



Meridian West

2018: What lies ahead for professional marketers?

Marketing Leaders Benchmark
Alastair Beddow, Meridian West

Today's agenda

Three topics shaping the future for marketing and BD professionals



**2018:
opportunities
and challenges
ahead**



**Technology,
automation and
artificial
intelligence**



**Tomorrow's
professionals
today: skills
and capabilities**



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opportunities
and challenges
ahead**



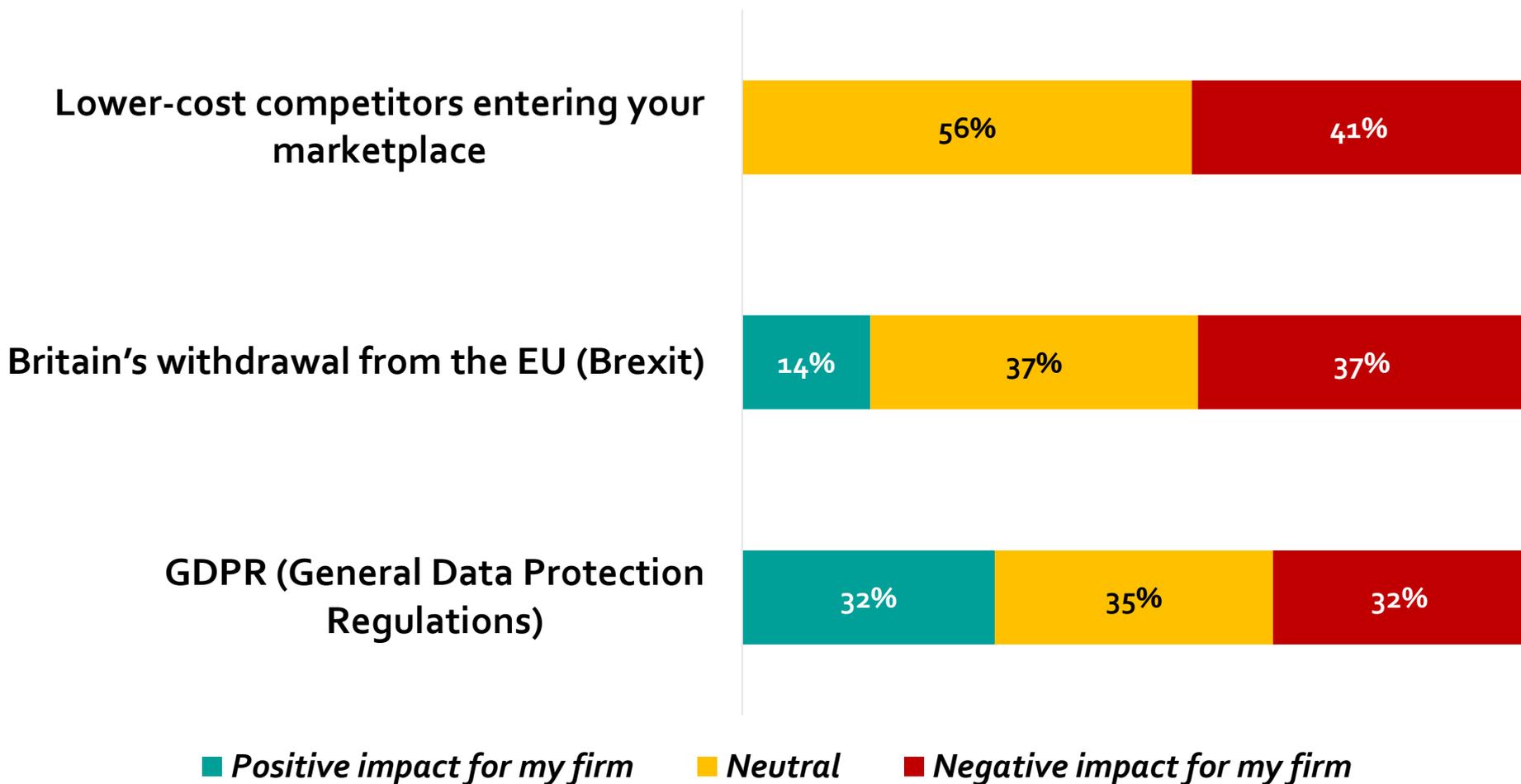
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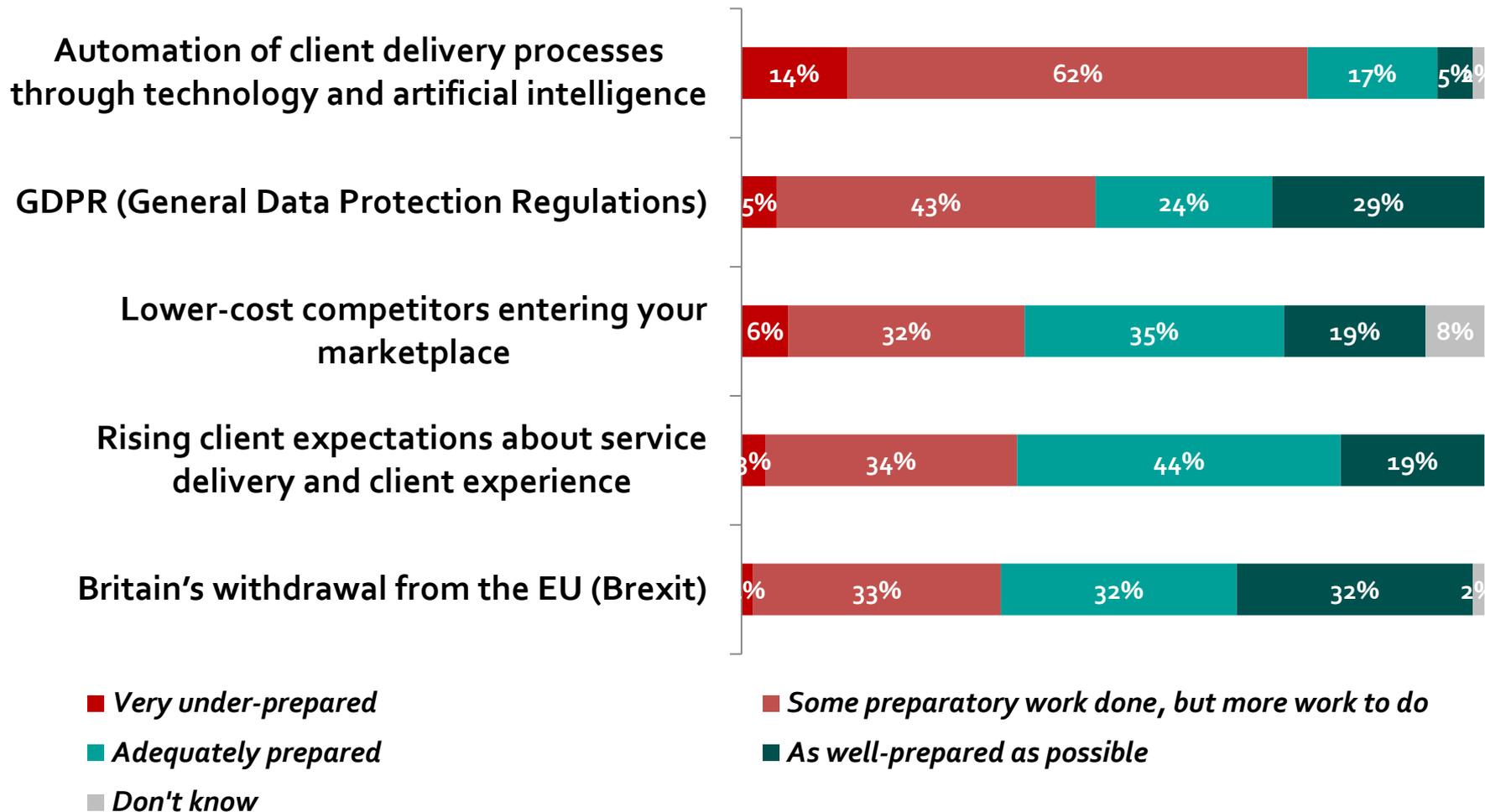
2018: Marketers concerns are dominated by three issues

