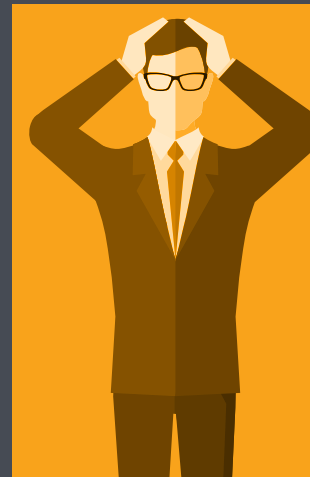
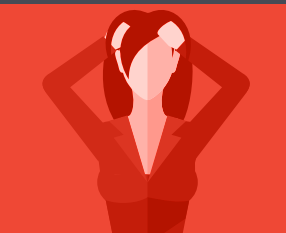
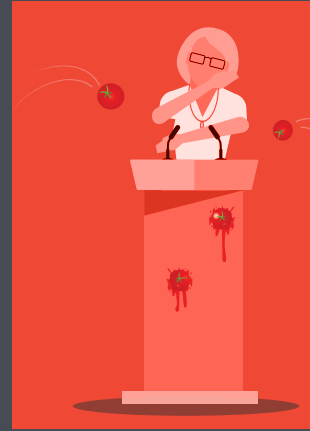


Marketers Stress Report



PRESENTED BY WORKFRONT // 2015



workfront™

ABOUT THE REPORT

This survey was conducted on the MarketingProfs.com website from April to May 2015 among 526 participants, who were users of the MarketingProfs.com website and marketing professionals, by MarketingProfs on behalf of Workfront. For questions, contact Workfront at: social@workfront.com

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EXECUTIVE SUMMARY

Marketers are under a tremendous amount of stress—and much of it is directly related to the way their work is being managed.

That is the conclusion of this new report by Workfront, a leading provider of world-class marketing work management solutions, which finds marketers adhering to traditional methods of managing their work even while they cope with higher stress levels and angst in the workplace. Amongst many compelling findings, this study uncovers that:

- Marketers are struggling with too few team members and too much work, with 80% of marketers saying they're understaffed and overloaded
- An alarming number of marketers are crossing the threshold for acceptable stress, with 1 out of 4 “overly stressed” or “stressed to the max”
- Bad work processes are hurting results—for instance, for 36% of marketers, delayed approvals cause work to be completed late twice a week or more

Because each team in marketing is unique, this report also delves into the survey results per each team type. For instance, one team type reported greater levels of regret than any other in choosing a marketing career path.

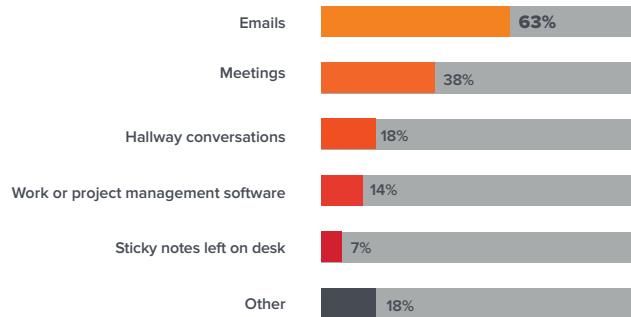
Fortunately, many of the problems uncovered in this report can be conquered by adopting an enterprise-wide approach to marketing work management, where teams and departments track work and communicate within one solution—and then rely on that solution as their single source of truth.

We hope this report helps marketers and influencers recognize the problems afflicting their departments and acts as a first step toward stamping out these issues and making marketers happier, more productive, and more effective overall.

MARKETING AND STRESS

Marketers carry a lot on their shoulders. The survey found that marketers continue to stick to more traditional ways of managing their work, like email and status meetings. Perhaps not coincidentally, marketers reported high and even alarming stress levels, work completed past deadlines, and problems proving value.

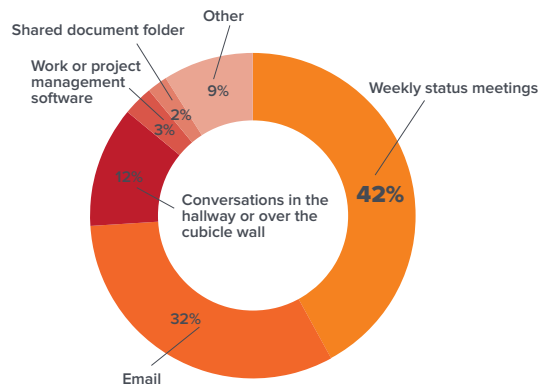
QUESTION: How do you receive work requests?



