



THE STATE OF MARKETING WORK

PRESENTED BY WORKFRONT AND CONDUCTED BY HARRIS POLL | 2015



ABOUT THE REPORT

The survey was conducted online from July 6-24, 2015 among 617 U.S. adults aged 18 years and older, employed full-time or part-time, who work at a company with 500 or more employees and who work on a computer and collaborate with other people. Survey participants are referred to as “office workers.”

The total sample of 617 office workers includes 207 office workers who work in a marketing department, referred to as “marketers,” and 410 office workers who work in other departments, referred to as “others.”

The general report, “The State of Enterprise Work Report,” can be viewed in its entirety at: <http://www.workfront.com/stateofwork2015>

Send any inquiries to Workfront at: info@workfront.com

EXECUTIVE SUMMARY

In your hands you hold the marketing results of our 2015 study on the State of Enterprise Work, an annual report on how work is managed and what employees are concerned with in enterprises, which this study defines as companies with 500 employees or more.

As marketing teams—and the enterprises around them—grow, so do the demands on marketers in terms of productivity and communication. Too often, this pushes existing tools, processes, and schedules to the breaking point. Gaining a vantage point into what is actually happening on marketing teams becomes nearly impossible. Without visibility, conflict and misperceptions flourish, team workloads become unbalanced, and marketers work increasingly longer hours.

In this report, you'll find that marketers consider themselves productive, but they also work regularly beyond standard business hours. You'll also find glimpses into their perceptions of each other and the things that keep them from getting more work done. For example:

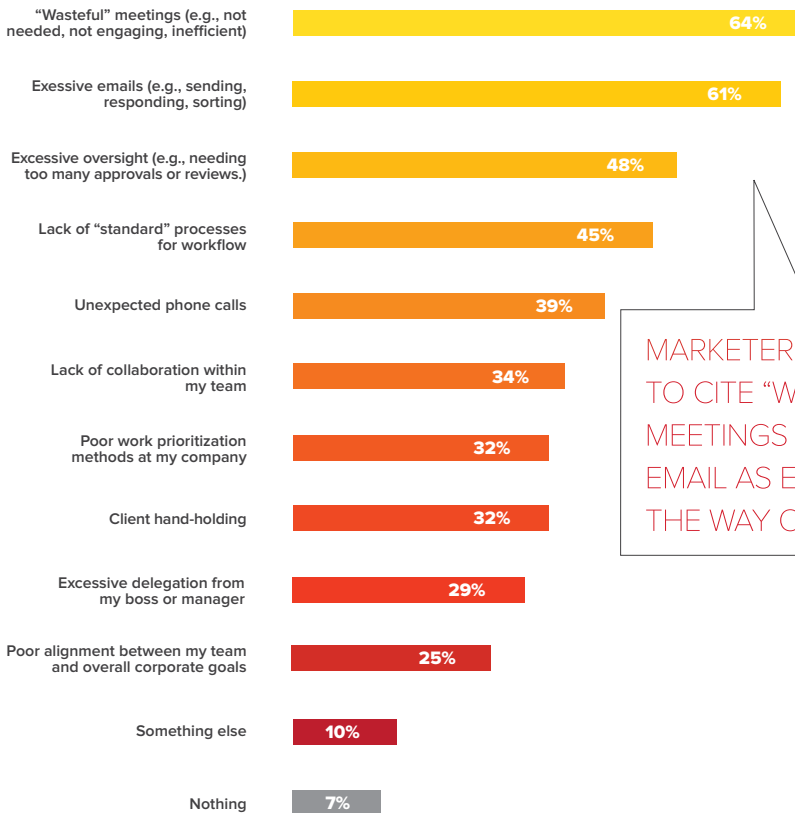
- Marketers spend 36% of their week on their primary job duties, thanks to time spent in email (16%), meetings (both useful and wasteful - 21%), and other distractions and activities (27%).
- Nearly 9 in 10 marketers (89%) log in to work/work email outside of standard business hours during a typical work week; 56% do this every day.
- For nearly 2 in 5 marketers, lack of communication/miscommunication is the most common source of conflict with other departments/groups/teams (36%).

We hope this report proves helpful for marketing leaders looking to build more productive, effective teams.

INEFFICIENCY EDGES OUT REAL WORK

For marketers, “wasteful” meetings and excessive emails tower over all barriers to getting work done. Take a look at how much of marketers’ time is left for their primary job duties, and it becomes clear how large of an impact these barriers have. Is it possible that marketers are so preoccupied with inefficient practices that they are unable to get to their real work?

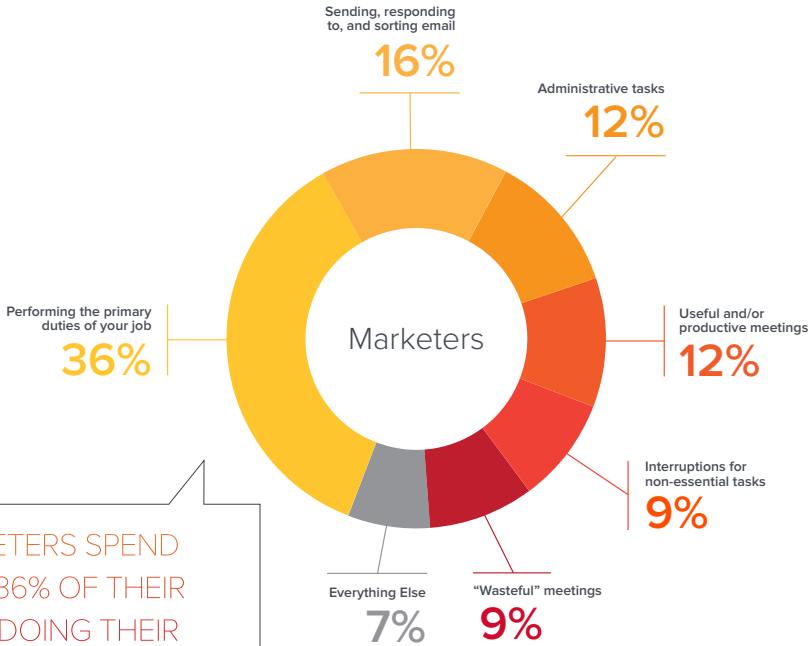
QUESTION: Which of the following, if any, ever get in the way of your work? Please select all that apply.



