

# REDEFINE YOUR MARKETING ORGANIZATION

The time is right to redefine your marketing organization

## WHY NOW?

- 1** **Increasing digitalization:** your customers are online all the time
- 2** **New work-from-home models:** your customers are choosing the channels to engage in your brand
- 3** **Brand differentiating customer experience:** your customers want to be wowed!
- 4** **Data-driven personalization:** your customers want personal service
- 5** **Contextual engagement:** your customers want a relevant experience

## WHAT IS STOPPING YOU?



**70%** of marketing transformations fail, and it's often down to the same three things: lack of senior management buy-in, agencies ignored, chaotic approach

Team performance thrives in a future-proof workplace

## HOW DO YOU START?

**Move from talk to action –** unless talking stops and rigorous action starts, you'll still be facing the same problems year after year.

Focus on three key areas:

- 1** Secure senior management commitment
- 2** Build an inclusive agency ecosystem
- 3** Move from chaotic to structured change

And learn from your **marketing rock stars** and see how and in what context they are providing value to you and your customers.

## WHAT'S YOUR NEXT STEP?



Find out how Capgemini is helping CMOs find the right team building for success - read our latest paper: [Redefining the Marketing Organization](#)