

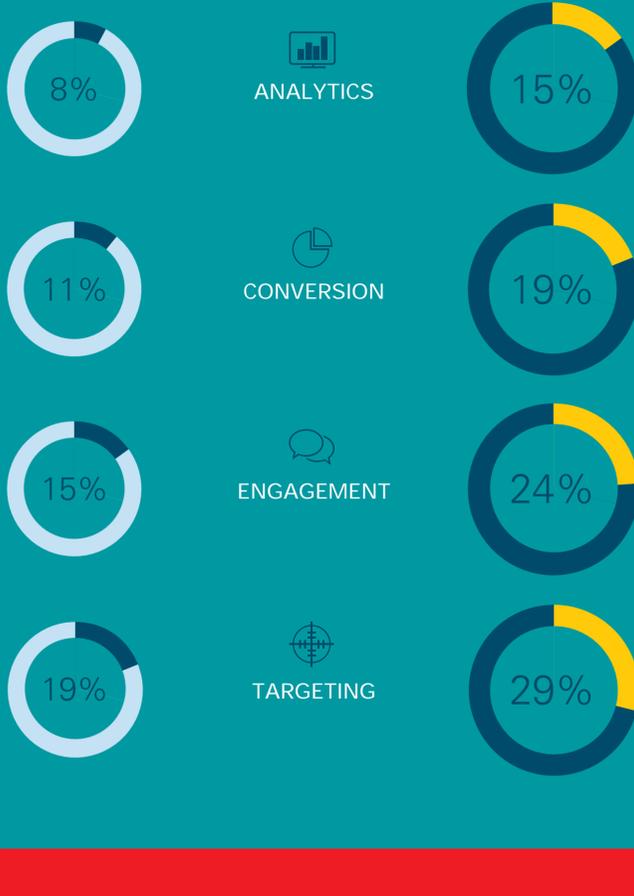
EMAIL AND SPEED ARE TOP OF THE MODERN MARKETER'S AGENDA

In a fast evolving world, marketing automation expert Oracle Eloqua has uncovered the key challenges facing Modern Marketers – and discovered a surprising lack of self-esteem within the sector.

Oracle Eloqua's intensive report, *Defining the Modern Marketer: From Real to Ideal*, has highlighted several key areas on which marketing decision-makers need to focus – and a surprising lack of ego on the part of Modern Marketers themselves . . .

REAL WORLD VS. IDEAL WORLD

Modern Marketers revealed that they feel they're underperforming when comparing themselves to the five core competencies driving the function of the 'ideal marketer':



MOVING WITH THE TIMES

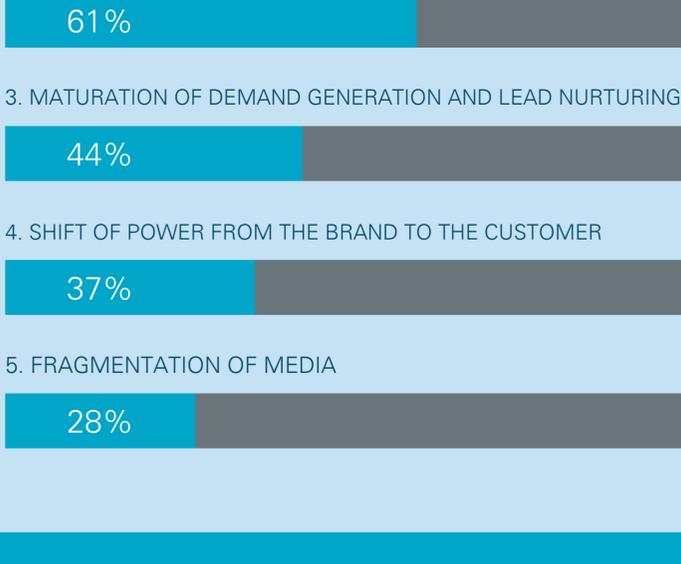
But Modern Marketers should give themselves some credit – after all, it'll be down to their stellar efforts that:

60% of marketers say their companies are now adopting and integrating Modern Marketing practices in 2013 . . . compared to just 15% in 2011.



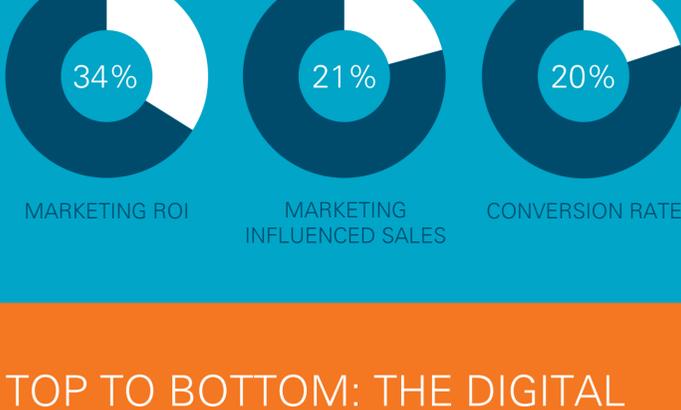
TOP FIVE BIGGEST CHANGES TO MODERN MARKETING

What do Modern Marketers believe have been the most transformative factors in marketing?



THE THREE PILLARS OF MARKETING SUCCESS

Marketers place three factors above all others when seeking evidence of how successful their marketing has been:



TOP TO BOTTOM: THE DIGITAL MARKETING LANDSCAPE DEFINED

What Modern Marketers believe are the most and least important digital marketing activities:



THE TOP THREE CHALLENGES FACING MARKETERS

Has lack of investment through the recession caused the problems marketers see today? Here's what marketers said their top challenges are:



A HELPING HAND? OR A HINDRANCE?

With so many emerging challenges, Modern Marketers are increasingly turning to third-party suppliers to aid with their marketing campaigns – but overall satisfaction ratings with such providers are only rated at an average . . .

5.8 out of 10.

THE KEY TAKEAWAYS FROM THE SURVEY ARE:

- Creative skills and knowledge of marketing technology are of equal importance in the modern marketplace.
- Email is considered to be the most important digital marketing activity and the need for speed and relevance are the greatest challenges.
- Content-rich marketing tactics such as white papers and webcasts are essential for lead generation and lead nurturing.
- Modern Marketers believe they should – and could – be doing better.

To find out more about what makes the Ideal Modern Marketer, and the obstacles marketers face in trying to fulfil that role, click here for a free download of the full results of the report: *Defining the Modern Marketer: From Real to Ideal*



[Download your report now](#)