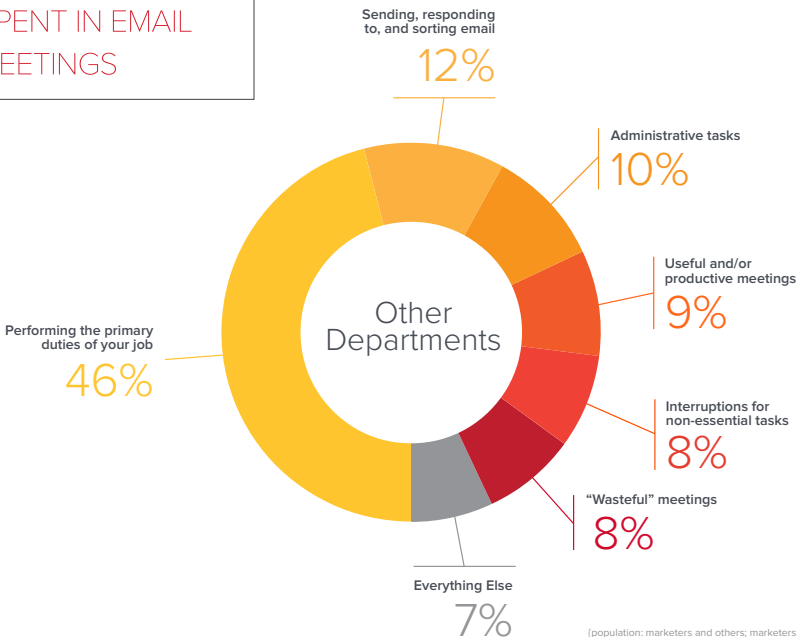
MARKETERS ARE MOST LIKELY TO CITE “WASTEFUL” MEETINGS AND EXCESSIVE EMAIL AS EVER GETTING IN THE WAY OF WORK

[population: marketers; base size: 207]

QUESTION: Please give a “best guess” estimate for what percentage of your work week is taken up by each of the following.



MARKETERS SPEND ONLY 36% OF THEIR WEEK DOING THEIR PRIMARY JOB DUTIES, THANKS IN PART TO TIME SPENT IN EMAIL AND MEETINGS



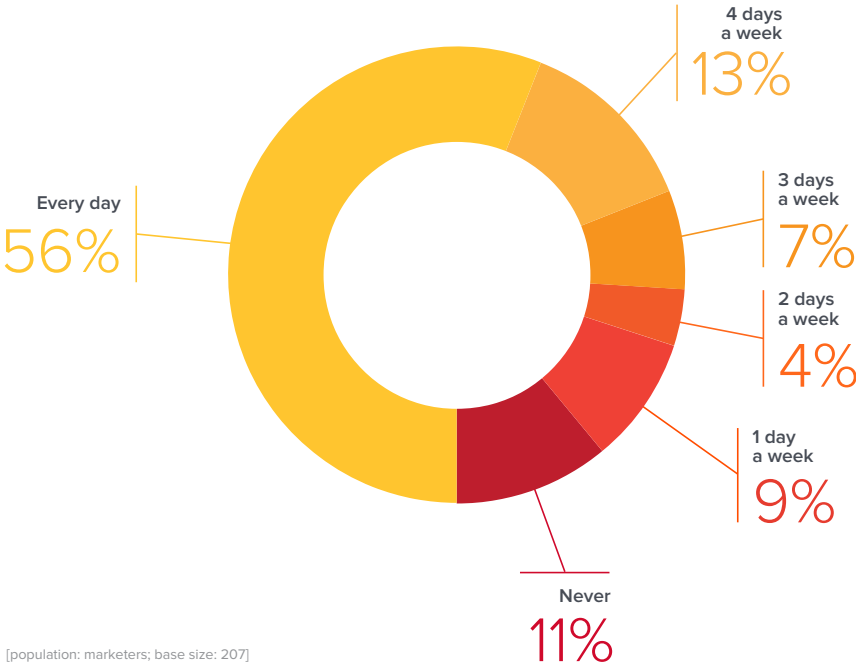
[population: marketers and others; marketers base size=207; others base size=410]

MARKETERS' WORK HOURS

NON-STANDARD HOURS THE NEW STANDARD

The typical nine-to-five, 40-hour work week, it seems, is no longer sufficient for marketers. To get ahead of work, get all of their work done, work with teams in other time zones, or just meet company expectations, marketers are turning to logging in outside of standard hours in high numbers. In this struggle for more hours, the lunch hour is no longer an hour for most and marketers are not above delaying a restroom break for the sake of productivity.

