

Marketing trends report



Table of contents

3	Introduction New tools. New challenges. New strategies.
5	Section 1 The marketer's reality in 2022.
9	Section 2 Factors inhibiting marketings' potential.
18	Section 3 Signals of success.
27	Conclusion 'Now' is critical. It's time for change.
28	Methodology
30	About Airtable

Introduction

New tools. New challenges. New strategies.

If you're a marketing leader in 2022, you've seen a lot of “new” in the last 10 years, if not the last 10 months. After two years immersed in a global pandemic, and as major economic shifts force teams to accelerate digital transformation and focus on efficiency, we're collectively more exhausted (and distracted!) than ever. **Leaders are challenged to keep their teams inspired and performant—even as the very nature of marketing continues to evolve. The rate of change shows no signs of slowing.**

Keeping up with these changes takes a powerful investment of your teams' energy and time—an investment we could be spending on the work itself. This report suggests that we're increasingly balancing deep work with chasing asset approvals, communicating the same information in multiple places, keeping data up to date, and proving our value as marketers, as a team.

If you're struggling to keep your team engaged, this last point should hit home. The inability to connect everyday work to meaningful outcomes has been linked to employee burnout—manifesting in feelings of “mental distance from one's job” or “negativism or cynicism related to one's job”, as defined by the World Health Organization. The great majority of participants in this report—even the marketing leaders who are responsible for revenue-based goals—find it strikingly difficult to show the return on investment (ROI) of content and campaigns. **And only 24% find it 'very easy'** to measure the impact of marketing initiatives against broader business goals. How can a team stay motivated, without confidence that their work truly matters?

The tension between the ideal and the real is the foundation of this report. Broader, societal narratives of burnout, the great resignation, and low productivity come to life in this data—shown in the hours marketers spend in meetings, the endless lists of non-core tasks, and the lack of room left for creative collaboration. On the brighter side, clear commonalities exist between teams that are successfully reversing these engagement-draining trends—they're connecting their initiatives to broader company goals, they're investing in no code technologies, and they're improving the efficiency of their day to day workflows. By adopting similar methods, marketing leaders can build teams that are not just adaptable, but resilient in the face of change.

A preview of the findings

This survey of 300 marketing leaders shows that the role of marketing is constantly changing, but also that they're increasingly asked to ramp up delivery and drive the company forward. [This presents a major opportunity for marketing teams to become the heroes of their orgs.](#) And yet, many marketers find their daily activities far removed from the bottom line.

In these findings, you will see year-on-year trends from our [2021 Marketing Trends Report](#). You will also see new themes emerge, including the proven benefits of no code technologies, the challenges of manual work, and the pressure—and rewards—that occur when a marketing team is aligned with an organization's strategic goals and vision.

Challenges:

- 95% of marketing leaders reported an increase in the volume and campaign and content requests in the last year
- Only 30% of marketing leaders have even moderate visibility into ROI of campaigns
- 36% of marketing data is duplicated across multiple sources
- 74% of marketing teams reported that their workflow is siloed and has disconnected processes

Trends in successful teams:

- Marketing teams that are responsible for revenue goals have greater visibility into campaign ROI
- 80% of marketers are currently using no code marketing tools
- Automation increased by 35% between 2021 and 2022
- Workflow efficiency and goal attainment are directly correlated



Methodology

The study includes 300 respondents who are 'senior manager' and above in their marketing department. All respondents are full-time employees at US companies with 500 or more employees; 70% work for companies with over 1,000 employees. Their primary responsibilities in marketing range from operations, analytics, and program management, to communications, brand, and social media marketing.

Section 1

The marketer's reality in 2022.

As businesses adjust their growth strategies in the face of potential economic downturn, marketing teams have a role to play in **increasing efficiency, speeding digital transformation, reducing friction, and cutting obvious costs**. We asked marketing leaders if their roles have changed over the last year and, if so, how they're responding to these changes. The results show:

The rest of the org is increasingly reliant on their marketing partners

- 95% of respondents reported an increase in the volume of campaign and content requests in the last year

Marketing leaders still aren't sure how they're contributing to growth

- 81% of marketing leaders report that their team is responsible for contributing to organizational revenue goals, but fewer than 1 in 3 marketing leaders have moderately high visibility into the ROI of campaigns

Marketing teams' workload jumped 52% in the last year

Marketing teams are under increasing pressure to deliver a greater volume of content and campaigns. In this year's survey, 95% of respondents reported an increase in the volume of campaign and content requests in the last year, compared to 80% in 2021. On average, workload volume increased by more than half.

Increase demand and stress levels soar

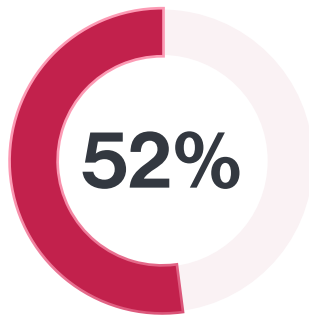
86% of marketing leaders reported the current workload is causing stress for their team—the same percentage we saw in 2021. Contributing factors include the increase in request volume, and an onslaught of additional or changing responsibilities. This consistent pain point suggests that, while managers can see their teams are struggling, and can even identify major stress factors affecting their teams, they are failing to implement meaningful changes.

Marketing teams can't keep up

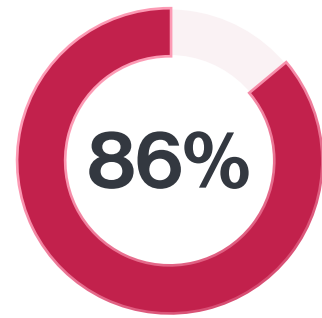
In the face of growing demands from the rest of the company, only **1 in 5** marketing teams meet their deadlines 'almost always'; this drops to fewer than 1 in 7 at organizations with more than 5,000 employees. A similar proportion (22%) of marketing leaders report meeting their objectives and goals at least 75% of the time. And almost **3 in 4 marketing leaders are frustrated** by how long it takes to ship campaigns



of marketing leaders reported an increase in the volume of campaign and content requests in the last year. *This number was 80% in 2021.*

