

MEET THE MODERN MARKETER

WHAT MAKES A MODERN MARKETER AND WHY IT MATTERS

DISRUPT by MOI

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A NEW WAY OF THINKING

WANT TO REDRESS THE BUYER-BRAND POWER BALANCE? THEN GET A NEW MINDSET

What makes a Modern B2B Marketer? What environment do they need to succeed? What's the role of technology? These are the questions and more that we've been probing and exploring at MOI in a 6-month project to discover just what it takes to succeed in a world where customers hold all the power. Or do they?

Our study took in a survey, 4 global Disrupt dinner discussions, a generous helping of top marketing thought leaders, and some frankly badass panellists and speakers. The report you see here in part confirms some things we suspected already, but mostly it reveals the new ways we should be thinking – instead of skills, think characteristics; instead of structure, think fluidity; instead of keeping up with every new technology, use the right, dedicated few intelligently.

For me, it's curious people, empowering organisations and technology used well that will see marketers levelling the brand-customer power balance, and finally making marketing a force to be reckoned with in the boardroom. Read on, and share with me what you think **@agencymatt** or email me at **matthew.stevens@moi-global.com**



Matthew Stevens,
Managing Director, MOI Global

THE ANATOMY OF A MODERN MARKETER

MODERN IS MULTI

Perhaps our title shouldn't be in the singular because, in today's marketing function, whether it consists of one person or one hundred, no marketer is an island. And no single skill set will do. Instead, both our survey and the panellists from our first event revealed the key characteristics we should identify, promote and nurture in the Modern Marketer.



Future-focussed

Sitting alongside a readiness to learn and to adapt, is a hunger to improve. Many of today's marketers choose opportunity and corporate fit over cash reward, and are aware of how their development and progression helps the business. This means they are focussed on organisational goals alongside their own.

Multifaceted

Marketing is no longer a single discipline. The Modern Marketer is part scientist, part creative, and while technology has brought the need for a whole new set of digital skills, traditional marketing skills are as relevant and crucial as ever: the need to understand data, finance, build a strategy, hook an audience...

"Marketing leaders need to inspire others - then it's contagious"
Patrick Barwise

Collaborative

Hook an audience? Isn't that old-school in this age of inbound marketing and UGC? Well you need to inspire and compel them to collaborate with you in the first place, or why would they bother? And collaboration skills are key internally too. Marketers who can work with and learn from other functions will have a broader perspective and a bigger ideas pool.

Curious

Perhaps the most important trait of all in an ever-changing world. The Modern Marketer is always alert to new trends and opportunities, always seeking new ways of doing things, always ready to listen, learn and adapt.

Customer-obsessed

The best marketers put understanding customers at the heart of their marketing, obsessing not just about who and where they are, but also their attitudes, behaviours and actions. They understand that the customer experience they provide is what differentiates their company from the rest.

"Stay hungry. If you are constantly hungry, you'll always be curious and be seeking"
Geraldine Kor

THE MODERN MARKETING ORGANISATION OF THE FUTURE



THE WAY TO UTOPIA: ACHIEVING THE MARKETING ORGANISATION OF THE FUTURE

So where do you start? Panellists were fairly unanimous in the recognition that it starts with the individual. Every single person in an organisation has an impact on its success and that means marketing leaders need to inspire, encourage and empower their teams to be the best they can be.

Communicate your vision

Change can be daunting. Get your people on board by creating clarity, generating energy, and setting the team up for success. If you can inspire and onboard upwards and sideways too, then you create your change agents who will inspire and onboard others in turn.

Give power and GRIT

Empower every one of your team members to achieve. Identify their strengths, promote Growth, Resilience, Instinct and Tenacity, give them the freedom and support they need to succeed - and to learn from their mistakes. Lead from the front, middle and back and you'll develop a new generation of true leaders (with true grit).

No more silos

Silos are often the result of a disunited management team. Get your team collaborating both with each other and with other departments. Encourage inclusion while promoting diversity, and the broader range of perspectives and understanding will result in fresh ideas and solutions, and will ensure everyone's rowing in the same direction.

Hire for attitude

That's not to say marketing skills and experience isn't important, but skills can be learned, attitude can't. Look for curious, creative and can-do people who will continuously build on their skills, and promote a culture of curiosity, questioning and trying new things.

Hang on to your best talent

Give your best people the opportunity they want and the support they need, to develop and grow. Leverage the aptitude - and desire - of the millennial multihyphenates for multitasking, fluidity and positive response to change, and champion the values that attracted them to your company in the first place. Help them do well, because their success is your success.

78% of senior marketers say collaborators are the most important personalities in their dream team

Anatomy of Modern Marketer Survey

UNDERSTANDING THE ROLE OF TECHNOLOGY

THE FUTURE IS FAST

Such is the speed of technological change that research shows 4 out of 5 executives feel overwhelmed and underprepared for the challenges of the next 5 years. Hardly surprising - for some, the next 5 years will see more change than the last 20. In the last event of the series, 3 technology experts reveal where marketers should focus.

Technology to fit your business phase

Sounds obvious, but avoid being overwhelmed by the sheer amount of technology available by plotting where your business or product sits on the growth curve. If you're in the R&D phase, social data technology can help you assess customer needs or sentiment. During the growth phase, data analytics help you refine your message, offer, customer experience. Be honest about the phase you are in.

