization – how we test banner ads, paid search ads or new landing page layouts.
5. Path Analysis – assessing the paths your customer take and problem areas.
6. Campaign Attribution –determining what channel gets credit for the sale
7. Understanding the value of Facebook and Twitter

...it is a complicated road to travel



What is Campaign Attribution, for example?

- Siloed data also makes it difficult to evaluate the performance of marketing programs across channels.
- As the number of channels regarding customer interactions increases, it becomes harder to understand where to attribute the sale and how to apportion the marketing costs.
- The next major issue about to face marketers in this new digital world is that of proper campaign attribution.



... “Last Touch Attribution” is most utilized

- Inappropriate attribution models frequently lead to incorrect conclusions about the efficacy of campaigns.
- And, this is becoming more problematic as the number of channels increases.
- The focus is typically on “last touch” conversion drivers.

CASE A

- Receive a catalog day one
- Go to store day two
- Go to website day three
- Click on banner ad day four, go to site and place order

CASE B

- Click through to site via a promotional tweet but do not place order
- Go to website via bookmark day 20 and place an order

What channel gets credit for the sale in each case?

The Talent Shortage...it is major

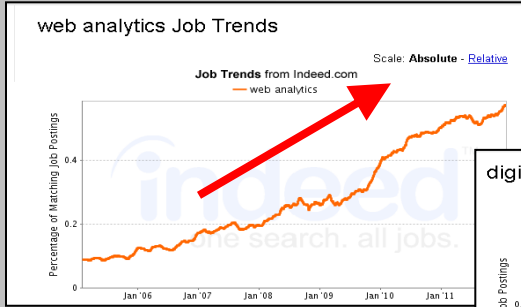
- Marketing roles are changing as a result of the digitization of media
- Roles are becoming less siloed
- Marketers are expected to handle many responsibilities including analytics
- SAS and SPSS are making tools more approachable
- Saying you are “creative” and not really comfortable with numbers is no longer acceptable.

...a challenge for employers

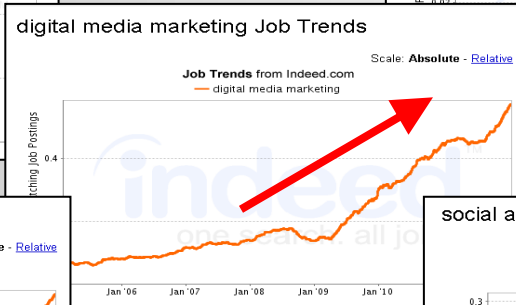


Want Proof?