[population: 526 marketing professionals on MarketingProfs.com]

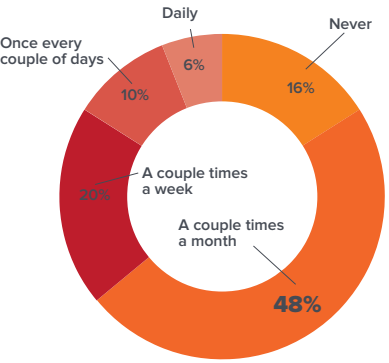
DESPITE THEIR SHORTCOMINGS, EMAILS AND STATUS MEETINGS ARE STILL MARKETERS' MOST COMMON METHODS FOR RECEIVING WORK REQUESTS AND KEEPING THE BOSS IN THE LOOP

QUESTION: How do you most commonly keep your boss in the loop?



[population: 526 marketing professionals on MarketingProfs.com]

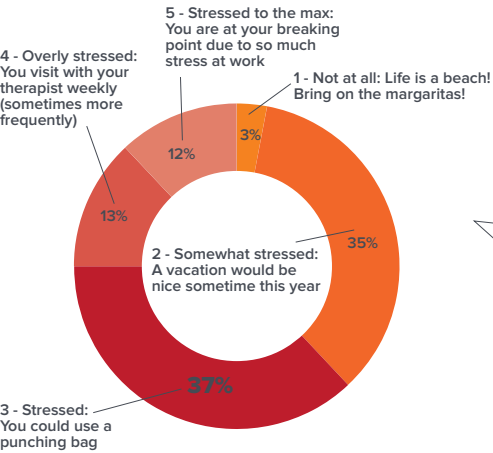
QUESTION: How often is work late due to delayed approvals?



MORE THAN ONE-THIRD OF MARKETERS SAY DELAYED APPROVALS MAKE WORK LATE TWICE A WEEK OR MORE

[population: 526 marketing professionals on MarketingProfs.com]

QUESTION: On a scale of 1-5, how stressed are you as a marketer?



1 OUT OF 4 MARKETERS SAY THEY'RE "OVERLY STRESSED" OR "STRESSED TO THE MAX"

[population: 526 marketing professionals on MarketingProfs.com]

QUESTION: What is the top metric you measure your marketing team's success on?

NOTHING MAKES LIFE
DIFFICULT FOR MARKETERS
AS MUCH AS TRYING
TO PROVE THEIR VALUE
AND ORGANIZE THEIR
GROWING WORKLOADS



[population: 526 marketing professionals on MarketingProfs.com]

QUESTION: Choose the top three things that can make you dread your job the most.

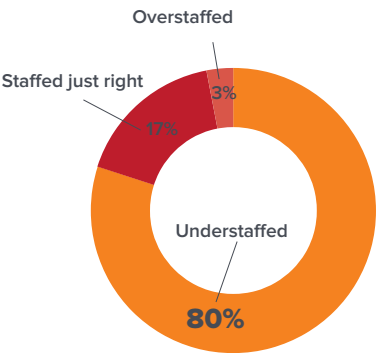


[population: 526 marketing professionals on MarketingProfs.com]

4 OUT OF 10 OF MARKETERS LIST PEOPLE WHO THINK THEY HAVE
GREAT IDEAS (BUT DON'T) AS ONE OF THEIR TOP 3 WORK DOWNERS

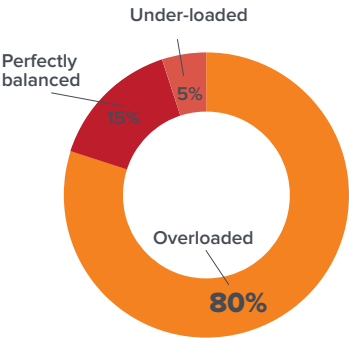
QUESTION: Are your teams normally under- or over-staffed?

THE VAST MAJORITY OF MARKETERS SAY THEY'RE UNDERSTAFFED; THE SAME NUMBER THINK THEY'RE OVERLOADED. COINCIDENCE? WE THINK NOT.



[population: 526 marketing professionals on MarketingProfs.com]

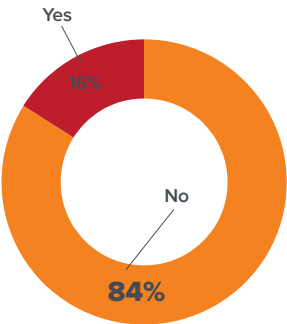
QUESTION: Are you generally over- or under-loaded with work?



[population: 526 marketing professionals on MarketingProfs.com]

QUESTION: Do you regret having a career path in marketing?

DESPITE THE STRESS MARKETERS EXPERIENCE, 84% OF THEM DON'T REGRET THEIR CAREER CHOICE.

