









Which tactics will you commit to exploring next?






Cheaper: do more with less

-  Automating repeated processes
-  Reducing marketing campaigns by unifying and simplifying message
-  Focusing and justifying program spend based on campaign impact
-  De-layering complex organizational structures and marketing talent model

Faster: respond in near real-time

-  Building in-house agencies
-  Componentizing and repurposing content (by verticals, by audience, by partner, etc.)
-  Assembling teams to work in sprints
-  Teaming through “pods” based on projects (e.g. campaigns) instead of function

Better: up the relevancy

-  Personalizing customer interactions
-  Formalizing connections from brand to demand to sales through incentives and technology
-  Bolstering content and native marketing
-  Driving home big brand themes through coordinated amplification
-  Engaging in brand storytelling

Traits:



Real time and on-demand



Multi-channel



Flattening and Changing Hierarchy



Dynamic Skill Requirement



Morphing Team Structure

How will you activate your game plan?

Create
WHAT TO DO?

Build
HOW TO DO IT?

Deliver
WHO WILL DO IT?