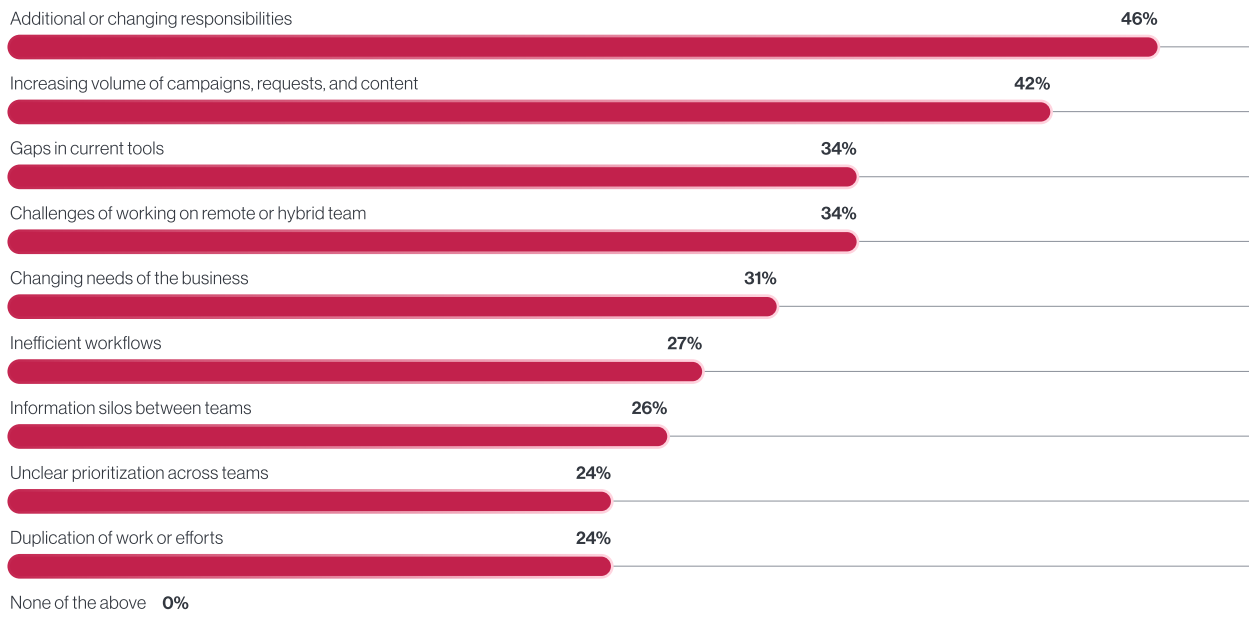


The increase in campaigns and content requests over the last year. *This compares to a 42% increase in 2020-21.*



of marketing leaders report their teams are stressed about workload, with top factors depicted in the graph (below). *This remains the same from last year.*

The major factors contributing to workload stress for marketing teams



I am frustrated by how long it takes to ship most campaigns.



The role of marketing is evolving, but leaders lack visibility into what actually works

Marketing leaders report 'additional or changing responsibilities' as a main factor contributing to team stress. This begs the question: what exactly has changed?

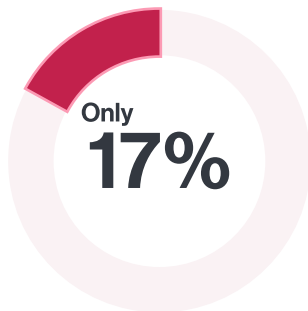
"Marketing, perhaps more so than any other profession, has gone through tremendous change over this past decade," says Scott Brinker, Hubspot VP of Platform Ecosystem and creator of the Chief Marketing Technologist Blog. As he [told Airtable](#) recently, "Marketers are just constantly under pressure, asking themselves, 'How do we adapt and work with the things that are changing around us?'"

With 81% of our marketing leaders reporting responsibilities for revenue goals, one of the toughest changes for marketers may be the pressure to drive ROI—without adequate visibility. Research from [McKinsey](#)

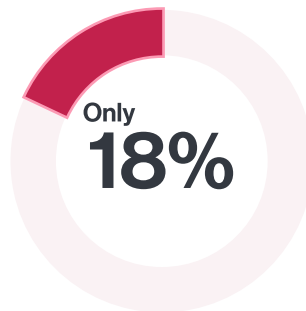
states that 83% of global CEOs believe marketing can be a major driver of revenue, but 23% of CEOs do not feel marketing is delivering on that agenda. And this report shows that **fewer than 1 in 3** marketing leaders report moderately high visibility into the ROI of campaigns.

Even growth-focused teams are unsure where the revenue comes from

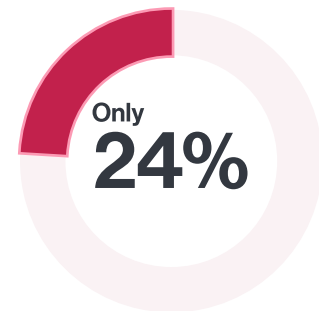
Despite increasing demands and an ever-expanding scope of responsibilities, most marketing teams struggle to connect data to decision making and prove the ROI of content and campaigns. Only 33% of teams who are responsible for revenue goals reported 'very or moderately high' visibility into campaign ROI, and this dropped to 16% of teams who are not responsible for revenue. In addition, fewer than 1 in 5 teams find it 'very easy' to turn data into actionable insights, and fewer than 1 in 4 marketing teams find it 'very easy' to measure the impact of marketing campaigns against broader business goals.



of marketers find it 'very easy' to turn data into actionable insights.

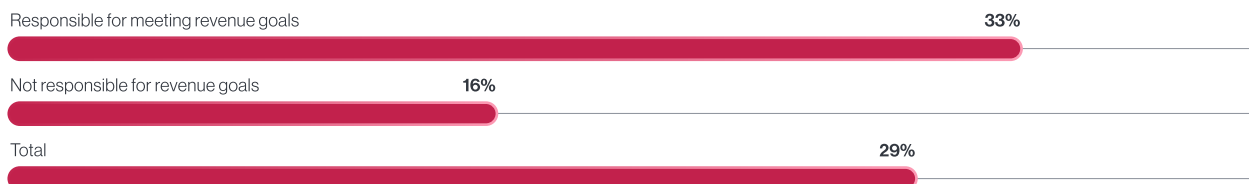


of marketers find it 'very easy' to make real-time data-driven decisions.



of marketers find it 'very easy' to measure impact of marketing campaigns against broader business goals.

The percentage of marketing teams with 'very or moderately high' visibility into campaign and content ROI



The challenges of elusive ROI

Guessing leads to false prioritization

As any marketer knows, demonstrating ROI helps you prove your team's value, but it also keeps your team moving in the right direction. How do you know you're investing in the right campaigns and assets? How can you justify or push back on certain decisions without data? As requests accelerate, marketers without clear metrics are at a disadvantage in both decision-making and negotiation.

Unclear impact stifles engagement

The problem runs deeper than decision-making. Unclear impact leads to frustration and increased risk of burnout in employees who don't know what their company wants from them. According to [Gallup](#), poor communication from managers (specifically around expectations, performance goals, and alignment to business goals) is a top factor contributing to employee burnout. The same research finds employees who are burnt out are 63% more likely to take a sick day, 23% more likely to visit the emergency room, and 2.6x as likely to be actively seeking a different job. [Gallup also estimates](#) that it costs between .5x to 2x of an employee's annual salary to replace them.

At the business level, burnout leads to “low productivity, high turnover, and the loss of the most capable talent”, according to [Harvard Business Review](#). The same research put “heavy workloads and frustrating work routines of too many meetings and far too little time for creative work” as key contributing factors to burnout. Notably, this report shows marketing leaders face these challenges daily.

The flip side of this narrative is also instructive. When companies do invest in improving the factors contributing to burnout—establishing clear expectations and performance goals, showing alignment and impact to broader business goals, increasing time for creative work, etc.—they typically see an [outsized increase in employee engagement](#).

[Gallup](#) states: “Employees who strongly agree their performance metrics are within their control are 55% less likely to experience burnout frequently ... Employees are significantly less likely to be burned out when they can connect their work to their company's mission or purpose in a way that makes their job feel important. Managers must do more than point to the mission statement on the wall—they must show how their employees' contributions make a difference.”

Section 2

The factors inhibiting marketings' potential.