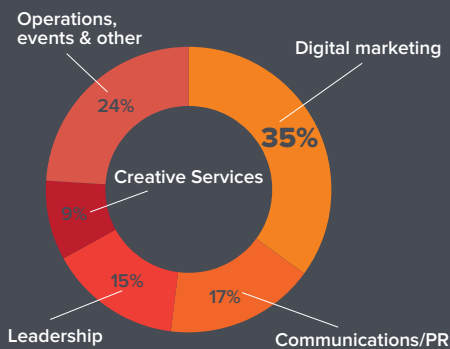


[population: 526 marketing professionals on MarketingProfs.com]

COMPARING TEAMS

Marketing is defined by its diverse teams, skillsets, and focuses. Surprisingly, many responses from team to team were similar. Of course, many responses weren't, highlighting the differences in how the various teams that make up marketing manage their work and experience stress.

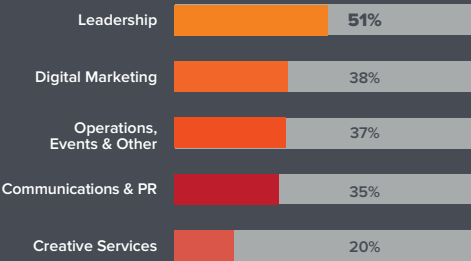
QUESTION: Which of the following best describes the team you work in within Marketing?



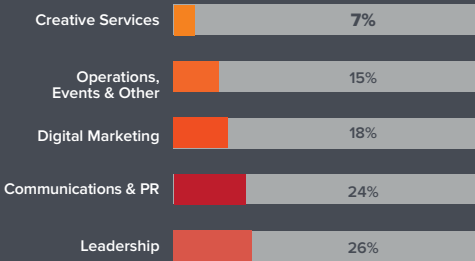
[population: 526 marketing professionals on MarketingProfs.com]

Marketing Leadership is *most likely* by far to get their work requests via meeting. Creative Services was the *least likely*.

Creative Services is *most immune* to receiving requests in hallway conversations.



[population: 526 marketing professionals on MarketingProfs.com]



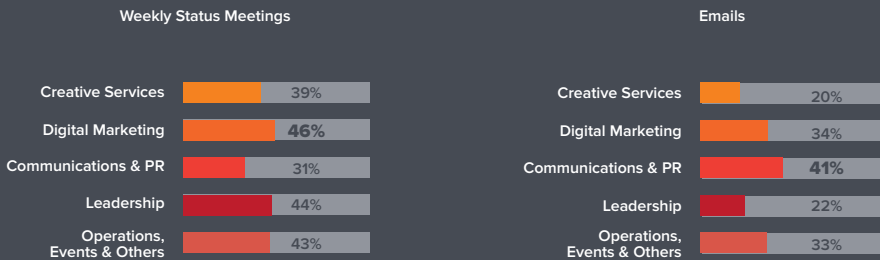
[population: 526 marketing professionals on MarketingProfs.com]

Communications/PR teams showed the lowest stress levels out of all marketing teams.



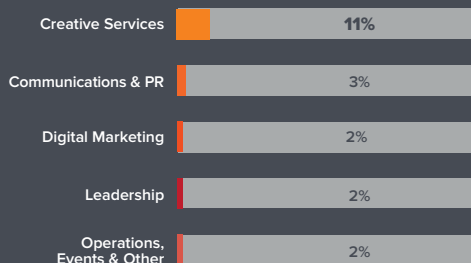
[population: 526 marketing professionals on MarketingProfs.com]

Weekly status meetings are the preferred method for keeping bosses in the loop for everyone *except* Communications/PR, who lean heavily on email.



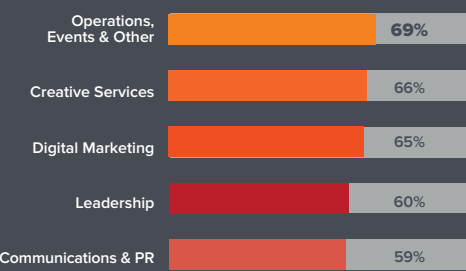
[population: 526 marketing professionals on MarketingProfs.com]

Creative Services are much *more likely* than other teams to use work or project management software to communicate with bosses.



[population: 526 marketing professionals on MarketingProfs.com]

Operations and Events report the lowest frequency of late work due to delayed approvals.



[population: 526 marketing professionals on MarketingProfs.com]

Creative Services team members were *most likely* to say they were *under-loaded* with work and *regretted choosing a career path in marketing*.



[population: 526 marketing professionals on MarketingProfs.com]

Meet Workfront

Despite the unsustainable stress levels bombarding your marketing department, the tools are within your reach to beat this challenge. Take a more holistic work management approach, like Workfront, and enable your team to:

- Increase your productivity
- Focus more time on creativity
- Secure your competitive edge
- Build credibility and improve client satisfaction



workfront.com/marketing



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