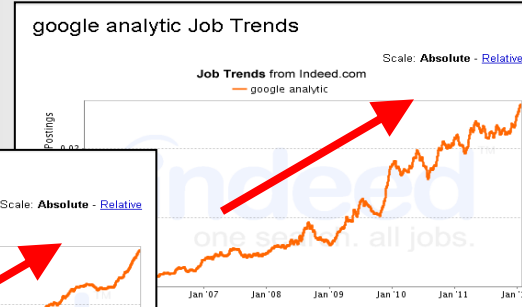
Web Analytics



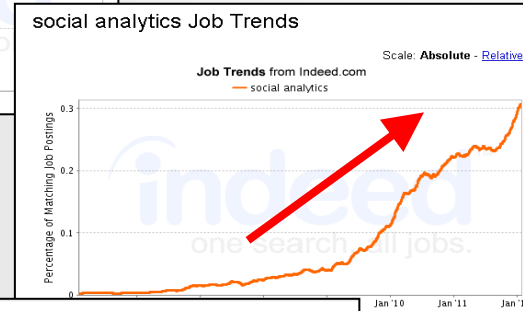
Digital Media Marketing



Google Analytics



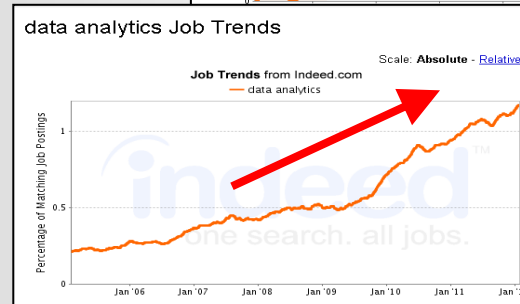
Mobile Marketing



Social Analytics



Sitecatalyst

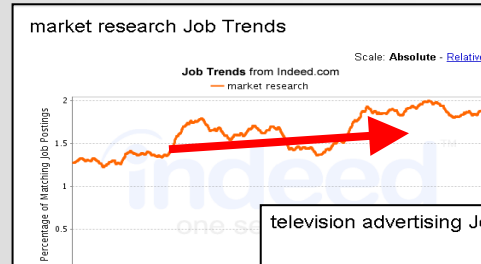


Data Analytics

Want More Proof?

Market Research

Print Advertising



Accounting



Television Advertising

Creative



Marketing Manager



Direct Mail



Lettershop

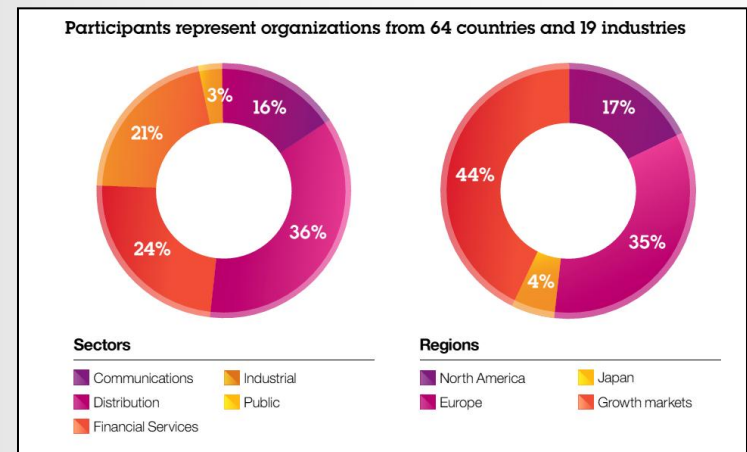
...hum, where's the growth?

An IBM Survey of 1,700 CMOs Reveal...

Background

CMO Study Launch

- October 14, 2011 at the Harvard Club in NYC
- Face-to-face interviews with 1734 CMOs, across 19 industries and 64 countries
- Largest study ever done with the CMO executives
- Included B2C and B2B companies
- Neither size of company nor type of company (B2C vs. B2B) showing significant differences
- Obtain copy at www.ibm.com/cmstudy2011



An IBM Survey of 1,700 CMOs Reveal...

Key Points

CMO and CEOs agree that two biggest forces affecting their organizations and they feel anxious about their ability to cope them:

- Market factors
- Technology factors

CMOs see four challenges as pervasive, universal game-changers:

- **The data explosion**
- **Social media**
- **Proliferation of channels and devices**
- **Shifting consumer demographics**

CMOs and CEOs both agree that **Customer Intimacy** is crucial to compete

- Mining new digital data sources to discover what individual customer want
- Successful enterprises are focused on relationships, not just transactions

CMOs believe that ROI will be their primary measure, but struggle with skills needed the understanding of how to calculate.

You must Recognize there is a data explosion!

- You as students must be prepared for the new roles that are emerging.
- Forrester reports that Digital ad spend will overtake traditional television ad spend by 2016 and stand at 35% of all ad spend.
- College curriculums must change or they will become irrelevant!
- Take my class!

