

Marketing Technology & Talent

Conversations with Creatives: Webinar #3

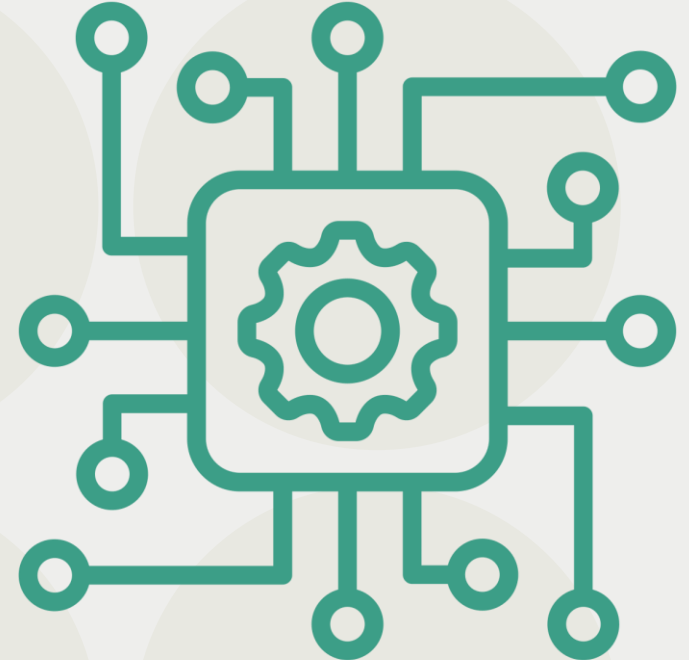
August 6, 2024



What Is Martech?

Marketing technology (martech) is a set of integrated technologies that enables marketing capabilities, such as efficiently and effectively targeting, acquiring and retaining customers.

— Gartner



Top Martech Tools (click logos to see websites)

CRMs

Customer relationship managers



Project Management

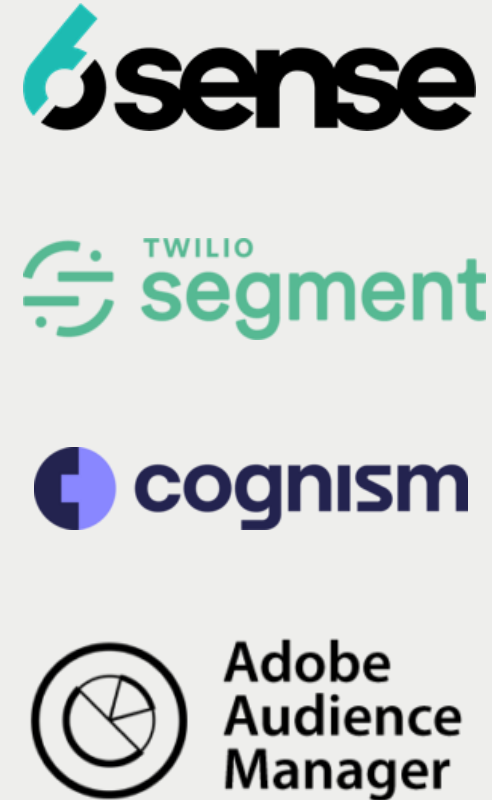


CMSs

Content management systems



Data Management



MAPs

Marketing automation platforms



Resources to Upskill in Martech



Salesforce Trailhead

Trailhead is the fun way to learn! Learn in-demand skills, earn resume-worthy credentials, and connect to opportunities.



HubSpot Academy & Knowledge Base

From quick, practical courses to comprehensive certifications, learn everything you need to know about the most sought-after business skills.



Google Digital Marketing & Ecommerce Certificate

Learn to manage digital marketing campaigns, attract and engage customers, and sell products online.



