



2013 GLOBAL MARKETING PRIORITIES SURVEY RESULTS

CO-SPONSORS



DIGITAL MARKETING INSIGHT FOR CMOs

In an age of empowered customers, it is ever-more difficult for marketers to diagnose pain points and influence behavior. Furthermore, accurate segmentation models, targeted value propositions, compelling content, and timely and accessible delivery continue to be key imperatives for Marketing.

Identifying and Delivering Customer Value

FREE

Access the 29-page report at <http://www.frost.com/sublib/display-market-insight.do?id=275699025>



Key Marketing Challenges

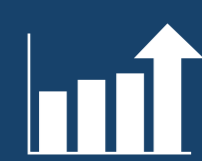
Respondents identified their top internal challenges for 2013 and the associated root causes.

PRIMARY CHALLENGE AND ROOT CAUSE

Developing a compelling value proposition



Lack of common objectives



Marketing Resource Trends

Respondents shared their expected 2013 budget and staffing levels.

STAFFING LEVELS



55%

Expect staffing to remain constant

BUDGETS



40%

Anticipate budgets will remain constant



Mobile Marketing

Respondents shared their perspectives on mobile marketing's use and challenges.

EFFECTIVENESS



49%

Rate their capabilities as "Average"

Primary Obstacle



68%

Insufficient budget

MOST POPULAR TACTIC FOR 2013



60%

Mobile-optimized webpages



Marketing Integration

Respondents shared their views on marketing integration and its uses.

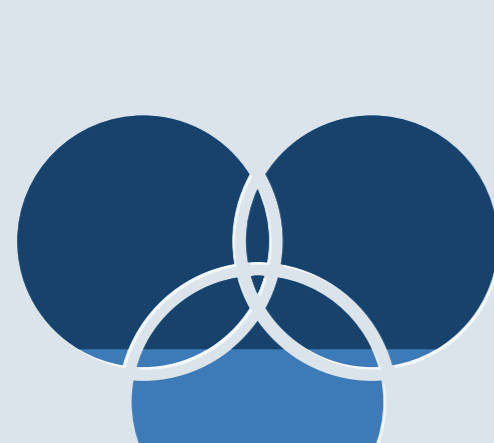
COMMUNICATIONS INTEGRATED



50%

Marketing communications are integrated

KEY REASON TO INTEGRATE



44%

Supports a unified brand presence

Register at <http://www.frost.com/sublib/display-market-insight.do?id=275699025> to download a free copy of our:

› "2013 Global Marketing Survey Report"

SOURCE: "2013 Global Marketing Survey Results"

<http://www.frost.com/sublib/display-market-insight.do?id=275699025>

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Growth Team Membership™ (GTM) is a research and consulting program that supports executives within the functions that report to the CEO.

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