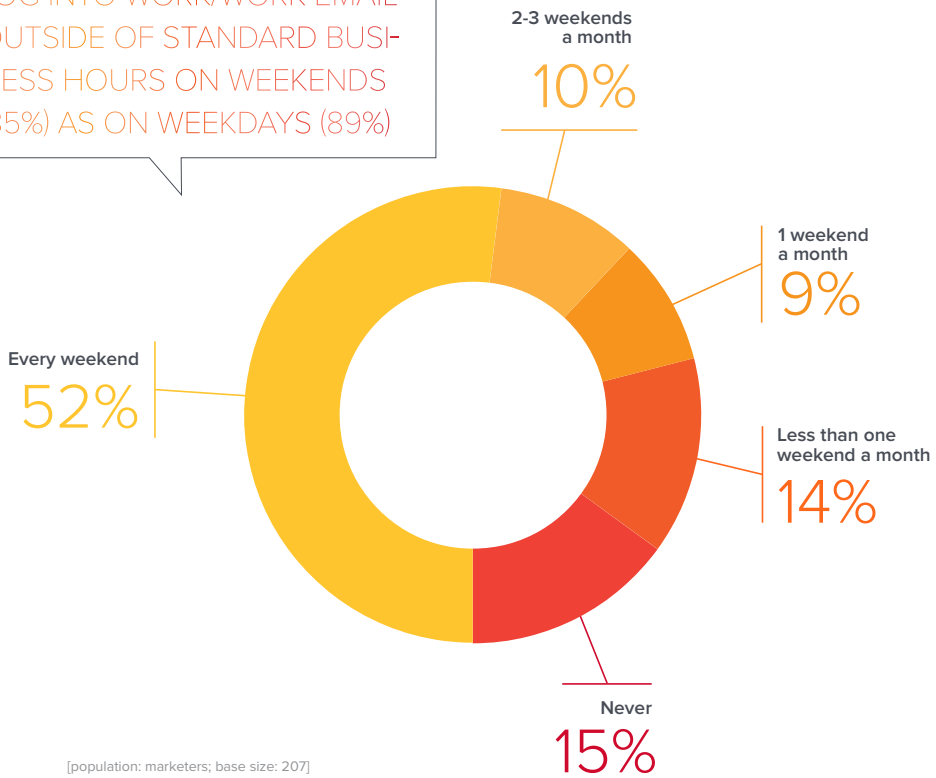
QUESTION: During a typical work week, how often do you log into work/work email before or after standard business hours? This can be from the office, home, or another location.



NEARLY 9 IN 10 MARKETERS (89%) LOG IN OUTSIDE OF STANDARD BUSINESS HOURS DURING A TYPICAL WORK WEEK, MOST EVERY DAY (56%)

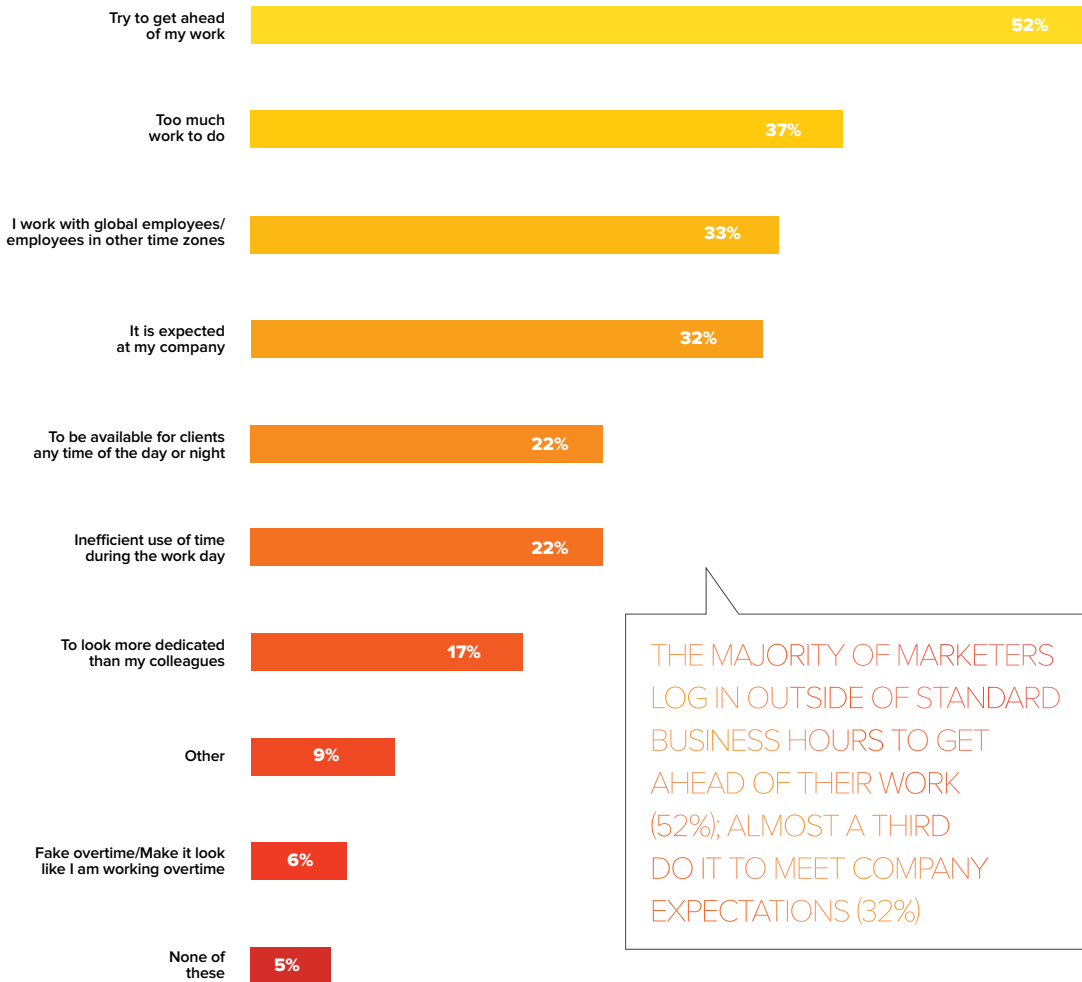
QUESTION: How often do you log into work/work email on the weekend? This can be from the office, home, or another location.