During this research, shared pain points emerged. These were correlated with **heightened team stress, poor team outcomes, and an inability to consistently meet goals and expectations.** The factors most highly correlated with negative results include:

- 1. Unreliable and difficult-to-find data on planned marketing activities**
 - 36% of marketing data is duplicated in multiple places
- 2. Poor collaboration with anyone outside the team, which deepens siloes and disconnect**
 - 74% of marketing teams report that their workflow is siloed and has disconnected processes
- 3. Very limited time for creative collaboration and deep work**
 - Marketing leaders spend an average of 1.25 days each week on non-core tasks

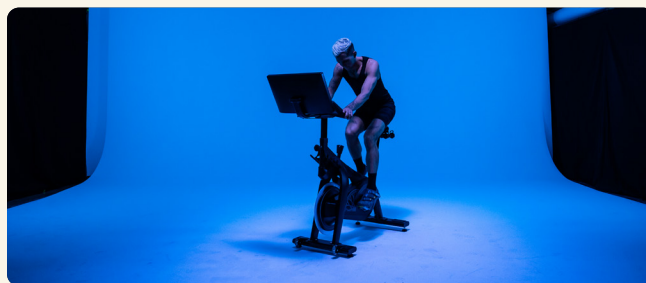
1. Too many sources of information, too many browser tabs

When Lindsey joined Equinox, a fitness company in New York, she was tasked with launching Equinox+, a hub of online fitness classes in 2019. And when gyms closed at the onset of Covid-19, this charge turned from creating an adjunct app, to launching a business-critical avenue for reaching customers and growing the community.

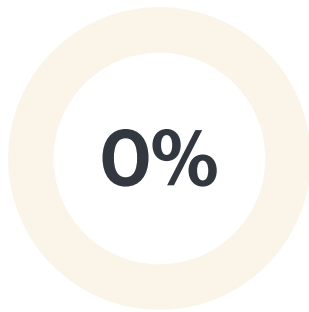
Initially, the classes and content were manually managed in spreadsheets and docs, which led to an increasing amount of human error as Lindsey attempted to scale. Because there were multiple sources of data, and multiple places to enter or edit that data, information was updated in some places and not others, leading to confusion around which version was the most accurate.

Their customers felt the pain. In a worst-case scenario, gym members at home were seeing the wrong images on their screens. “The in-app visuals didn’t align directly with the voiceover. So the instructor would say one thing but the athlete taking the class would be seeing another,” Lindsey said.

The way she solved this problem didn’t just grow Equinox+, but changed the trajectory of Linsey’s career.



As this report validates, many marketing teams share Equinox’s experience—struggling to achieve a holistic view of marketing activities. This challenge not only leads to the duplication of data and information, but is also linked to heightened stress and more manual work.



0% of marketing teams we surveyed have a single 'source of truth' for up-to-date information on marketing activities.



9 The average number of sources marketing teams consult for up-to-date information on marketing activities.

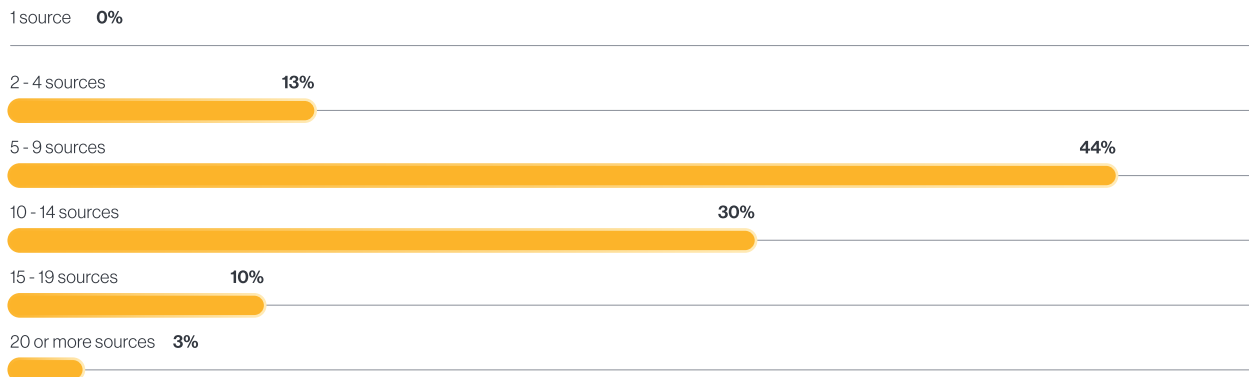


11 The average number of sources marketing teams consult at organizations with more than 5,000 employees.

The slippery slope—from multiple sources to duplicated data and heightened stress

This survey found that, on average, 36% of marketing data is duplicated in multiple places, such as spreadsheets, docs, and apps. This jumps to 45% of data in companies with more than 5,000 employees. This problem is largely caused by different teams having different points of entry for information about their campaigns, activities, and results—meaning that, throughout marketing, information and data is duplicated across different calendars and project management tools.

The number of sources (dashboards, databases, apps, documents, emails, etc.) marketing teams have to consult for up-to-date information on marketing activities



The percentage of marketing leaders who report 'duplication of work or efforts' causes stress for their team.

Number of sources of information to stay up-to-date



The percentage of marketing data that is duplicated in multiple places, such as spreadsheets, docs, and apps.

Number of sources of information to stay up-to-date



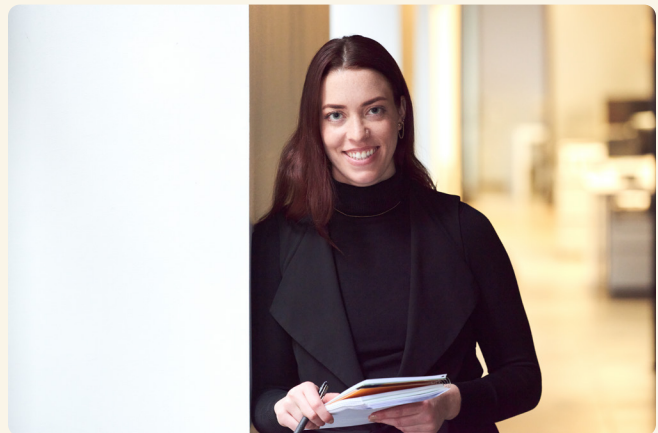
The percentage of the work week marketing leaders spend in internal meetings (not customer-facing)

Number of sources of information needed to stay up-to-date



How did Lindsey change the way her team works?

Lindsey onboarded the team to Airtable and established what she calls ‘core values’ of the ecosystem—meaning there is only one point of entry for any piece of information, and that data now flows endlessly to other locations. This created a single source of truth, and the team went from publishing 50 classes in six months to publishing 50 new classes a week. Lindsey has been promoted three times since she started at Equinox.



Lindsey Puccio, Product Manager at Equinox

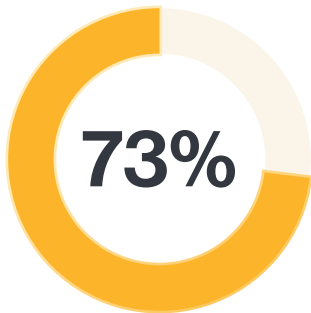
Take action: Take Lindsey’s lead and consolidate sources wherever you can. Refreshingly, you don’t need to pull everything into one place overnight; you can take a more iterative approach. This report shows that even consolidating to **fewer than five sources** will reduce data duplication, stress, and time in redundant meetings by at least a quarter.

2. Collaboration challenges: If you're not on the team, you may as well be at another company

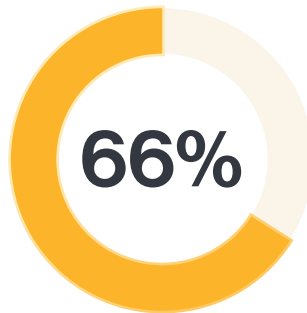
We've all experienced the challenges of siloed or disconnected teams. You complete a project only to discover another team has done the same work in parallel, or you haven't brought in the right stakeholders. You struggle to tie your team's initiatives and outcomes to others, or realize your big success is irrelevant to the rest of the org. This frustration is widespread, with **74% of marketing teams reporting their workflow is siloed** with disconnected processes. Most likely, this disconnect

starts at the planning stage, with teams making decisions in siloes because data and information is not connected in one, collectively accessible place.

