

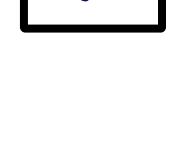


The Future of Marketing

How CMOs are getting it done
in 2021 and beyond

MOST IMPORTANT AREAS OF STRATEGIC FOCUS

44%



Establishing
brand loyalty

83%



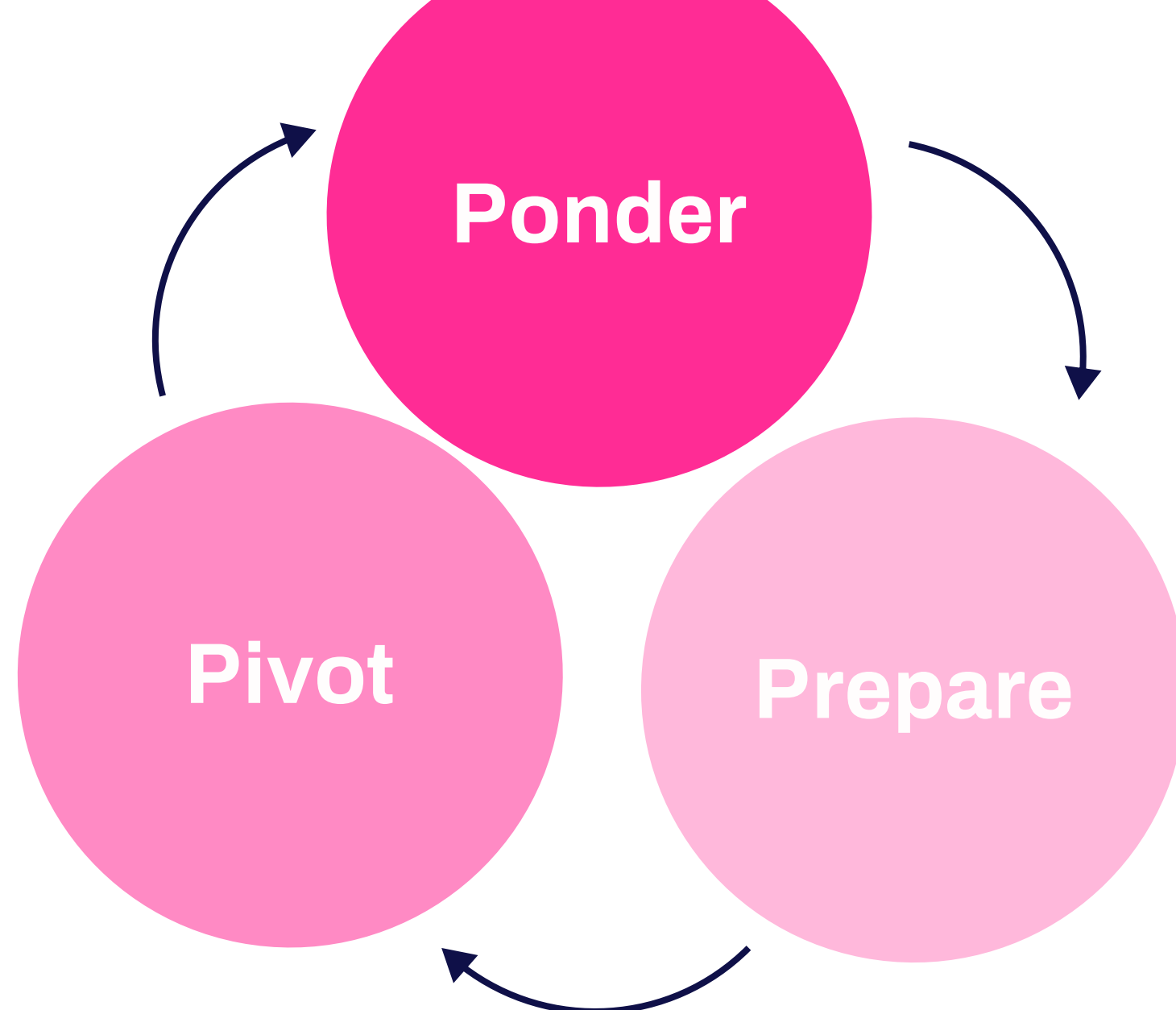
Growing and
scaling new business

44%



Digital
transformation

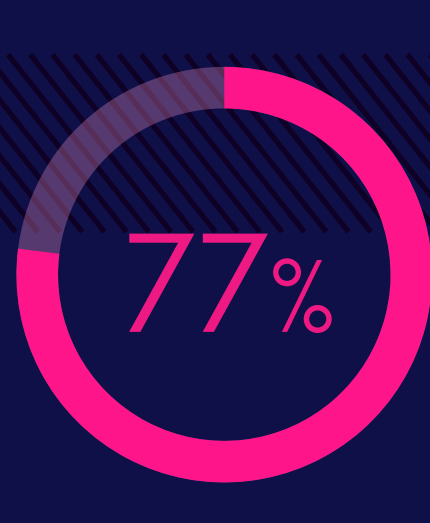
HOW DO WE GET THERE?



