

Enabling marketers to

# DO MORE with LESS

Marketing organizations are operating in a new and unpredictable marketplace, with revised sales expectations and drastically lower budgets. Marketing leaders in every industry must rapidly rethink how consumers experience their brands across existing and new channels and operate within compressed timelines. Your challenge, and your opportunity, is to identify cost-effective approaches that deliver relevant experiences with speed, scale and repeatability.

CMOs will have “smaller agencies and fewer agencies” to turn to, and should look to technology to help with insights and analytics.<sup>2</sup>

65%

of marketers expect moderate to significant budget cuts<sup>1</sup>

74%

of marketers think Coronavirus will have greater impact on U.S. ad spend than the 2008-09 financial crisis<sup>3</sup>

## Challenges for marketing organizations

### DO MORE

- I need to replace physical touchpoints with virtual connections.
- Digital marketing is suddenly essential – How do we connect with our customers with relevant content in their channels of choice?
- Marketing strategies changed overnight – How do I create new messages in new channels on a daily/hourly basis based on customer sentiment?
- All marketing investments must be measured against business metrics – sales, revenue, market share.



### with LESS

- We can cut our variable costs immediately by not buying media – but that’s not a long-term solution.
- Martech is 30% of our spend – we must be able to get this fixed cost down.
- I’m facing a reduced budget with a smaller staff and at the same time, I need to ensure continuity of my core marketing functions.
- My agency network is massive, and there’s risk that some may be victims of the economic crisis associated with the pandemic, potentially leaving holes in our marketing supply chain.



## It’s an increasingly unpredictable marketplace

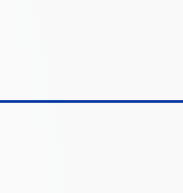
Here’s how marketing leaders in every industry can improve the consumer experience with drastically lower budgets, at scale, and at a pace never experienced before:

### Reposition for the post-pandemic economy

The products/services sold and the experiences designed to sell must align to the environment every consumer is now facing.

### Enhance trust

Marketing must deliver an authentic message of trust that the product/service is safe to use, consume, or interact with. Trust must be (re)established across the customer journey.



### Re-imagine the customer journey

The pandemic has broken nearly every traditional customer journey. How we engage with brands, products, and even each other will be different for years to come. Connections and experiences need to be re-routed and re-engineered.

### Clarify marketing accountability

Every marketing investment on experiences must be accounted for against KPIs that directly impact the organization – sales, share of wallet, LTV. Clicks and views are not enough.



## The new marketing organization reality

Customer journeys will prioritize digital. A new flow will be established. As customers are identified, cater to their pain points with relevant content creation that is targeted and can be measured. Ensure marketing technology supports all of it.



## Align marketing spend to drive measurable ROI



Cognizant has the expertise and industrialized intimacy to partner with marketing organizations to drive down cost, improve agility, automate repeatable functions, and deliver MORE with LESS. To learn more, visit: [www.cognizant.com/digital-marketing-operation](http://www.cognizant.com/digital-marketing-operation).

**Endnotes**  
 1. Gartner, Update: Actions CMOs Must Take Now to Prepare for the Impact of the Coronavirus and COVID-19 Disease, – March, 2020  
 2. Ad Exchanger, Forrester: US Agencies Will Shed More Than 50,000 Jobs By 2021 by Alison Weissbrot, June 3, 2020  
 3. IAB, Coronavirus Ad Spend Impact: Buy-side, March 27, 2020