

MARKETING CONFIDENTIAL:

Marketers reveal their top 5 challenges



Today's marketers have to navigate an ever-changing landscape of channels, trends, and strategies to be successful. See what's causing them the biggest headaches along with quick tips for how to overcome them.

1 MARKETERS FEEL OVERWHELMED.



Only **12%** of marketers feel like they always meet expectations.

Avoid the "it's the way we've always done it" trap. Instead, identify the tasks you dread or that take longer than they should. There's likely better software or more efficient strategies that will help you not just meet expectations, but exceed them more often than not.

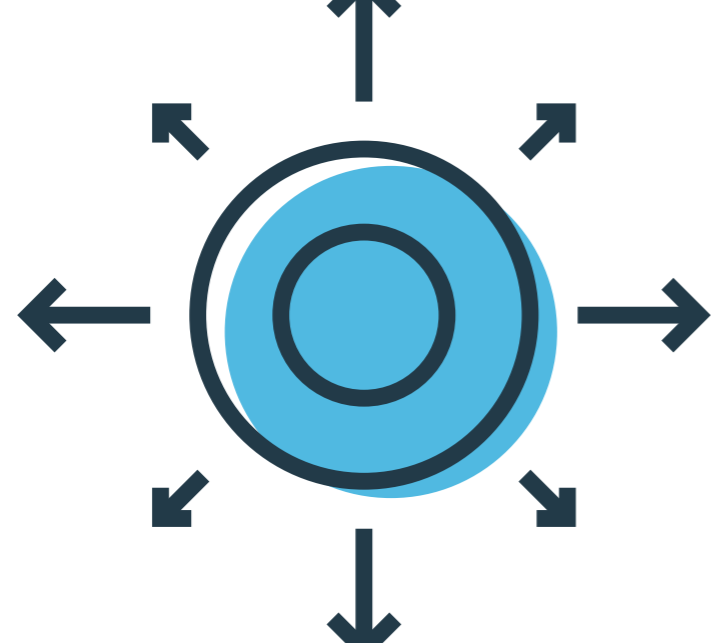
2 THEY DON'T HAVE THE TIME (OR THE TEAM).

64% don't have enough time or personnel to do the kind of marketing they would like.

It's natural for marketers to feel like they have to do it all, all the time. But here's the thing: Your audience likely isn't using every channel to interact with your brand. Dive into your response metrics to learn what's most successful and focus your efforts there.



3 THERE ARE TOO MANY CHANNELS, NOT ENOUGH RETURN.



47% of marketers report that email generates the most ROI for their organization.

If you're looking to drive measurable results for your organization, make sure you have a bulletproof email marketing strategy in place:

- Focus on growing your email list (it's your most valuable marketing asset).
- Optimize your template for mobile (please, it's long overdue).
- Have a single, focused CTA (and use a button, not text links).

4 CONFLICTING PRIORITIES

CERTAINLY DON'T HELP.



Nearly **50%** of marketers feel more pressure to meet internal goals than audience expectations.

Automation can help. It can increase click rates by 152% (Epsilon), which means audiences are loving the timely content. Plus, 63% of companies outgrowing their competitors use automation (Lenskold Group), which means higher-ups are loving the results. Total win-win.

5 THEY WANT TO GET MORE PERSONAL.

Nearly **40%** of marketers wish they could do more targeted marketing.



Create segments based on your response data (what content does your audience like best, when are they engaging, in what channels, etc.) and send relevant content based on those preferences. You'll be amazed at the results you'll see and the time you'll save in the long run.

AND THAT'S JUST THE BEGINNING...

Emma's 2017 Email Marketing Industry Report contains even more data and insights into what's driving today's marketers (including breakdowns by vertical).
[Download the full report today!](#)

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