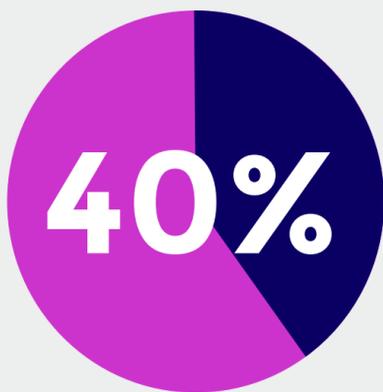
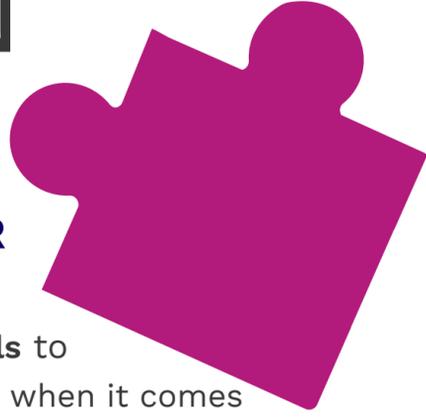


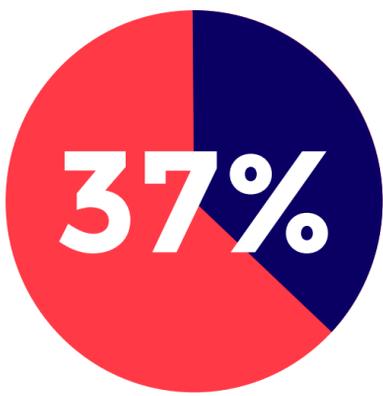
THE INTEGRATION IMPERATIVE

WHY DO ORGANISATIONS STRUGGLE TO INTEGRATE THEIR MARKETING OPERATIONS?

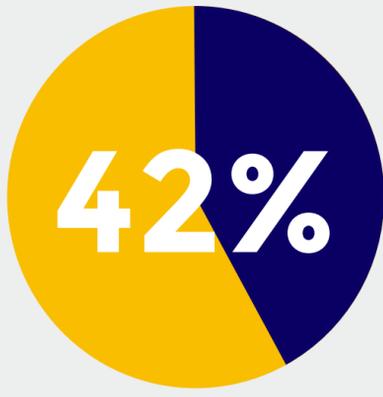
We surveyed 100 B2B marketing professionals to understand their perceptions and challenges when it comes to planning and delivering a fully integrated marketing campaign. The results make interesting reading!



40% agree that integration is important but 46% struggle to understand how to integrate the channels.

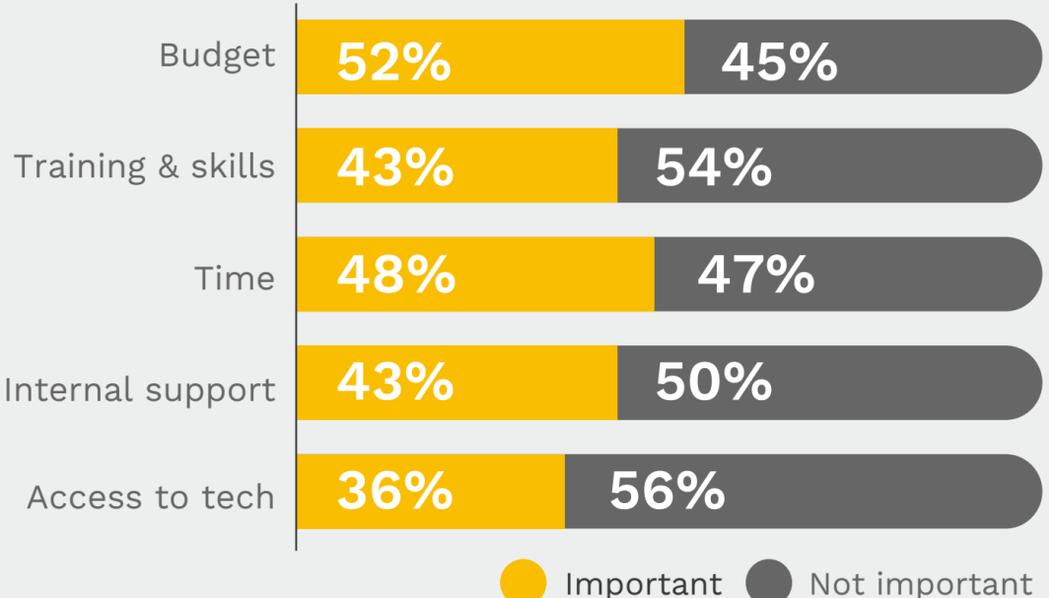


37% struggle to understand which digital channels work best for their needs. While 26% fail to understand integration between SEO/PR and other marketing channels when delivering a campaign.



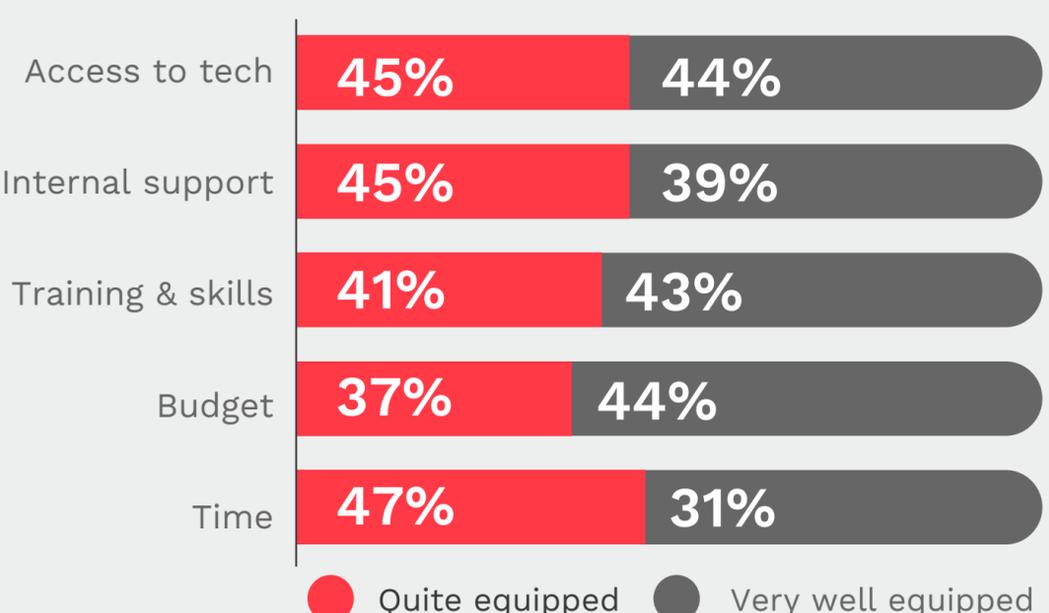
42% stated that using multiple marketing channels in their integrated approach is important, but only 37% have done so successfully.

HOW IMPORTANT ARE THE FOLLOWING IN HELPING YOU IMPLEMENT AN INTEGRATED MARKETING CAMPAIGN?



Access to technology is **very important** to 56% of marketers in helping them implement an integrated marketing campaign.

HOW WELL IS YOUR ORGANISATION EQUIPPED AT THE FOLLOWING IF IT IS TO IMPLEMENT AN INTEGRATED MARKETING CAMPAIGN?



44% agree that they are **very well equipped** when it comes to their access to technology when implementing an integrated marketing campaign.