Online Ad Spend to Overtake TV by 2016

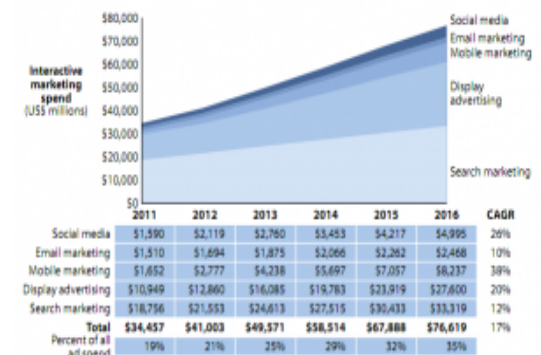
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Television advertising may be [doing just fine](#) despite the slumping economy. But within the next five years, it's going to be eclipsed by online ads, according to a new report from market watcher Forrester Research. By 2016, Forrester says, advertisers will spend almost \$77 billion online, comprising 35% of overall ad spending.

Within online advertising, however, lots of changes are ahead. According to Forrester:

*** Mobile ads will overtake social ads and email marketing already this year: They'll hit \$8.2 billion in revenues by 2016** as advertisers will want to reach people while they're on mobile phones and tablets, not just searching at their desk.

Figure 1 Forecast: US Interactive Marketing Spend, 2011 To 2016



Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

0079

Source: Forrester Research, Inc.

Become engaged with all the new and necessary tools!

- The software used to support the quantitative sophistication required for making the most of your data include:
 - Adobe Sitecatalyst
 - Google Analytics
 - SAS
 - SPSS
 - Radian6
 - Lithium





jannie villacorta @jannieville

3h

heard at work: the digital team's so good looking it's too bad we sit behind computers all day

Expand

Recent Articles on Skills Shortage



Perry Drake @pddrake

12 Dec

Demand 4 data experts @ an all time high. I saw this coming years ago. It's all about the data. Oops did I saw that! bit.ly/XTz4CL

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DM Hiring 2013 Outlook: Data Analysts in Demand

Beth Negus Viveiros

Dec. 11, 2012

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Despite the threat of the dreaded fiscal cliff, the hiring outlook going into 2013 is typical of most years, says Jerry Bernhart, principal of **Bernhart Associates Executive Search LLC**. “We’re not seeing a groundswell of demand, but it is better than four years ago.”

Many of the calls Bernhart has been getting are from smaller organizations that can’t wait to fill key positions.

When Bernhart started recruiting **direct marketing** professionals 20 years ago, the prediction at the time was there would be shortages of qualified data and analytics professionals. “That hasn’t changed,” he says. “I don’t think I remember a time that companies had an easy time finding these people. In fact, with all the digital data, the demand is greater than ever—not only for statisticians but for those with business acumen, who can help people develop customer insight.”

Across the board, Bernhart is seeing demand for marketing positions of all kinds, in email, multichannel, ecommerce and even direct mail.

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<http://chiefmarketer.com/direct-marketing/dm-hiring-2013-outlook-data-analysts-demand>



Perry Drake @pdrake

22 Jan

"There's a growing gap between marketers who do & don't understand the value of data" @DMA So many data articles today.

bit.ly/YkSqBD

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ONLINE MEDIA DAILY

Home > Online Media Daily > Tuesday, Jan 22, 2013

Failure To Master Online Data Costs Marketers Profits

by [Laurie Sullivan](#), Jan 21, 2013, 3:35 PM

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Some 57% of marketers agree that data drives higher conversion rates, and 34% said it provides insights into customer behavior -- but most don't understand how to aggregate numbers from siloed media sources to drive overall better results, according to a

survey.

Data will drive the economy in 2013, but overall, marketers don't understand how to use or aggregate silos of data created by email, mobile, search, display and social media campaigns. A study from Neolane and the Direct Marketing Association (DMA) finds that 61% of marketers said they don't know -- or their company doesn't support -- a big data strategy.

The research indicates that marketers know they need more education, according to Bob Traino, intern CMO of the DMA. "There's a growing gap between marketers who do and don't understand the value of data," he said. "Many are unaware of the problems that can occur when using data incorrectly."

Some 81% said they need to know more about the rules and regulations. For years, IT took

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TAGS

conversion cycle,
data-targeting, marketing

<http://www.mediapost.com/publications/article/191528/failure-to-master-online-data-costs-marketers-prof.html?edition=55717#axzz2liXYCE27>



Perry Drake @pdrake

24 Oct

Big Data Creates Jobs. Read latest report from the Gartner group.