NEARLY AS MANY MARKETERS LOG INTO WORK/WORK EMAIL OUTSIDE OF STANDARD BUSINESS HOURS ON WEEKENDS (85%) AS ON WEEKDAYS (89%)



[population: marketers; base size: 207]

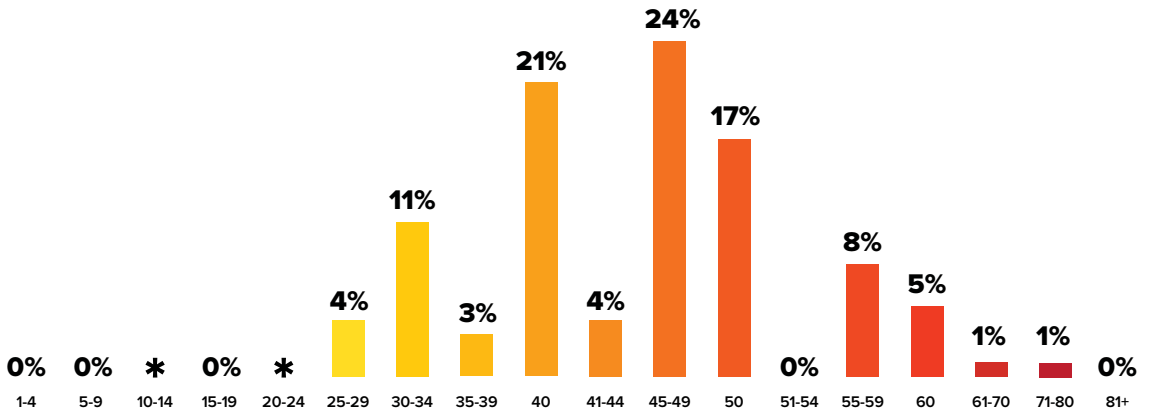
QUESTION: What are the reasons why you work outside standard business hours? Select all that apply.



THE MAJORITY OF MARKETERS LOG IN OUTSIDE OF STANDARD BUSINESS HOURS TO GET AHEAD OF THEIR WORK (52%); ALMOST A THIRD DO IT TO MEET COMPANY EXPECTATIONS (32%)

[population: marketers who work outside standard business hours; base size: 189]

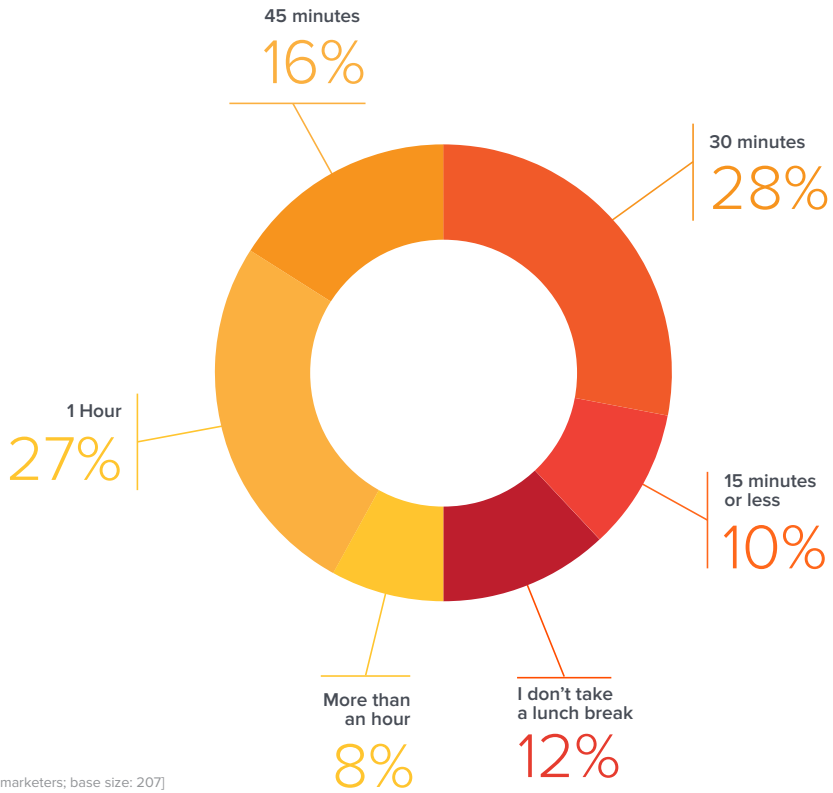
QUESTION: Overall, how many hours do you work in a typical week?



[population: marketers; base size: 207] *equals less than 1%

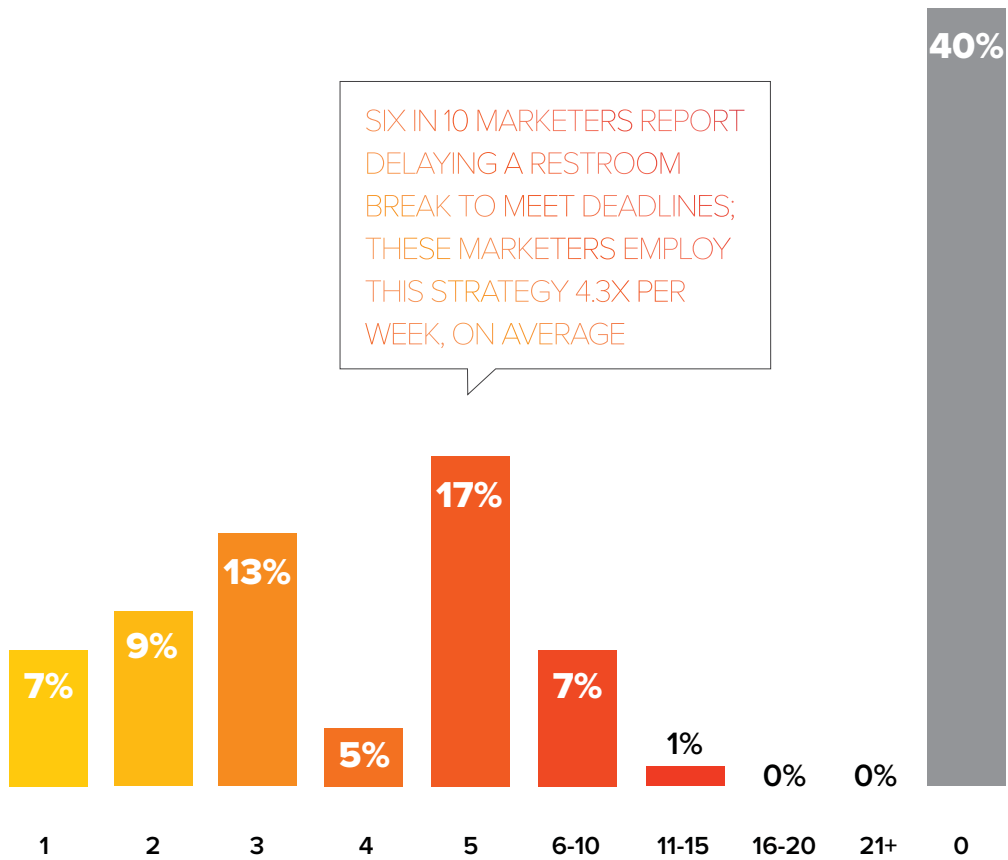
FOR FULL-TIME WORKERS, THE MEAN HOURS WORKED PER WEEK IS 44.3 HOURS

QUESTION: How much time do you typically take for lunch?