Google Analytics Academy

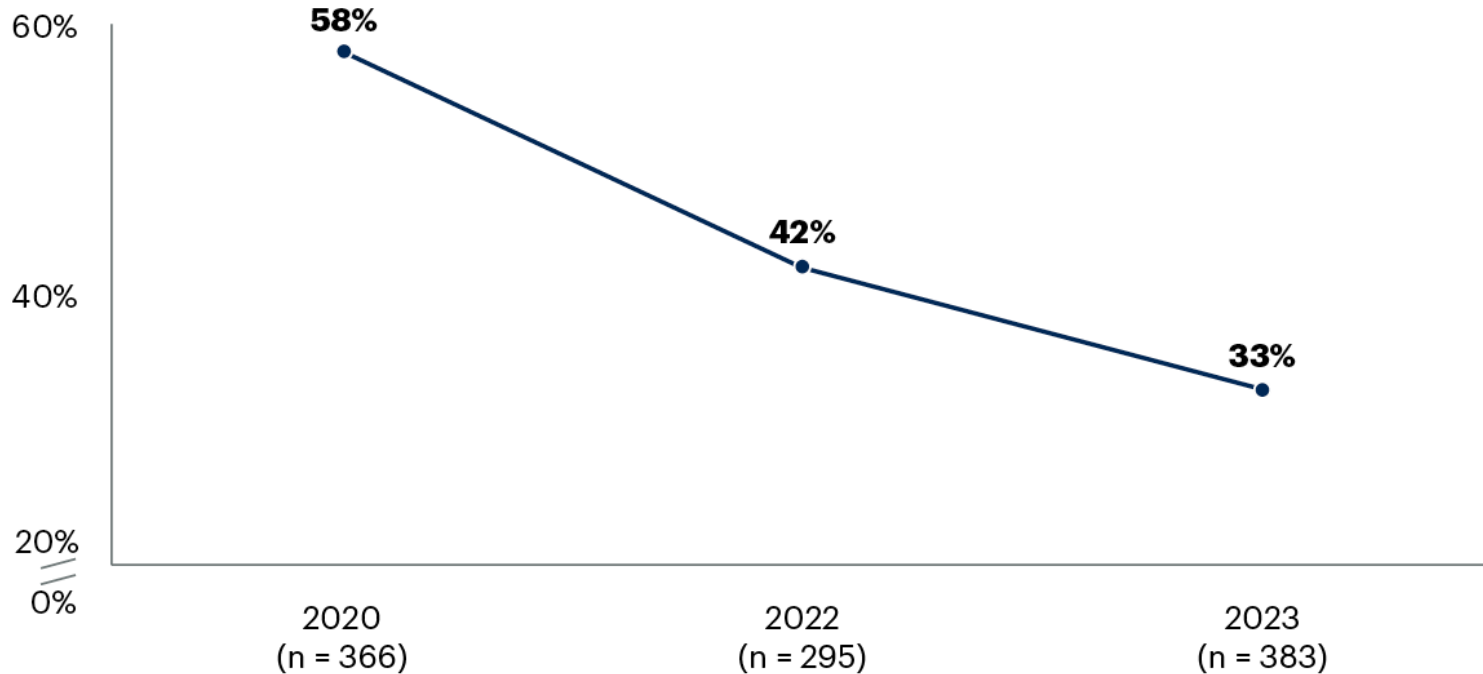
Analytics Academy helps you learn about Google's measurement tools so that you can grow your business through intelligent data collection and analysis.



What percentage of martech capabilities does your team use?

Utilization of Marketing Technology Capabilities – YoY

Mean Percentage



n varies, marketing technology leaders, excluding don't knows

Q. Thinking about the totality of the capabilities made available by marketing technology, what percentage of those capabilities are being utilized by your company today?

Source: 2023 Gartner Marketing Technology Survey

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What prevents you from more fully utilizing emerging technologies?

1. The availability of skilled talent
2. Our IT policies and/or strategy
3. Our struggles with integrating existing tech
4. We're overwhelmed by existing initiatives
5. We can't identify applicable needs or use cases

Cost of Underutilization

“Based on Gartner benchmarks, an organization with just \$250 million in revenue that spends 9% of revenue on marketing and 25% of its marketing budget on technology could be wasting nearly **\$4 million** in underutilized technology spend.”



Thank You!