Marketers struggle to reinvent themselves.

European marketers expect their roles to change quickly — but face obstacles to reinvention.

Digital performance is lagging.

European companies are doing significantly more digital marketing than last year.

Digital-based initiatives are critical for the coming year.

European companies need to empower their employees to embrace marketing reinvention.

Survey of marketers of more than 350 marketing professionals in the UK, Germany, France conducted April 11-25, 2014

DIGITAL ROADBLOCK:

Marketers struggle to reinvent themselves.

60% of European marketers say their roles have changed in the last two years. Only 20% expect their roles to change in the next 12 months.

73% of European marketers believe their roles need to change in order to succeed.

68% of European marketers state that marketing has changed more in the last two years than in the previous 50 years.

Key obstacles cited by European marketers:

- Lack of training
- Confusion over roles & responsibilities
- Company resistance to trying new programs
- Reorganizing marketing department has not been easy

European companies need to empower their employees to embrace marketing reinvention.

30% of marketers say the digital roadblock is in new skills.

30% of marketers say the digital roadblock is in new programs.

30% of marketers say the digital roadblock is in confusion over roles & responsibilities.

European companies are doing significantly more digital marketing than last year.

55% of companies are doing above activities more than last year.

Key digital marketing initiatives for the coming year:

- Social media marketing
- Direct customer engagement through e-mail
- Digital data analytics
- Reorganizing marketing departments
- Creating and executing data-driven campaigns

European marketers are 25% less likely than US marketers to want to redefine their role in the coming year.

European companies need to empower their employees to embrace marketing reinvention.

87% of European marketers state that marketing has changed more in the last two years than in the previous 50 years.

48% of European marketers believe their role needs to change in order to succeed.

73% of respondents believe marketers need to reinvent themselves to succeed.

73% of European marketers who see the above areas as priorities.

And only 26% of European marketers hope to take more risks in the coming year.

55% of companies are doing above activities more than last year.

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