[population: marketers; base size: 207]

QUESTION: How many times in the last week have you delayed going to the restroom to meet a deadline?

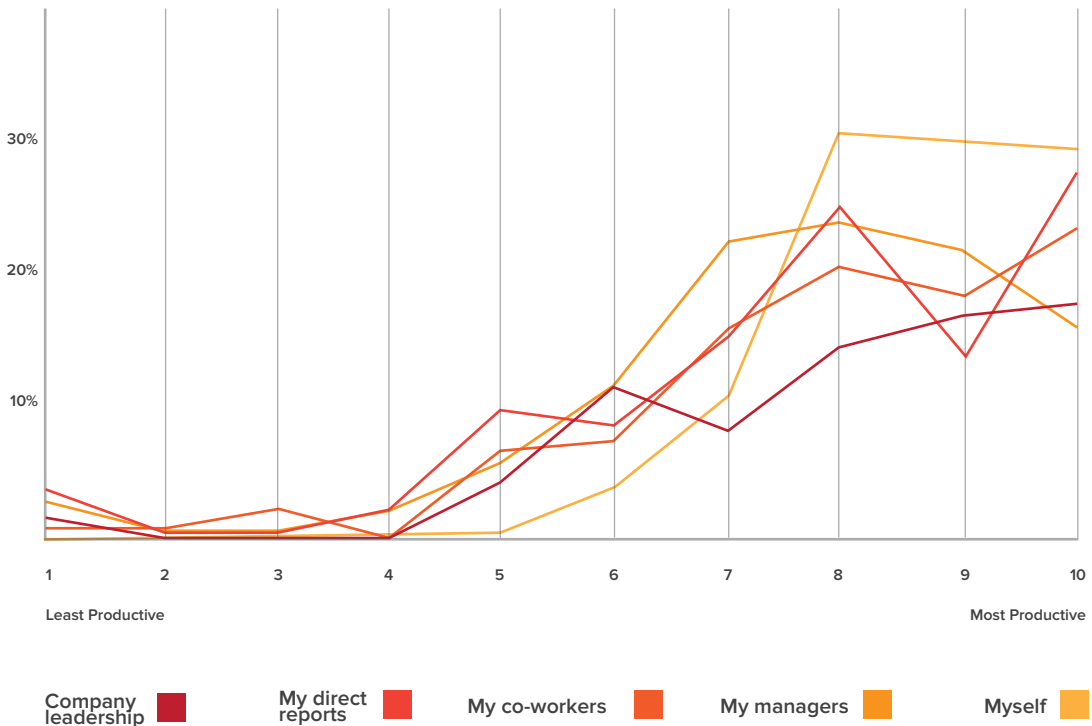


[population: marketers; base size: 207]

THE PERCEPTION OF PRODUCTIVITY

Ask marketers to rate themselves, their bosses, their co-workers, and their direct reports in terms of productivity, and it becomes clear how individual perceptions can cloud the issue. In terms of tools that are perceived as improving productivity, email and the ability to access information from anywhere top the list; project management software and mobile devices are close runners-up.

QUESTION: Which of the following, if any, ever get in the way of your work? Please select all that apply.

