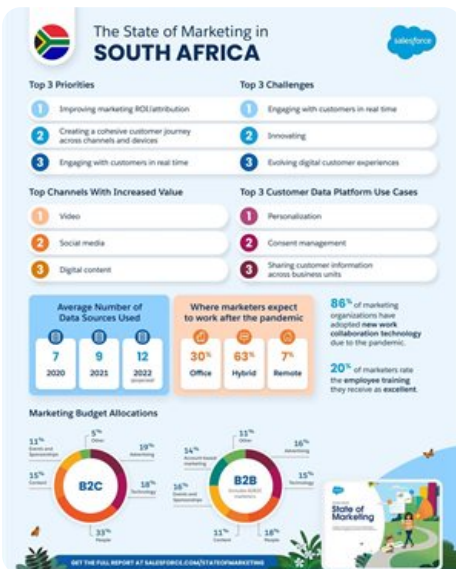


# SA marketers upbeat, embracing digital during work-from anywhere era

South African marketers remain optimistic about their organisations' futures despite unprecedented change and challenges over the recent past. This is according to the latest *Salesforce State of Marketing* report, which also reveals significant investment in the tools, technologies and channels that have become indispensable in the market-from-anywhere era.



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Global CRM company Salesforce released the seventh edition of its *State of Marketing* report today, which is based on a survey of over 8,200 marketing leaders across 37 countries and six continents, including 30 from South Africa.

According to the research, 42% of South African marketers expect revenue growth at their organisations over the next 12 to 18 months, and 52% say their work provides greater value than it did a year ago.

Challenges are afoot, though, with 66% of South African marketers agreeing that customer expectations are more difficult to meet than they were a year ago. To adapt, marketers are leaning into the digital transformations they had initiated prior to the pandemic. In fact, 93% of South African marketers say the pandemic changed their digital engagement strategy, and 90% say it changed their marketing channel mix.

“Over the course of a little more than a year, marketers in South Africa have navigated changes in customer behaviour that normally occur over years,” said Robbie Kearns, senior regional vice president, Salesforce. “The insights in this year’s *State of Marketing* report provide a good benchmark for what’s changed, what’s consistent, and where the art and science of marketing goes from here.”



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**Key SA insights**

Key insights and trends revealed in the report include the following:

- **As customers go digital, marketing steps up:** Marketers are accelerating their digital transformations. Video is the marketing channel that increased in value the most in South Africa during the pandemic.
- **Collaboration drives the market from anywhere era:** No longer tied to offices, a distributed workforce is reevaluating how they engage not only customers, but each other. Eighty-four percent of South African marketing organisations are adopting new policies around remote work.
- **Marketing is spelled D-A-T-A:** Managing data is becoming more complex as sources multiply. South African marketers expect a 33% increase in the number of data sources they use between 2021 and 2022.
- **Metrics and KPIs continue to evolve:** As their work becomes more strategic and valuable for the business at large, marketers are reevaluating what success looks like. Eighty-five percent of South African CMOs align their KPIs with the CEOs.

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