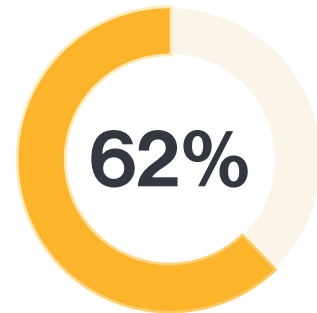
Research from McKinsey recently concluded that successful organizations rely on marketing to be an active collaborator with IT, Sales, HR, Finance, and Technology. Unfortunately this report found that collaborating outside of marketing is comparable to collaborating with external partners. **Put simply, if you're not on the marketing team, you may as well be at another company.**



of marketing leaders found it moderately or very easy to collaborate within marketing.



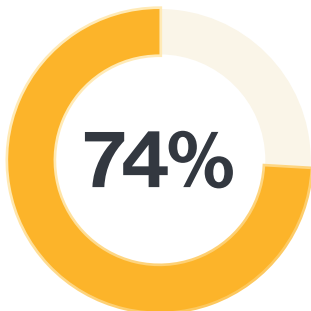
of marketing leaders found it moderately or very easy to collaborate with those outside of marketing, within the org.



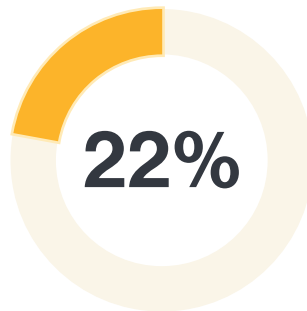
of marketing leaders found it moderately or very easy to collaborate with those outside of the organization entirely.

Notably, those teams who find collaboration 'very easy' reported significant advantages over teams who find collaboration more difficult. For example, 33% of marketing leaders who find it 'very easy' to collaborate with the wider organization strongly agree their teams' workflow is easy to scale up to increase marketing deliverables, compared to 17% who find collaboration 'very difficult' to 'slightly easy'.

The impact of working in silos



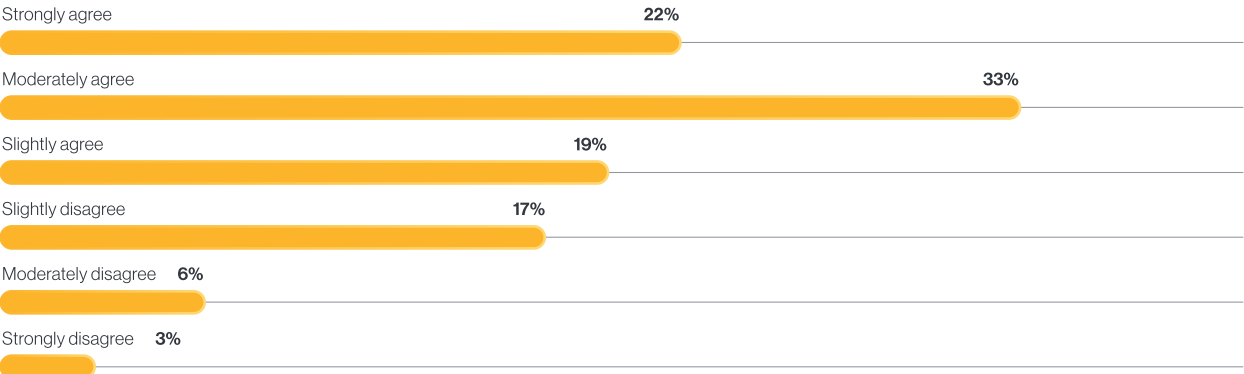
of marketing teams report that their workflow is siloed and has disconnected processes.



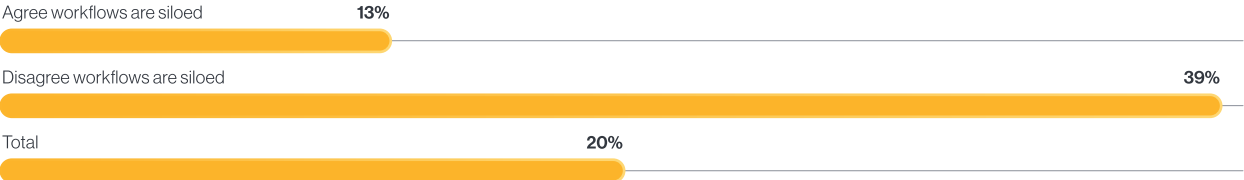
Silo'd teams spend 22% more time on non-core tasks, compared to more connected teams (11 hours vs 9 hours per week).

More than half of marketing leaders surveyed said their workflow is siloed with disconnected processes. Unsurprisingly, this is correlated with negative outcomes, including more time spent on non-core tasks and reduced ability to meet deadlines and fulfill objectives and goals.

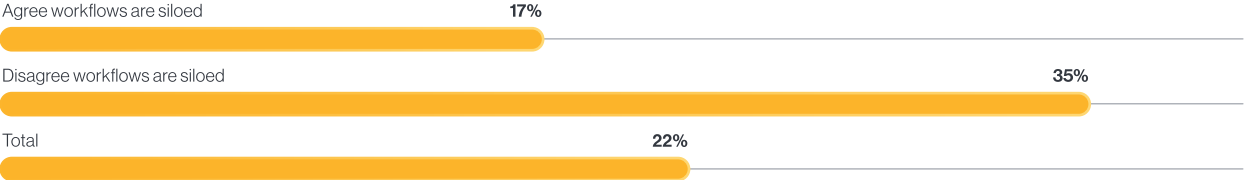
The percentage of marketing leaders who report their workflow for shipping content and campaigns is ‘siloed with disconnected processes’



The percentage of marketing teams who meet their deadlines ‘almost always’



The percentage of marketing teams who meet their objectives and goals ‘almost always’



3. Time sucked into admin work and internal meetings

In Stephanie Hartgrove's previous role as VP of Global Communications at Baker Hughes, one of the world's largest oil and gas companies, she was passionate about being a part of "figuring out how to make energy safer, cleaner, and more efficient for people, for the planet, and for the sake of future generations." When the company made a commitment to achieving net-zero operating emissions by 2050, a lot had to change across the company and its communications. Put simply, Stephanie didn't have time for the hours in meetings and on non-core tasks that, this report shows, marketing leaders face daily.

"We were spending so much of our time on what I call the 'work around the work'. We were meeting about meetings. That left us no time to think strategically or see gaps in our plans," Stephanie told Airtable.



Stephanie Hartgrove, VP of Global Communications at Baker Hughes

Anecdotally, marketers enter their careers fueled by a love of creative problem solving, a knack for storytelling, and a curiosity to stay ahead of the curve when it comes to emerging trends and technology. There is also a strong link between engagement and how employees connect to a company's mission, with research from Gallup finding "67% of millennials are engaged at work when they strongly agree that the mission or purpose of their company makes them feel their job is important".

Our data, however, suggests a daily deficit in inspiring, impactful activities. We asked respondents how they spend their time and, on average, marketing leaders spend **10 hours a week on non-core work** (defined as: administrative work and meetings that don't directly contribute to deliverables and goals) and this increases to **12 hours per week at companies with more than 5,000 employees**. We also found marketing leaders spend an average of 12 hours per week in internal meetings that are not customer facing.



