



Marketing Futures

INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Digital Transformation

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Digital Transformation?

Digital transformation is the change associated with the application of digital technology in all aspects of human society.

Why Should Marketers Care?

In the past decade, new industries have emerged (and old ones have crumbled) almost completely due to changes brought about by advancements in digital technology. For marketers, embracing digital transformation is no longer optional, it is vital for brands' survival and growth.

Key Digital Transformation Stat

By 2020, customers will manage 85 percent of their relationship with a company with zero human interaction. - **Gartner**

Expert Perspective



Sarah Personette

VP Global Business Marketing
Facebook

"Change management is extremely hard especially when you are pitching something that is in the future and people can't feel today. And when you include in that things like process and structure and technology... none of that is sexy."

Hiring New Marketers for Digital Transformation

1

First, the new marketer must understand how to navigate the climate of changing technology. Many CMOs have a larger-than-ever technology budget they will need to be accountable for. If today's marketer does not leverage the ever-evolving technology the company will become obsolete very quickly and lose that advantage with the consumer.

2

Secondly, the new marketer must be able to leverage the data richness available today. Even within all the bounds of regulation and consumer privacy, which you have to respect, data availability is humongous and what you can glean from that data, and what conclusions and insights you can come to are absolutely amazing, so the marketing person needs to understand data.

3

Third, the new marketer needs to be accountable to the CEO and CFO. The question is always asked, we are spending this money, what are we getting in return? How do we know that marketing is really the one driving the business and making a difference? So, a marketer needs to understand the business—how do we make money as a company and what exactly is the role marketing is playing in moving those numbers positively?

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.