#allaboutthedata mediapost.com/publications/a... via @mediapost

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Data and Targeting INSIDER MAKING ADVERTISING SMARTER

Home > Data and Targeting Insider > Wednesday, Oct 24, 2012

Big Data Creates Jobs

by Laurie Sullivan, Oct 24, 2012, 11:53 AM

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Gartner predicts that in the next three years about 10 organizations will each spend more than \$1 billion on social media. That's one stat in many Gartner attributes to the mounds of data companies will collect from a global economy on the Internet. The research firm estimates that by 2015, Big Data will have created 4.4 million IT jobs worldwide, and about 1.9 million IT jobs in the United States.

Every big data-related role will create jobs for three people outside of IT. That's about 6 million jobs in the United States created from the information economy during the next four years. The biggest problem, according to Peter Sondergaard, global head of research at Gartner, said there's not enough talent to support all the jobs. Education systems are failing. Only one-third of the IT jobs will be filled and data experts will be a scarce and valuable commodity.

In less than two years, iPads will be more common in business than BlackBerries, predicts Sondergaard. Two years from now, 20% of sales organizations will use tablets as the primary mobile platform for their field sales force. As a result, by 2018, 70% of mobile workers will use a tablet or a hybrid device that has tablet-like characteristics. More than 1.6 billion smart mobile devices will be purchased globally by 2016.

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TAGS

data management

<http://www.mediapost.com/publications/article/185841/big-data-creates-jobs.html#axzz2K906sdQg>

Its all about who you Know!

- Link in with me!
- Link in with your prof!
- Make the time to get involved
- Join the Marketing Club
 - Agency crawls...going to Lockerdome in April and Bonfrye in May
 - Contact Natalie Kavanaugh, the president (nkavanaugh1776@gmail.com)
- Know where the jobs and money are guys!



State of Digital Media Marketing 2013



April 2, 2013 : 1:00-5:00 PM
J.C. Pannay Conference Center
University of Missouri—St. Louis
One University Boulevard
St. Louis, MO 63121-4400

Registration at: bit.ly/Y9iWYK
Registration is free Pre-registration is requested.

Information:
Vicky Hawkins (314) 516-6775
pcs.umsl.edu

Streaming at: bit.ly/13Au9tb
For those not able to attend, the conference will be streamed live.

Free WiFi Access

Consumers are changing the way they communicate with and research brands. Brands are changing the way they promote and engage with consumers. We are embracing digital technologies to communicate in ways that were inconceivable just a few short years ago. We have shifted our attention from traditional media marketing to internet, wireless devices and other digital platforms.

This half-day conference will delve into the latest digital trends that are shaping the future, how the third screen (mobile) is redefining the consumer experience, why search continues to play a large role in the marketing mix, how we are trying to understand and do better at measuring campaign attribution, ecommerce solutions being developed for a less "siloed" and more seamless customer experience across touch points, the changing role of the marketer

Panelists include: Google, Yahoo, Foresee, IBM, Nielsen, Nickelodeon, Evidon, Momentum, etc.

Get Ready for the Fall

- New Courses such as Digital Marketing Strategies, Strategic Search Engine Marketing, Web Analytics, Social Media Marketing
- New Curriculums
- Marketing Competitions
- Agency Crawls
- Special Scholarships
- AMA Involvement



Perry's Contact Information

Perry D. Drake

Academic Director of Business, School of Professional and Continuing Studies, University of Missouri – St. Louis
Assistant Professor, College of Business Administration, University of Missouri – St. Louis

Follow me on Twitter: www.twitter.com/pddrake

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Drake Company Website: www.drakedirect.com

Book Website: www.optimaldm.com

UMSL Email: drakep@umsl.edu

Secondary Email: pdrake@nyc.rr.com

Mobile (best): 914-299-4879

Direct Line: 314-516-6490

Fax: 314-516-6827