

DIG TO THE CORE OF THE MARKETING CHAOS

Big Data? Personalization? Privacy? Is marketing today getting too confusing?

While some problems are easily visible on the surface, others are deeply rooted in organisational legacy and mindset. Use our guide to deconstruct your marketing conversations today!



SURFACE: TACTICAL GAP

What are your most immediate marketing problems?

HARD TO DELIVER TO INCREASINGLY EMPOWERED CUSTOMERS

CUSTOMER PRESSURE ON PRIVACY



DIFFICULTY EXECUTING PERSONALISED END-TO-END ENGAGEMENT



UNCERTAINTY ABOUT ADOPTING TOOLS



UNSURE HOW TO USE DATA LAWFULLY AND TO DRAW INSIGHTS



SUBSOIL: CONCEPTUAL GAP

Are you experiencing friction between strategy and execution?



LOSING CUSTOMER-CENTRICITY



MARKETERS STRUGGLING TO UNLEARN AND RELEARN

LACK OF DIVERSE SKILLS AND KNOWLEDGE AMONG MARKETERS



NEGLECTING BRAND NARRATIVES TO FAVOUR SHORT-TERM TACTICS

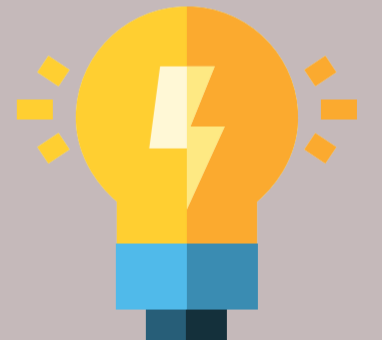
SUBSTRATUM: STRATEGIC POWER GAP

Are you given enough authority to execute your strategic responsibilities as a marketer?

DIFFICULT TO CONVEY VALUE OF MROI AT LEADERSHIP LEVEL



CMOS LACK STRATEGIC POWER



DIFFICULT TO ORCHESTRATE MARKETING DEPARTMENT



BEDROCK: STRUCTURAL GAP

Is your organisational ecosystem built for marketing integration?

LACK OF COLLABORATION BETWEEN MARKETING AND OTHER DEPARTMENTS



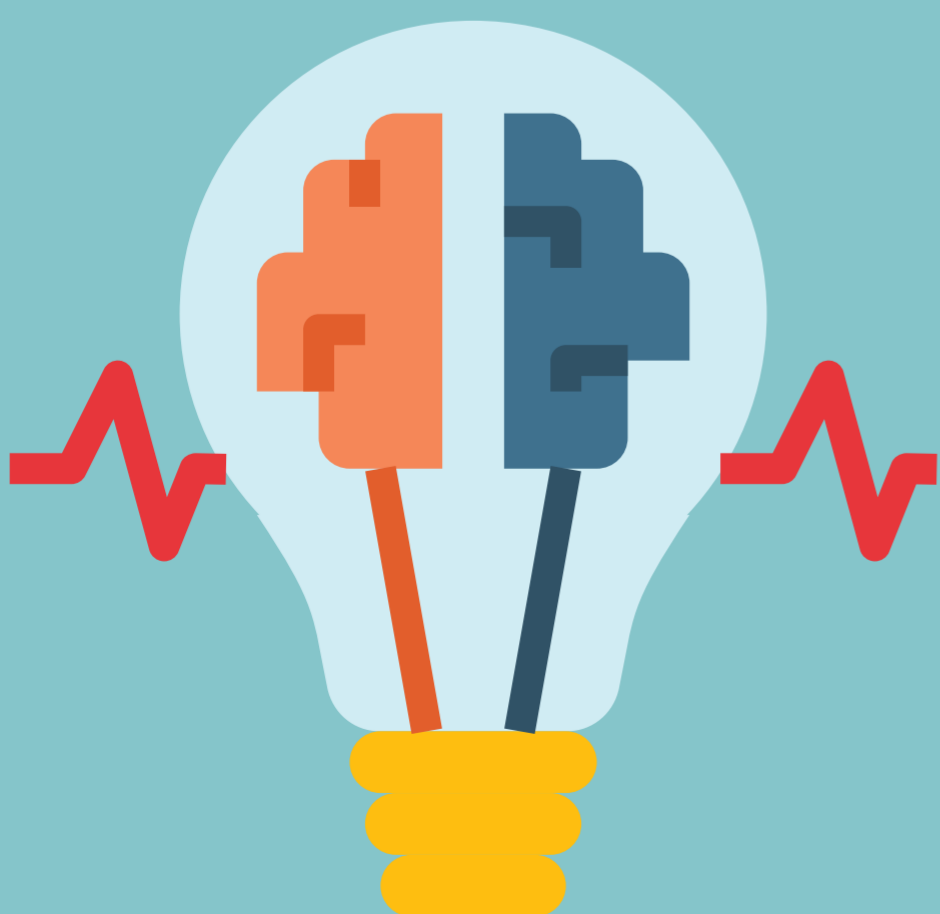
INNER CORE:

ARE YOU ADOPTING THE MARKETING = BUSINESS MINDSET?



Marketing is not a function, it is the whole business seen from the customer's point of view.

Peter Drucker (1934-2005), father of modern management



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