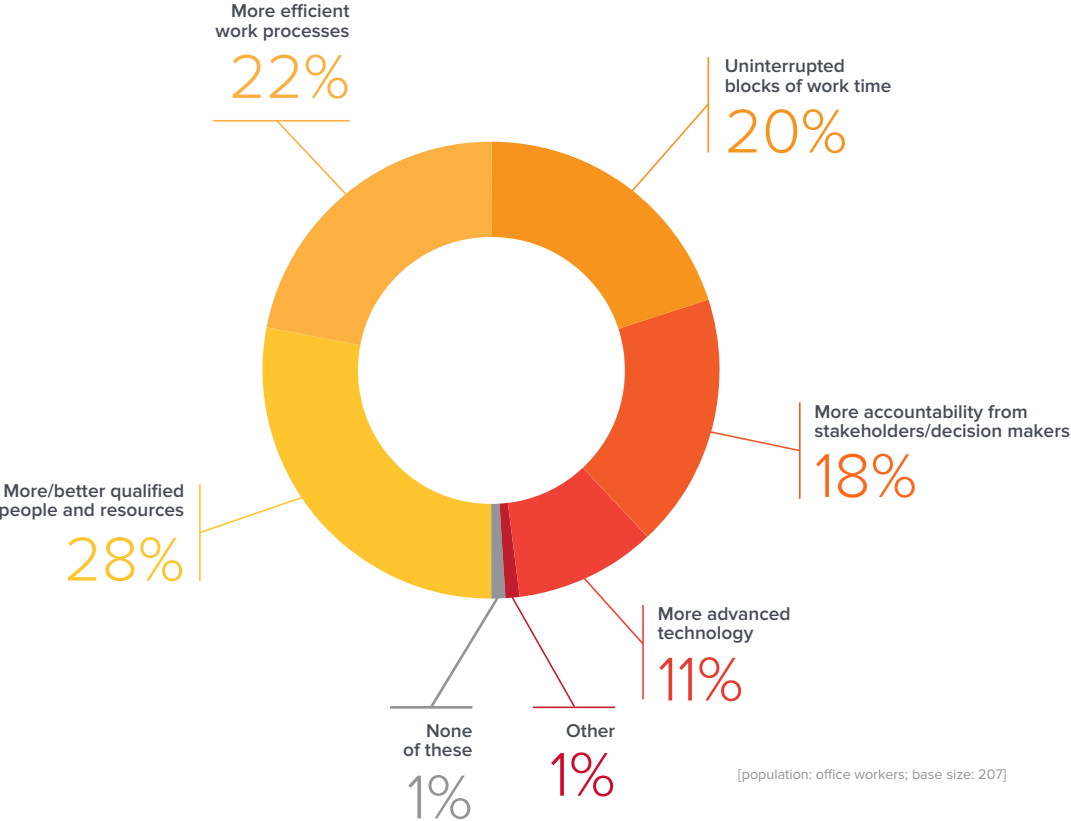


[population: marketers; base size: 207]

[not applicable responses are not shown]

YES, MARKETERS RATE THEMSELVES HIGHEST IN PRODUCTIVITY, BUT THEY'RE ALSO LIKELY TO GIVE CREDIT TO THEIR MANAGERS

QUESTION: Which one of the following would do the most to improve your work productivity?



QUESTION: What is the impact of each of the following on your productivity?



[population: office workers; base size: 207]

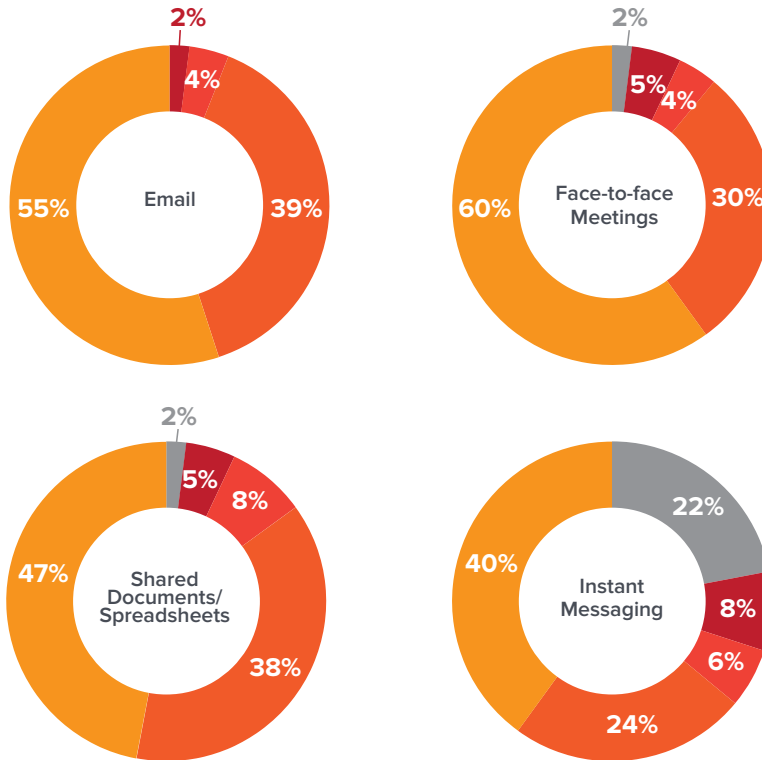


THE MAJORITY OF MARKETERS SAY PROJECT MANAGEMENT SOFTWARE AND MOBILE DEVICES POSITIVELY IMPACT PRODUCTIVITY

OLD HABITS ARE HARD TO BREAK

Interestingly, although most marketers cite excessive emails and “wasteful” meetings as the two biggest obstacles to their work, both email and meetings were rated highest in terms of communication effectiveness. Also, adoption of instant messaging trails noticeably far behind that of email, meetings, and shared files.

QUESTION: Overall, how effective or ineffective do you think each of these types of communication is at your company?



[population: office workers; base size: 207]

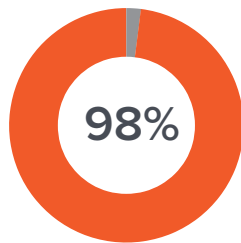


DESPITE EMAIL BEING LISTED AS A SOMEWHAT OR VERY EFFECTIVE TYPE OF COMMUNICATION, EXCESSIVE EMAILS ARE RATED AS THE SECOND MOST COMMON BARRIER TO GETTING WORK DONE.

THE PRICE OF CONFLICT

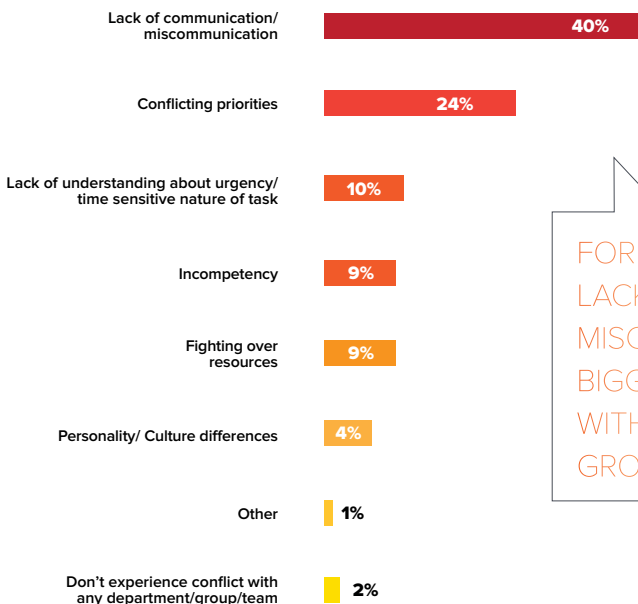
Very few marketers seem to dodge the proverbial bullet of workplace conflict. The most prominent cause of conflict is lack of communication/miscommunication. Lost productivity, more than any other consequence, seems to be the price that most marketing teams pay for this conflict. It's worth noting that all of the top sources of conflict are not personal or cultural in nature, but appear to be based on failures to provide adequate structure or communication between marketers and the teams with which they interact.