Technology for relevance

Different people use technology differently and reveal information about themselves in different ways. Social data is high-value, unprompted opinion that's already out there and that you can access quickly and easily to discover not just who to engage with, but when, where, how and with what. And today, when data privacy is paramount, you can do this fast and effectively, with no invasion of privacy whatsoever.

> *"Technology is key to marketing and marketing is key to technology."*
> John Abel



An age of creativity

Some say Fail Fast, but we prefer Experiment and Learn at Speed. From AI that can assess and adapt campaign performance in seconds, to technology that measures sentiment via facial muscle tension, your creativity with technology is limited only by your imagination. With today's technology you've got the agility to react at speed when something isn't working, and the ability to scale quickly when it is.

You don't need to know everything

That applies both to the wealth of technology out there and to the sheer amount that each different technology can do. For example, discovering the mood of an audience over the last 10 minutes is more valuable, in terms of their readiness to buy, than a whole raft of historical data. Emotional analytics will play a very significant role going forward.

AI isn't a horror sci-fi

From fears that it will take over the world to worries it will take people's jobs, Artificial Intelligence is still widely regarded with deep suspicion. Jeremy Waite explains its role well when he calls it instead Augmented Intelligence, and likens it to "the best marketing assistant you've ever had". It can do a campaign analysis in minutes that might take your agency months – but far from threatening jobs, machine learning works best when it has great people to learn from.

> *"Imagine Watson as the best marketing assistant you've ever had"*
> Jeremy Waite

RECIPE FOR THE MODERN MARKETER

So what can we conclude at the end of our 6 months? Certainly that, as hard as we tried to find it, there is no single set of skills, training course or process today that will remain fit for purpose for very long. But that's by no means the bad or scary news that it sounds.

While our customers and technologies are out there shifting the goal posts as fast as we can locate them, there's a new breed of marketer who can play them at their own game.

If you, as a marketing leader, aren't daunted by change and can see it for its opportunities and not a world of threat, you can build an environment where change is your ally. Find the people with the right aptitude and attitude, empower them with the freedom to be curious, creative and experimental and you'll have a recipe for growth, regardless of where you are today - or where tomorrow takes you.

> *"Lead from the front, middle and back"*
> Scott Allen



A WORD OF THANKS

To all the badass speakers and panellists across the globe who gave us their time, insights and personal experience to help shape this research, we extend our wholehearted thanks:





\\ ATTEND ONE OF OUR DINNER DISCUSSIONS

Discover the trends, techniques and ideas driving B2B marketing success in a disruptive world. Get right to the heart of what's working and why, over an exclusive evening with topic experts and fellow marketing leaders.

Find out more at moi-global.com/disrupt



\\ WHAT'S NEXT

If there's one thing we know for sure, it's that different is the new normal. With change showing no sign of slowing down, the journey to becoming a Modern Marketer and Modern Marketing Organisation is ongoing and ever evolving. We've been in a long period of transition where a new mindset is required. What's next is knowing how to respond to it and how to do it better.

...So our project continues.

In 2018 there will be more research, more events and more kickass speakers – except this time it's about practising what we preach. We know what we, our organisations and our people need to become, so next we'll be taking a deep dive into how to do it.

Be the first to book for our next Disrupt event and find out.

LISTEN TO THE PODCAST

CLICK ON THE SCREENS TO WATCH EACH VIDEO



WHAT IT TAKES TO BE A MODERN MARKETER

Direct from our badass speakers and Modern Marketer survey

"Wanting to know more is key. And recognising that if you get too comfortable, the world is going to pass you by"

Meera J Navaratnam



"If you do just one thing, do your job like you don't need it. Because that means you'll be more authentic."

Scott Allen

True leaders show true **G R I T**

Growth
Resilience
Instinct
Tenacity

"Marketing is not a single discipline. It's multifaceted"

Patrick Barwise

78% of senior marketers say collaborators are the most important personalities in their dream team

Anatomy of a Modern Marketer Survey

THE DRUM B2B BRAVE AWARDS
AWARD WINNER 2017

B2B Marketing
B2B Marketing Awards 2017
Winner

MARKETING MAGAZINE'S MARKIES AWARDS 2017
Best Idea Business Events
WINNER

MARKETING MAGAZINE'S AGENCY OF THE YEAR AWARDS
BRONZE WINNER 2017

MARKETING MAGAZINE'S MARKETING EXCELLENCE AWARDS 2017

When today's always-on world means your buyers can research, reject, or shortlist your brand without even talking to you, we'll get you into the conversation.

MOI Global is a B2B creative agency connecting you with a new breed of buyer. Re-engineering your marketing eco-system to target the places they hang out and the people they listen to.

With offices in London, San Francisco, Singapore and Sydney, we help our clients deliver head turning campaigns that target international and local markets, covering all aspects of a buyer's omni-channel world; including digital, social media, events, direct mail and telemarketing.

Clients include Oracle, Sage, Software AG, Vodafone, Tom Tom, Red Hat, F5, Sopra Steria and Konica Minolta.

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