How Modern Marketers are innovating today

Full funnel engagement with customers with continuous testing and tracking at segment level

Next horizon of content acceleration and efficiency with Gen-Al derivatives

Frictionless MLR review

Agile Marketing in a global operating model as an enabler

True spirit of experimentation and A/B testing

Nextgen Omnichannel (beyond next best action)

Opportunity or threat? Skills the Modern Marketer of the future will need

How marketers currently spend their time¹

50%

managing process and execution

40%

defining vision and brand strategy

<10%

analyzing and interpreting data and developing new skills and capabilities

Skills of the future...



Data-driven decision making

Roots all decisions in a clear understanding of segments, funnel and barriers to progress

Rigorously assesses ROI of spend in near real time

Leverages the full power of their Martech stack and has comfort with analytics



Content CEO

Uses technology to create rapid derivatives of content that can be A/B tested

Knows how to engage effectively with MLR teams to deliver value quickly



Integrative business leader

Entrepreneurial approach to new technology and experimentation

Strong collaboration skills with cross-functional partners

Takes a leadership mindset to outsourcing decisions and all external partnerships

Marketing leaders expect to face an increasing skill gap as technology continues to evolve **58%**

Of CMOs report that their teams lack the capabilities need to execute on their strategy

26%

Of CMOs identify Marketing data and analytics as a top capability gap

Based on survey of 25 brand marketers at a Top 10 pharmaco

How marketers will need to spend their time

Marketers will need to integrate perspectives from an increasingly complex landscape of stakeholders:

- Internal functions incl. Medical, Strategy, Sales, Analytics, Omni Ops, MLR and interact more with technical talent (e.g., DS, DE, paid media experts, agile coaches)
- > External systems and stakeholders, incl. a more complex ecosystem of agencies and vendors (e.g., data, analytics) for creative and channel delivery

Day in the life of a Marketer in the future... driven by new skills, tools and ways of working

Not exhaustive



Prepare for day



Attend daily stand up



Review mod content reporting

Reviews HCP microsegment

dashboards and identifies emerging opportunity for more tailored engagement

Tool: Near-real time dashboard tracking HCP microsegments across the funnel with heatmap of opportunity

As **Product Owner**, provides input and direction for the daily stand up with Agile pod

Pod: Constructed of data scientists, data engineers, agency partners, and MLR team

Tool: A/B tests, co-creation with customer panels

Reviews reports and evaluates progress from modular content system

Tool: Report from mod content system showing each module used, the references, and approval status

Capability building



Campaign tuning



Lead agile ceremonies



Reviews tech-blog on latest trends on virtual engagement; captures new ideas to share in tomorrow's stand up Fine-tunes automated campaign flows based on emerging insights on HCP segment

Tool: Interactive journey builder (e.g., Salesforce Marketing Cloud, Aktana) to modify campaign audience and flow

Leads discussion with MLR on new omnichannel campaign launch for each sprint; includes support from crossfunctional SMEs incl. agency

Enablers/capability builders