QUESTION: Which of the following is the most common source of conflict with other departments/groups/teams?



experience conflict

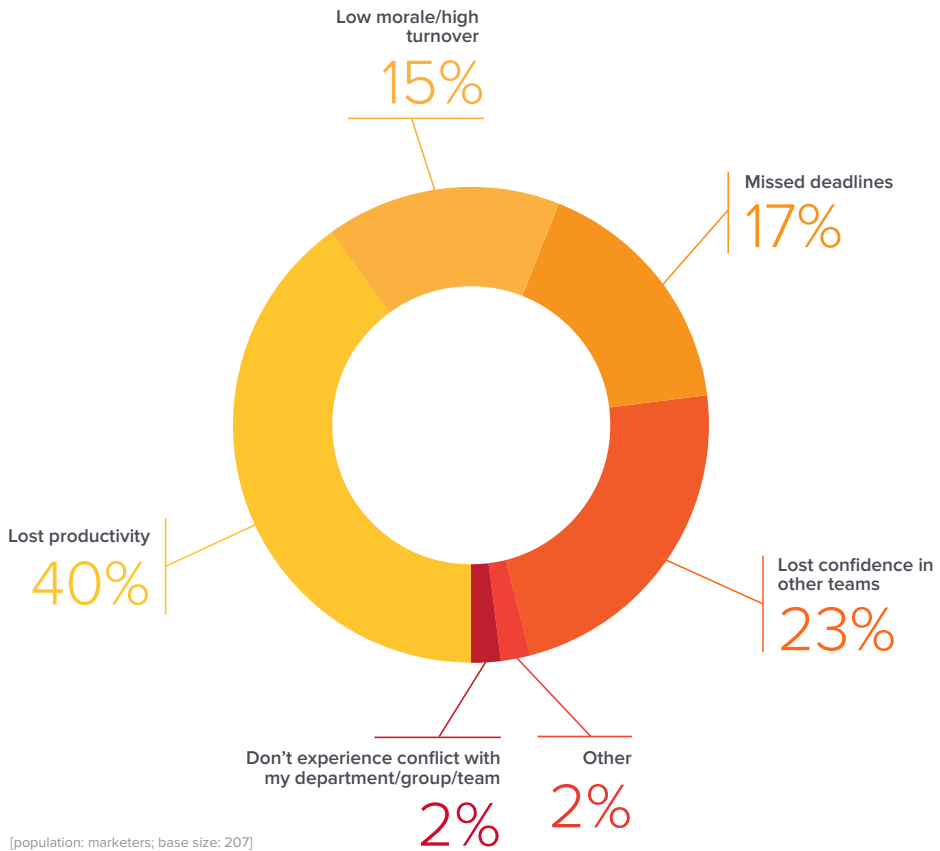
ONLY 2% OF
MARKETERS SAY THEY
DON'T EXPERIENCE
CONFLICT WITH ANY
DEPARTMENT/GROUP/
TEAM AT WORK



FOR 2 IN 5 MARKETERS,
LACK OF COMMUNICATION/
MISCOMMUNICATION IS THE
BIGGEST CAUSE OF CONFLICT
WITH OTHER DEPARTMENTS/
GROUPS/TEAMS

[population: marketers; base size: 207]

QUESTION: What is the most common consequence of conflict between your department/
group/team and others, meaning the one you most frequently encounter?

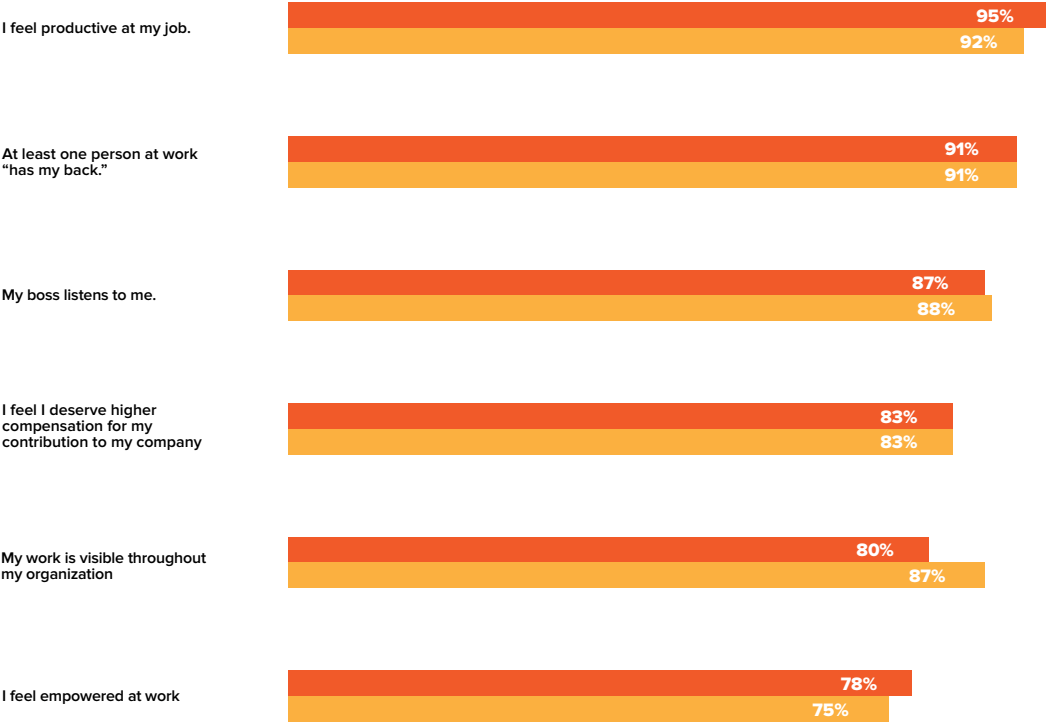


APPRECIATION FOR MARKETERS

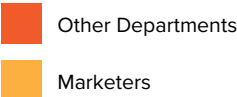
MARKETERS FEELING OPTIMISTIC

Despite challenges at work, marketers report a general sense of optimism. The vast majority of them report feeling productive, supported, and heard by their superiors. They also report feeling under-compensated for their contributions.