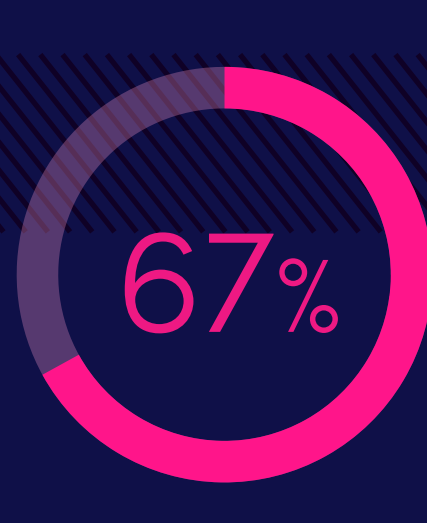
Pivot

72%

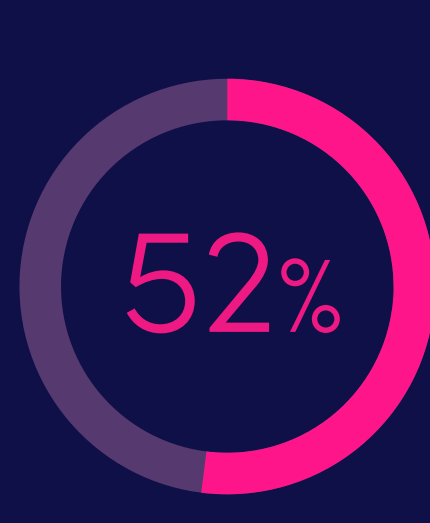
are investing
more in
technology



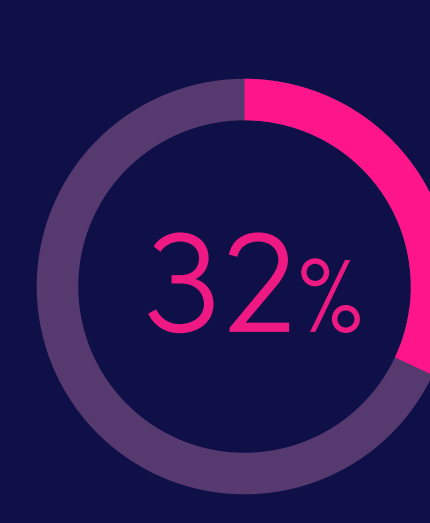
Online video
conferencing



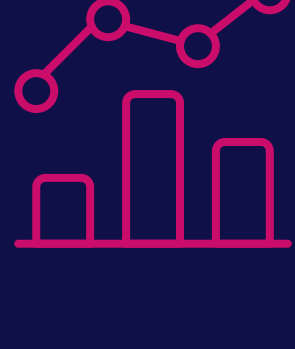
Team chat
platforms



VPN



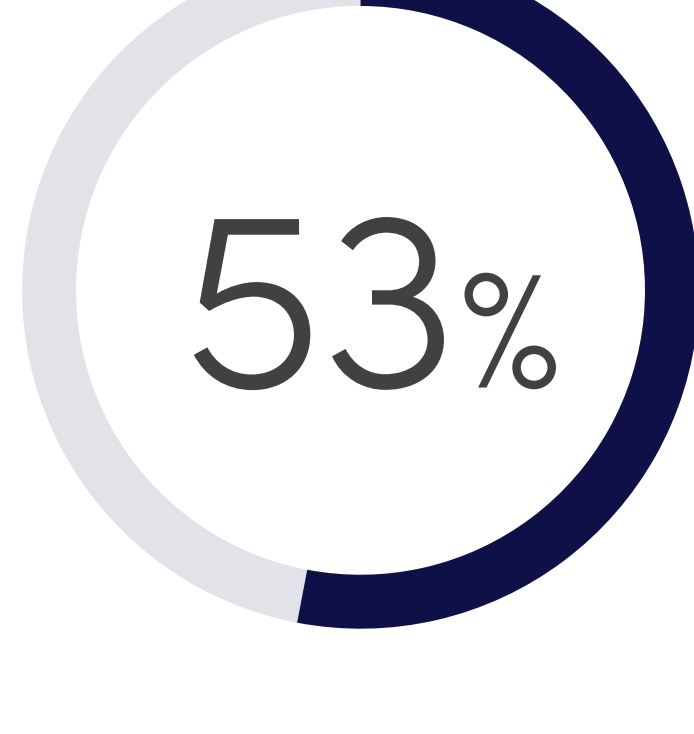
Remote management
project software



TEAMWORK
MAKES THE DREAM WORK

More than three-quarters of marketing
teams **(83%)** say these investments
have increased their efficiency.

Ponder



of all marketers believe their
departments are perceived as a
cost center in their organization.

COMMON BARRIERS TO CLARIFYING IMPACT:



Siloed teams (53%)

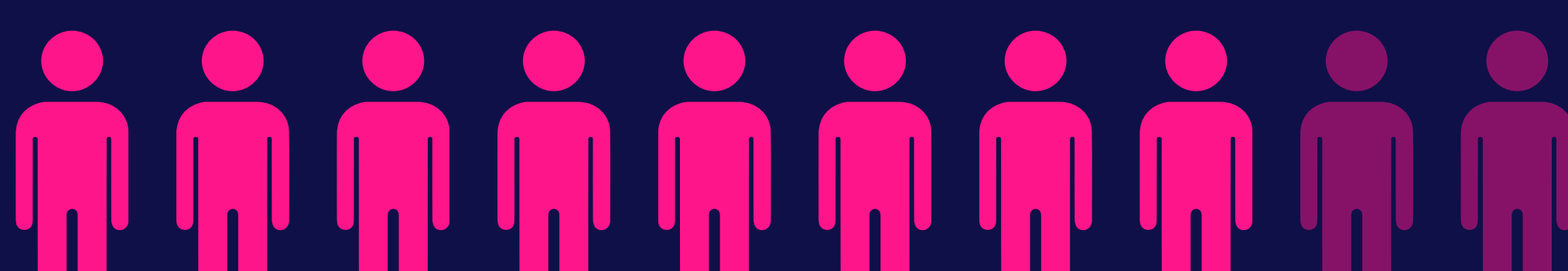


Incomplete performance tracking and reporting on KPIs (50%)



Lack of transparency into work process efficiency (47%)

Prepare



83% say scaling up business is
their biggest priority in 2021



50% say scalability is also
their biggest challenge

How to build a foundation for scalability

1

**The right skills and
experience**
to cover talent and
technology costs

2

**Adequate
budget**
to lead process design
and execution

3

Highly capable technology
to carry out processes,
centralize data, and promote
team alignment

What's the solution?

Implementing monday.com Work OS



50% Improved creativity
significantly



76% Achieved "exceptional" or "good"
communication and collaboration

The benefits



Gain

actionable insights on project management trends
and general marketing operations so you can
resolve bottlenecks at the moment they occur.



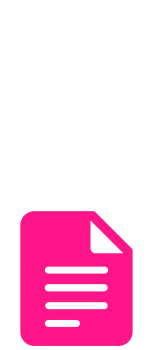
Reallocate

budget and team resources with ease to deliver
the greatest value and highest return at all times.



Keep a finger on the pulse

of talent needs and improve new hire onboarding
with visual clarity into each team member's
outputs, progress, and KPIs.



Fulfill team needs

as they arise with customizable templates,
automations, and integrations.