Marketing leaders spend an average of 10 hours per week on non-core tasks. This jumps to 12 hours per week for leaders at companies with more than 5,000 employees.



Is the amount of time marketing leaders spend in internal (not customer-facing) meetings.



'Strongly agree' they have the time they need for creative collaboration.

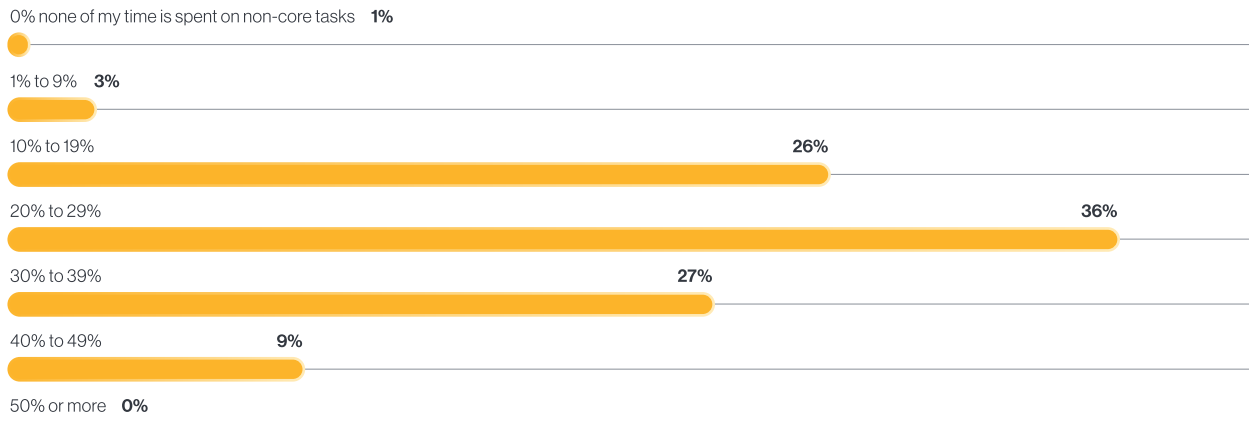


Report that in a typical week they're able to work distraction-free.

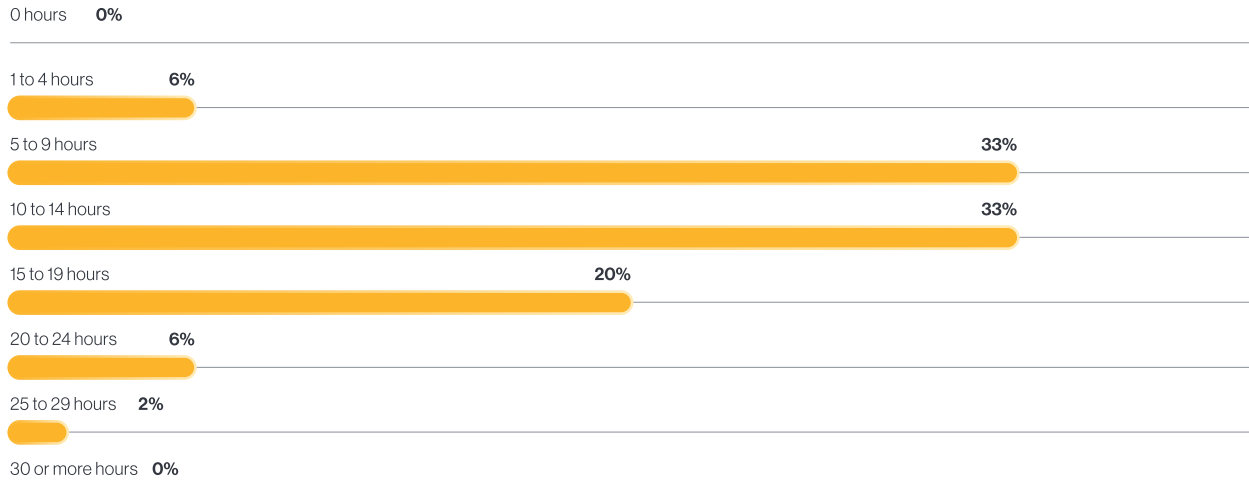


Believe they spend too much time on status checks and updates.

The percentage of the work week marketing leaders spend on non-core tasks (administration, meetings, etc. that don't directly contribute to deliverables or goals)



The number of hours marketing leaders spend in internal meetings (not customer-facing) every week



The average number of hours marketing leaders spend per week on non-core tasks, by company size



The average number of hours marketing leaders spend per week on non-core tasks, by job level



CMOs are paid approximately \$47,900 a year for non-core work

In this study, we defined “non-core work” as administrative work and meetings that don’t directly contribute to deliverables and goals. Considering the average CMO salary is \$175,340 per year in the U.S. (at the time of writing), you would expect the time spent on such work to decline as leaders ascend the ranks. Instead, we saw a slight increase among VP and C-suite level respondents (26.2% and 27.3% of the work week respectively), compared to senior managers and directors (24.9% and 25.4% of their work week). All told, companies are paying their most senior marketers nearly \$50K annually to do work they themselves consider non-essential.

“This meeting could have been an Airtable update”

There is a strong correlation between the number of sources a team must consult to get up-to-date information on marketing activities, and the amount of time that team spends in meetings and on non-core work. The more sources a team has to consult,

the more time they spend on non-core work.

This tracks: If team leaders have to consult multiple sources to understand project statuses, the time wasted in the weeds quickly adds up.

So how did Stephanie change the way her team at Baker Hughes spends their time? She pulled their calendar and deliverables into Airtable, giving her team full visibility across planned activities in real time. This removed the need for redundant check-ins, and gave her team the headspace to rally her team around the company and industry transformation.

Most importantly, Stephanie’s team is now free to do the creative work that made them want to work in communications in the first place. They’re spending more time storytelling, humanizing the Baker Hughes shift toward carbon neutrality and helping customers and employees feel a key part of the global solution.



Section 3

Signals of success.

Now that we've covered the biggest risk factors for marketing teams—what do successful marketing teams have in common? We cross-referenced various identifiers—for example teams who are responsible for revenue, teams who report high workflow efficiency, and teams who use no code—with specific outcomes, including the ability to [achieve goals](#), [meet deadlines](#), and [surpass revenue targets](#). We found:

1. Revenue driving teams are high achievers (and are more likely to prove it)

Marketing teams who are responsible for organizational revenue goals show significant operational improvements, compared to teams who are not aligned with revenue-based outcomes.

These teams use fewer sources of information to keep up to date (9 sources vs. 11 sources). They are more likely to use no code tools than teams who aren't responsible for revenue (83% vs. 69% respectively). And marketing teams with goals tied to revenue are 46% more likely to report efficient workflows, compared to 27% of non-revenue-driving teams.