QUESTION: How strongly do you agree or disagree with each of the following statements?



[population: marketers and others; base sizes; marketers=207, others=410]



MARKETERS ARE MORE LIKELY THAN OTHER OFFICE WORKERS TO FEEL THEIR WORK IS VISIBLE THROUGHOUT THEIR ORGANIZATION

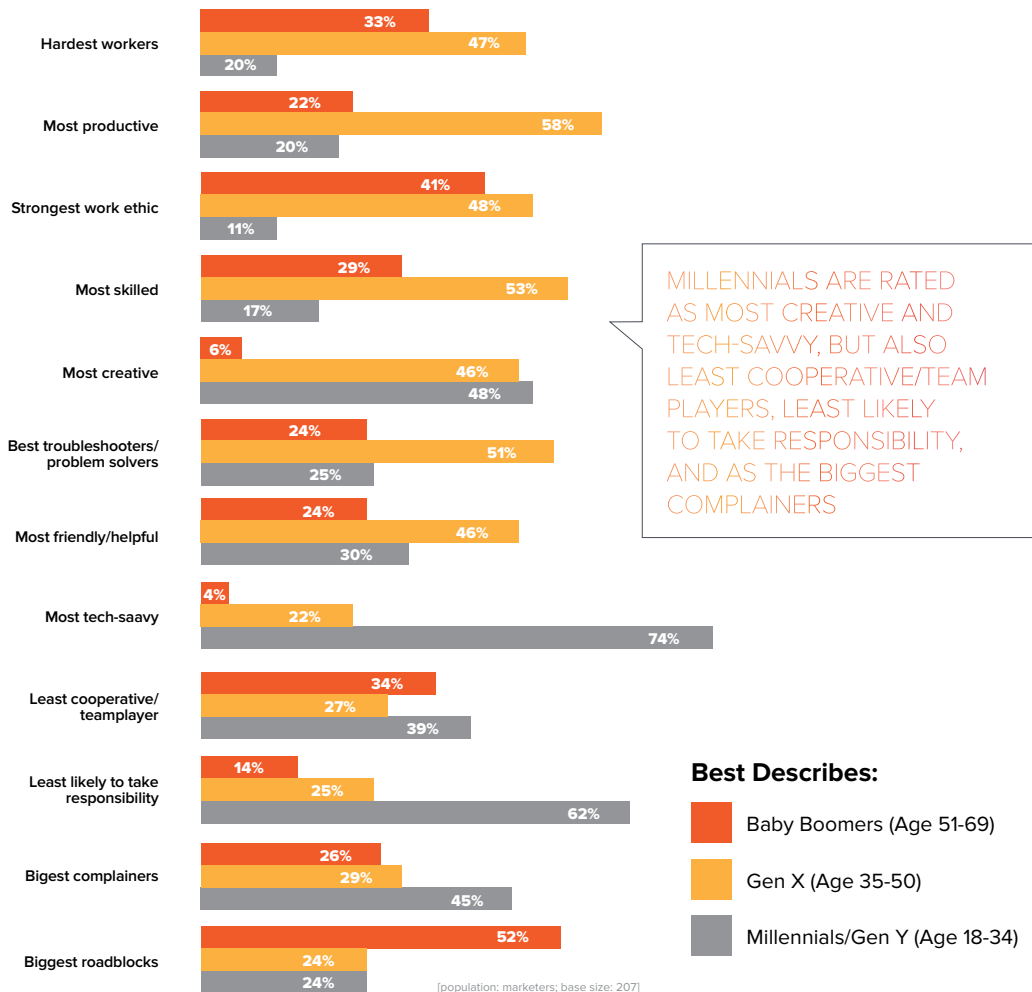
GENERATIONAL DIFFERENCES AMONG MARKETERS

THE GREATEST GENERATION?

How marketers view each other varies widely according to the generation to which they belong. Asked to associate certain traits to Baby Boomers, Gen X-ers, or Millennials, respondents identify Millennials as creative and tech-savvy, but also high in complaining. Baby Boomers are identified negatively with being roadblocks. Generation X fare the best, being associated with productivity, work ethic, skill, and troubleshooting/problem-solving.

QUESTION: Thinking about the employees at your company, which generation of workers does each characteristic most describe?

GEN-X SEEMS THE MOST REVERED: RATED HIGHEST FOR WORK ETHIC, HARD WORK, PRODUCTIVITY, SKILL, TROUBLESHOOTING/PROBLEM-SOLVING, AND FRIENDLINESS/HELPLESSNESS






Meet Workfront

Workfront is a cloud-based Enterprise Work Management solution that helps IT departments, marketing service groups, and other enterprise teams conquer the problems associated with traditional project management. It provides a single system of truth that eliminates work chaos, provides global visibility, and increases productivity. Workfront offers a complete adoptable solution—powerful enough for technical users, intuitive enough for business stakeholders, and flexible enough to support Agile, Waterfall, or a mix of the two. It works in the same ways you do.

To learn more about Workfront Enterprise Work Management for IT, Marketing, and other teams, and how it can increase enterprise productivity, please contact us at the following:

 workfront.com

 + 1.866.441.0001

 + 44 (0)845 5083771

ABOUT THE HARRIS POLL

Over the last 5 decades, Harris Polls have become media staples. With comprehensive experience and precise technique in public opinion polling, along with a proven track record of uncovering consumers' motivations and behaviors, The Harris Poll has gained strong brand recognition around the world. The Harris Poll offers a diverse portfolio of proprietary client solutions to transform relevant insights into actionable foresight for a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer packaged goods. Contact us for more information. harrispollonline.com