1. Revenue goals are correlated with more efficient, more engaging, work processes

- Marketing teams that are responsible for revenue goals have more visibility into campaign ROI

2. No code adoption shapes more successful marketing teams

- 59% of respondents who use no code said that the adoption has made them more adaptable to changing business needs

3. Teams who invest in workflow efficiency see greater consistency in driving results

- Teams with 'moderate' to 'very efficient' workflows are over 5x more likely to 'almost always' meet their objectives/goals

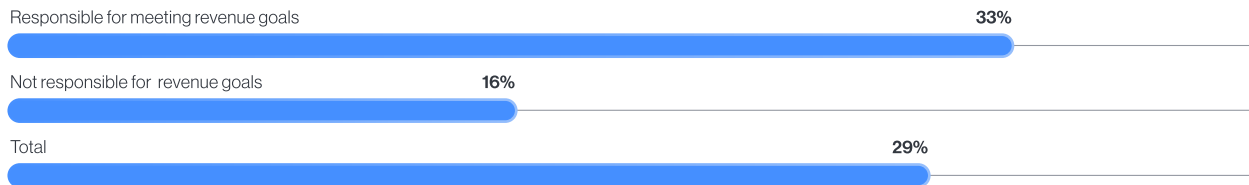
This correlation might be due to pressure—revenue-based targets may force teams into better workflows and operational practices. It could also suggest that when marketing is aligned with company-wide strategic goals, this calls for greater collaboration with the rest of the org, which in turn necessitates clear communication of roles and responsibilities, cross-functional workflows, and reliable sources of data. Or, it may be the other way around—higher-functioning teams are able to put the systems in place to measure and drive ROI.

Revenue-driving teams report better outcomes for employee engagement

From reducing time spent on non-core tasks, to proving the impact and value of their team, marketing leaders targeting revenue goals are more able to unlock factors shown to bolster employee engagement.

- Marketing teams that are responsible for revenue goals spend a smaller proportion of their work week on non-core tasks (24% vs. 31% among teams that are not responsible for revenue goals)
- Marketing teams that are responsible for revenue goals have more visibility into campaign ROI (33% compared to 16% among teams that are not responsible for revenue goals)
- The most common pain points for revenue-focused marketing teams are gaps in skills or expertise; these teams also struggle the least with inefficient workflows and inflexible marketing tools

The percentage of marketing teams with ‘very or moderately high’ visibility into campaign and content ROI



The main factors inhibiting marketing teams’ success.

	Responsible for meeting revenue goals	Not responsible for revenue goals	Total
Lack of alignment with other go-to-market teams	48%	43%	47%
Gap in skills or expertise	52%	29%	48%
Lack of timely data to make strategic decisions	39%	46%	40%
Inflexible/non-user-friendly marketing tools	32%	46%	35%
Insufficient/limited resources (budget, staff)	35%	30%	34%
Insufficient workflows	25%	45%	29%

The takeaway is clear: Teams looking to improve operational efficiency and employee engagement might start by aligning their team to organizational revenue goals—whether it becomes a forcing function to drive better operations, or a way to reduce time spent on non-core work. For teams who already are responsible for revenue goals, leaders might double-down on visibility into metrics, or goal-based prioritization.

2. No code adoption is changing how teams work, leading to better outcomes

Making movies is tough. Just ask Heather Mayer, marketing manager at Panavision, a leading provider of camera equipment that supports the production of movies and screen plays around the world. Heather was spending 20 hours a week researching movie release dates to keep her team on track as deadlines continued to change—especially through the heights of the pandemic.

“You can imagine through 2020 and 2021, movie release dates were changing all the time and it was impossible for a human who is just looking things up on IMDB to keep track,” Heather [told Airtable](#).

Heather is not alone. This report found the average marketing leader spends 10 hours per week on manual, operational tasks, and the ability to build truly custom solutions for very specific needs not only saves time, but can also lead to greater satisfaction and happiness

at work. How did Heather solve this problem? She leveraged no code—a way of working that marketing leaders are increasingly likely to adopt.



Heather Mayer, Marketing Manager at Panavision

The culture you create when you solve your own problems

No code enables greater empowerment and autonomy at the edge of organizations, letting folks solve unique problems in a way that makes sense for their teams—without relying on technical expertise. This report shows that more and more marketing teams are adopting no code technologies and, in doing so, they’re transforming their culture to one of adaptability and agility.

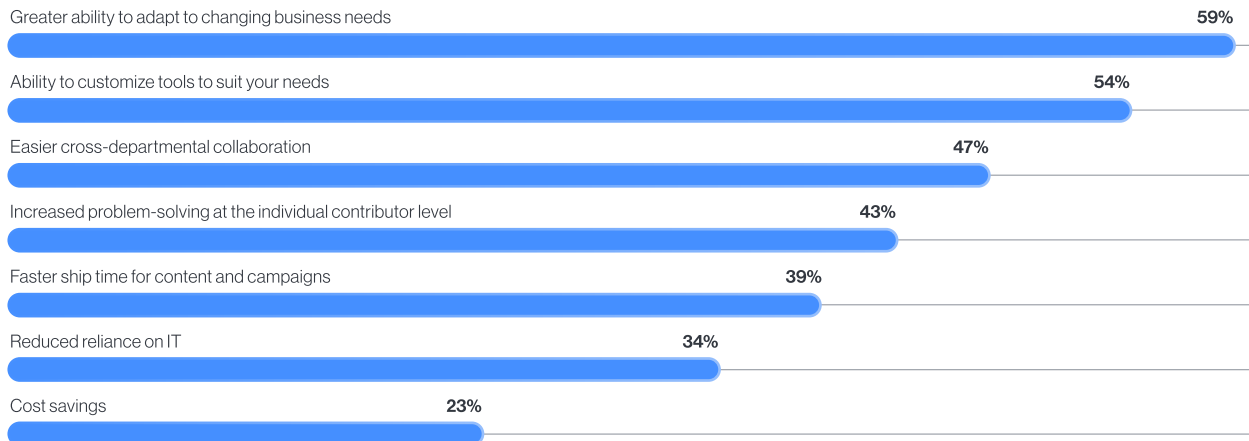
Specifically, 59% of respondents who use no code said that the adoption has made them more adaptable to changing business needs, and 54% cited tool customization, made possible through no code, as a key benefit. Without no code tools, managing ever-changing data points and marketing conditions typically leads to more manual work. With no code, those closest to the work are empowered to build and evolve processes so the organization can quickly adapt to change without breaking stride.

Defining no code for marketers

No code and low code tools enable innovative workers to build workflows, create assets, and analyze data with little or no coding required. The same way that Canva enables anyone to create beautiful designs, Airtable enables marketing teams to connect and automate work.

If you’re new to the concept of no code marketing, discover more about how it benefits employee engagement and how to introduce it at large organizations in this [Airtable blog post](#) featuring Panavision and Scott Brinker.

The benefits marketing teams experience from using no code tools



No code is a trend for a reason

This year's report found **8 in 10 marketing teams** are using no and low code marketing tools currently, and **80% of leaders** expect their teams' use of no code to increase over the next 12 months. As a comparison point, last year's report found 33% of marketers were using no code tools on a regular basis.

"I don't think it's coincidental that marketers are embracing no code right now," Scott Brinker told Airtable. "These technologies allow you to adapt much more quickly to changes in the environment... and those changes do not seem to be slowing down."

With marketers battling increasing workloads and an ever expanding scope of responsibilities, teams need flexible solutions—ones that allow them to build and evolve workflows to keep up with shifting demands. More specifically, teams need to be able to dictate how they work with technology, not the other way around.

But marketing teams using no code report benefits even beyond adaptability and customization. This research found a strong correlation between marketing leaders using no code and those who reported less manual work, more efficient workflows, and the ability to make data driven decisions.

The percentage of marketing work that is done manually



The percentage of marketing leaders who report it's 'slightly, moderately, or very easy' to make real-time, data-driven decisions.



The percentage of marketing leaders who report their workflows are efficient



No code makes tool adoption less painful

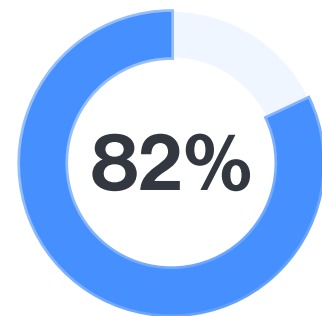
On average, the marketing leaders we polled use 20 marketing tools on a regular basis. This year's report found that marketing leaders added an average of 8 tools to their stacks in the past 8 months, and 82% of marketing leaders expect the number of tools their teams use regularly will increase over the next 12 months.



The number of tools marketing teams use on a regular basis. In 2021, this number was 26.



Number of tools leaders added in the last 12 months.



of leaders expect the number of tools to increase over the next 12 months.

According to the Marketing Technology Landscape, there are 9,932 marketing technology solutions currently available, up 24% from 2020. How organizations navigate this landscape will likely change as inflation continues to rise—we expect teams to consolidate tools to cut costs; choose flexibility over rigid, use-case-specific solutions;

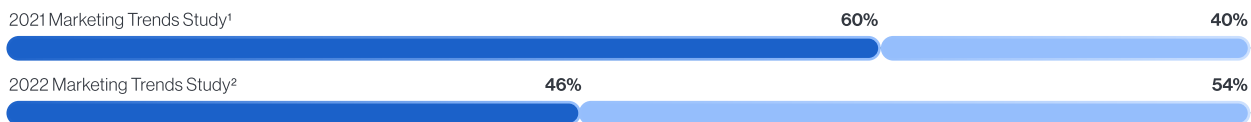
and focus their budgets on iterative growth, rather than huge transformations. What's already changing, however, are the *types* of tools marketing teams are adopting, and how they're connecting data and information across these tools.

In 2021, 60% of leaders reported that the process for keeping data up-to-date between tools was somewhat or completely manual. This year, that number dropped to 46%, and there was a [35% increase in automation usage between 2021 and 2022](#). Most tellingly, teams who automate data synchronization are almost twice as likely to meet their objectives and goals, compared to teams who sync data manually.

This trend is likely correlated with the rise of no code adoption, possibly because the drawbacks teams typically face with tool expansion (duplicated data, more manual work, deeper siloes) are mitigated by the ability to automate and customize workflows—key reported benefits of no code usage.

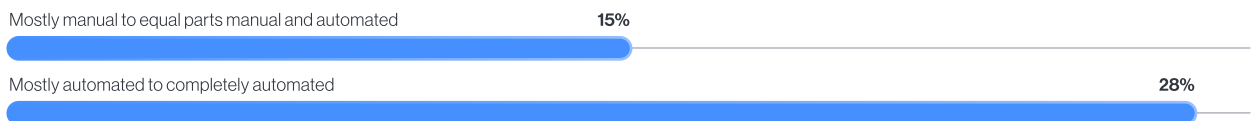
Manual vs. automated: The process for synchronizing data across marketing tools

Completely manual to equal parts manual and automated
 Mostly automated to completely automated



Manual vs. automated: The percentage of marketing teams who meet their objectives/goals ‘almost always’

Process for synchronization of data across marketing tools



To solve the problem, Heather built an automation on Airtable that updates timelines across all Panavision workflows, calendars, and databases whenever a movie release date changes. In doing so, she saved 20+ hours a week, reimagining how her team spends its time—not only to increase productivity, but also to elevate the entire employee experience.



3. Strong workflow efficiency helps teams connect data and surpass goals

Korin Thorig, VP of Creative Operations at West Elm, didn't go into marketing because she's passionate about workflows. She's focused on the bigger picture, asking user-focused questions like: "How does our product make people more comfortable at home?" She found herself up against a major tension in her workday, balancing high-impact work and manual, mundane tasks. So Korin set out to reimagine West Elm's customer experience and transform their content for the digital age.

"But there was one glaring problem. Every single one of [our] images moves across seven different departments, each with their own workflow, before it ever reaches a customer," Korin told [Airtable](#). "Managing this scope of content across photo production, merchandising, warehouse, samples teams, and more required lots of manual work. The data for each photo (the SKU, shot list, including color, dimensions and angles) all lived in a basic

spreadsheet. These teams all work in different physical locations, so the lack of a single source of truth for photo shoot information created a considerable disconnect across teams."



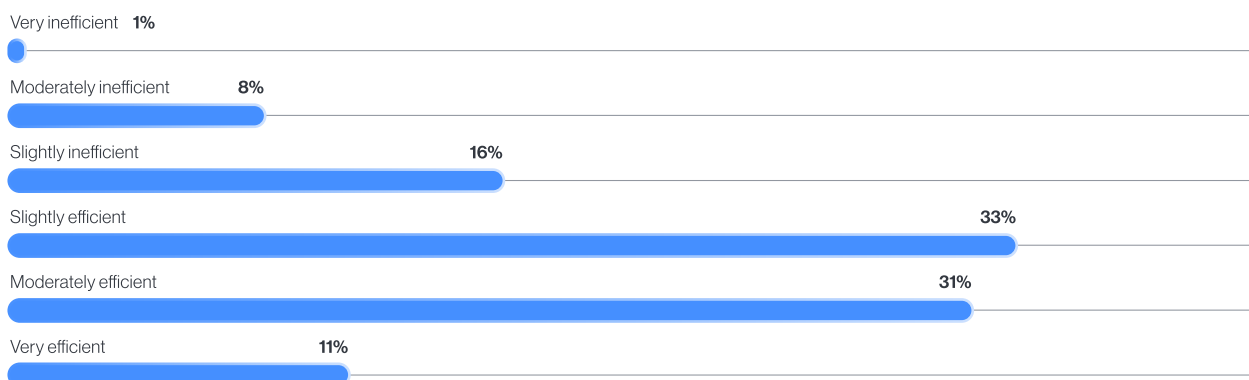
Korin Thorig, VP of Creative Operations at West Elm

This report found that Korin's experience isn't isolated, with only 11% of marketing leaders reporting that their workflow for shipping content and campaigns is 'very efficient', and more than half (51%) of marketing leaders reporting that their teams' workflow for shipping content and campaigns is outdated or tends to be ad-hoc.

The role of workflow efficiency in marketing

A workflow is a repeatable, multi-step process that helps teams meet their goals by activating the right people, with the right information, at the right time, across the right systems. The best workflows give marketing teams the ability to stay aligned yet flexible at the team level—so content, comms, creative, campaigns, and all of marketing can drive shared impact while working the way they want.

How marketing leaders rate their teams' workflows for shipping content and campaigns



Teams investing in workflows experience great results

If you're looking to address deeper team challenges, you might not start with your workflows. But this report suggest that teams who do invest in workflow efficiency also report better outcomes across a range of indicators:

Connecting data

50% of teams with 'very efficient' workflows report connecting marketing data from different sources is 'very easy' (vs. 13% of teams with inefficient workflows), and 38% of teams with very efficient workflows report turning raw marketing data into actionable insights is 'very easy' (vs. 9% of teams with inefficient workflows).

Reaching objectives

Teams with 'moderate' to 'very efficient' workflows are over 5x more likely to 'almost always' meet their objectives/goals (34% vs. 6% of teams with very to slightly inefficient workflows). And they're twice as likely to meet their deadlines.

Exceeding revenue goals

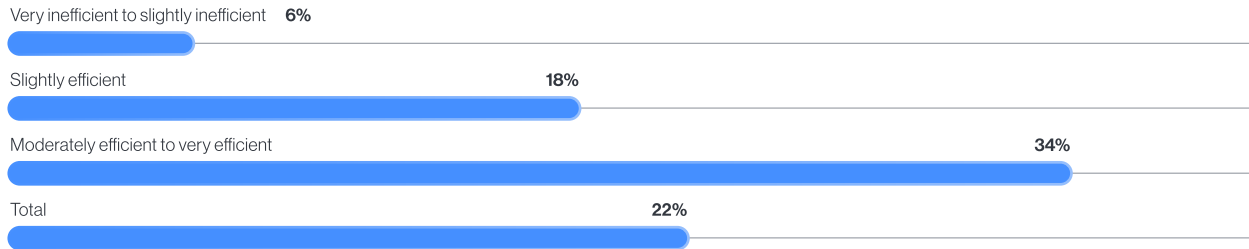
Teams with moderate to very efficient workflows are over 3x more likely to exceed their marketing revenue goal (42% vs. 14% of teams with very to slightly inefficient workflow).

To solve West Elm's inefficiencies, Korin mapped their workflows and automated the most repeatable parts. Every photo and its metadata is automatically uploaded into Airtable, which contains the Stock Keeping Unit (SKU), detailed dimensions, color, angles, and the photography shot list for each image, and connects that information across related workflows and teams.

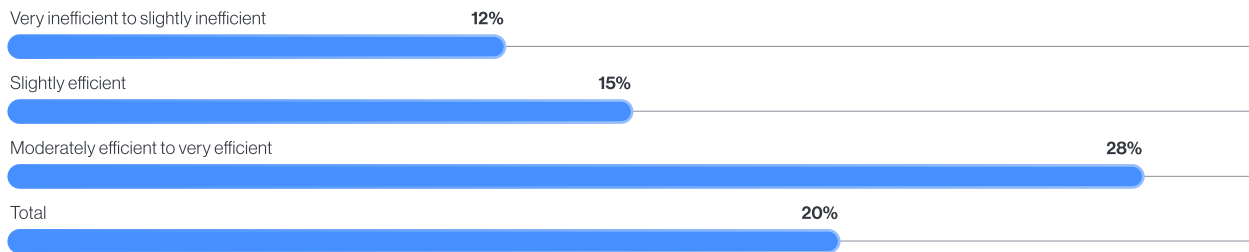
Now, instead of manual data entry, Korin's team spends its time getting creative. By investing in workflow efficiency, West Elm's creative operations team can not only produce more than 1,000 images each week, but they've also connected seven departments, pulled 250 people into true cross-functional collaboration, and saved 85 hours every work week.



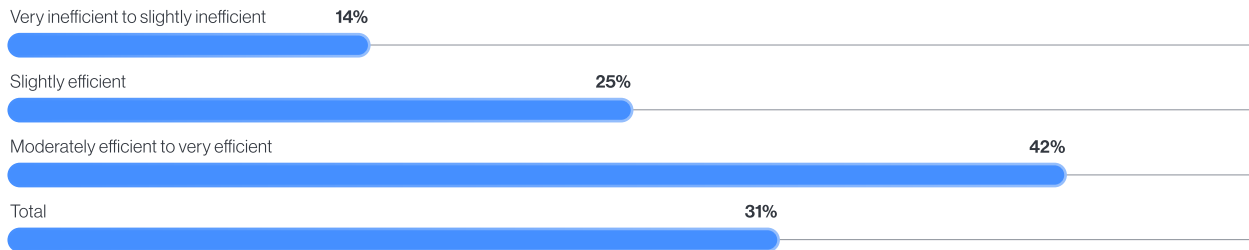
The percentage of marketing teams who meet their objectives/goals 75-100% of the time, cross referenced with workflow efficiency



The percentage of marketing teams who meet their deadlines 75-100% of the time, cross referenced with workflow efficiency



The percentage of marketing teams who exceeded their most recent revenue goal, cross referenced with workflow efficiency



Conclusion

As a marketer today, you might be focused on driving revenue; exploring new channels; and positioning your company in terms of social impact in addition to your value offering. You're likely battling to keep employees engaged, and competing to attract an ever-more-distracted customer. Almost certainly, you're managing a great number of tools, and you've got more data at your fingertips than you know what to do with.

This report shows that you're not alone. So many of us are also struggling to balance the pull of creative work, with the necessity of operationalizing how we 'do marketing'. More than anything, this year's report shows that 'now' is critical—teams are reporting higher stress, greater workloads, and more limited impact than ever before. If this isn't a sign of pending burnout, what is?

The path to success is also becoming clearer. Teams who are aligned with company-wide strategic goals are more likely to have efficient workflows and to produce better outcomes. Marketing teams who are investing in workflow efficiency are much more likely to achieve their goals (and, just as importantly) show how their results contribute to overarching initiatives. And this report shows that more and more marketing teams are adopting no code technologies and, in doing so, they're transforming their culture to one of adaptability and agility.

If you're a marketing leader hoping to motivate your team to strive higher and stretch themselves creatively, it's time to focus not on the work your team is doing, but how your team is achieving that work. Companies like Equinox, West Elm, Baker Hughes, and Panavision are reimagining their teams' workdays, and connecting their marketers' time and energy. The results that come from this effort extend far beyond the work itself.

Methodology

The study includes 300 respondents who are ‘senior manager’ and above in their marketing department.

Company size and marketing department size

Company size

500 to 999	29%
1,000 to 4,999	35%
5,000 to 9,999	24%
10,000 to 24,999	7%
25,000+	5%
Total	100%

Marketing department size

1 to 9	1%
10 to 19	3%
20 to 49	11%
50 to 99	23%
100 to 199	30%
200 to 299	14%
300 to 399	8%
400 to 499	4%
500 or more	6%
Total	100%

Primary responsibility in marketing

Primary responsibility

Marketing operations	19%	Market research	3%
Corporate marketing and communications	13%	Demand/lead generation	2%
Brand management	11%	SEO/SEM	2%
Product marketing	10%	Creative	2%
Social media or influencer marketing	7%	Program management and execution	2%
Event planning	6%	Analytics	2%
Advertising	6%	Strategy	2%
Executive management	4%	Website management	1%
Channel management	4%	Other	0%
Content production and editorial	4%	Total	100%

Age and job level

Age

25 to 40	43%
41 to 56	51%
57 to 75	6%
Total	100%

Job level

Senior Manager	19%
Director	37%
VP or General Manager	30%
Executive or C-level	14%
Total	100%

Industry

Industry

Retail and eCommerce	21%	Education	4%	Agriculture	2%
Consumer Goods and Services	11%	Chemical	4%	Mining and Extraction	0%
Manufacturing	10%	Healthcare and Life Sciences	4%	Wholesale	0%
Financial Services and Insurance	7%	Technology (Hardware, Software)	4%	Government and Public Sector	0%
Telecommunications	6%	Transportation	4%	Nonprofit	0%
Automotive	5%	Professional and Technical Services	3%	Other	0%
Media, Entertainment and Publishing	5%	Travel and Hospitality	3%	Total	100%
Construction	5%	Utilities and Energy	3%		

About Airtable

Airtable enables teams to build workflows that modernize their business processes.

More than 300,000 organizations, including more than half of the Fortune 1000, use Airtable's visual, flexible tools to customize workflows that meet their exact needs, whether they're creating blockbuster movies, designing running shoes, distributing life-saving vaccines, or anything in between.

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