Competition, Brexit and GDPR



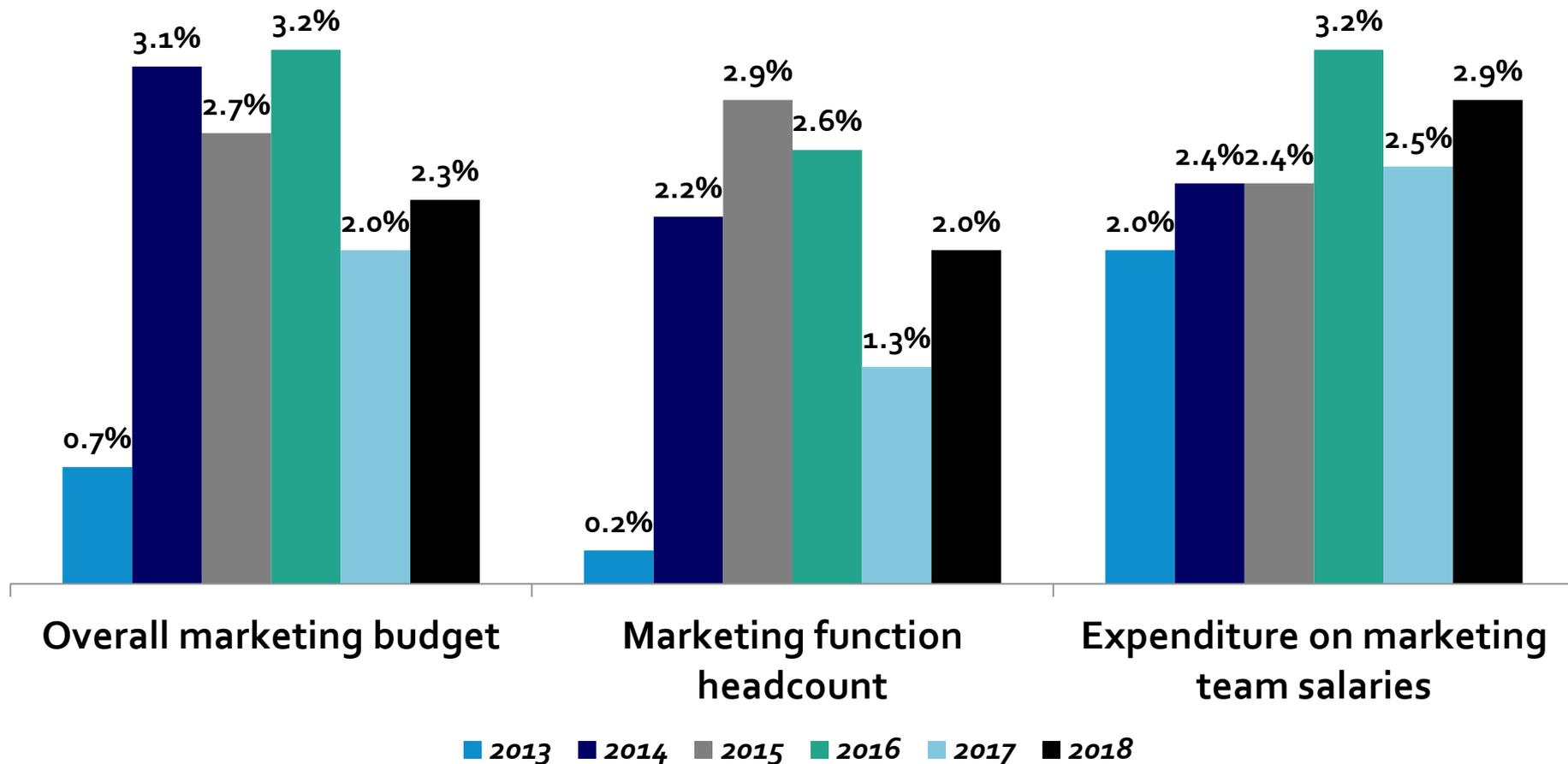
2018: Senior marketers feel under-prepared to address challenges

76% not prepared to address impact of automation and AI



2018: Increase in budget and headcount greater than in 2017

Expected average increase in marketing and BD budget of 2.3%

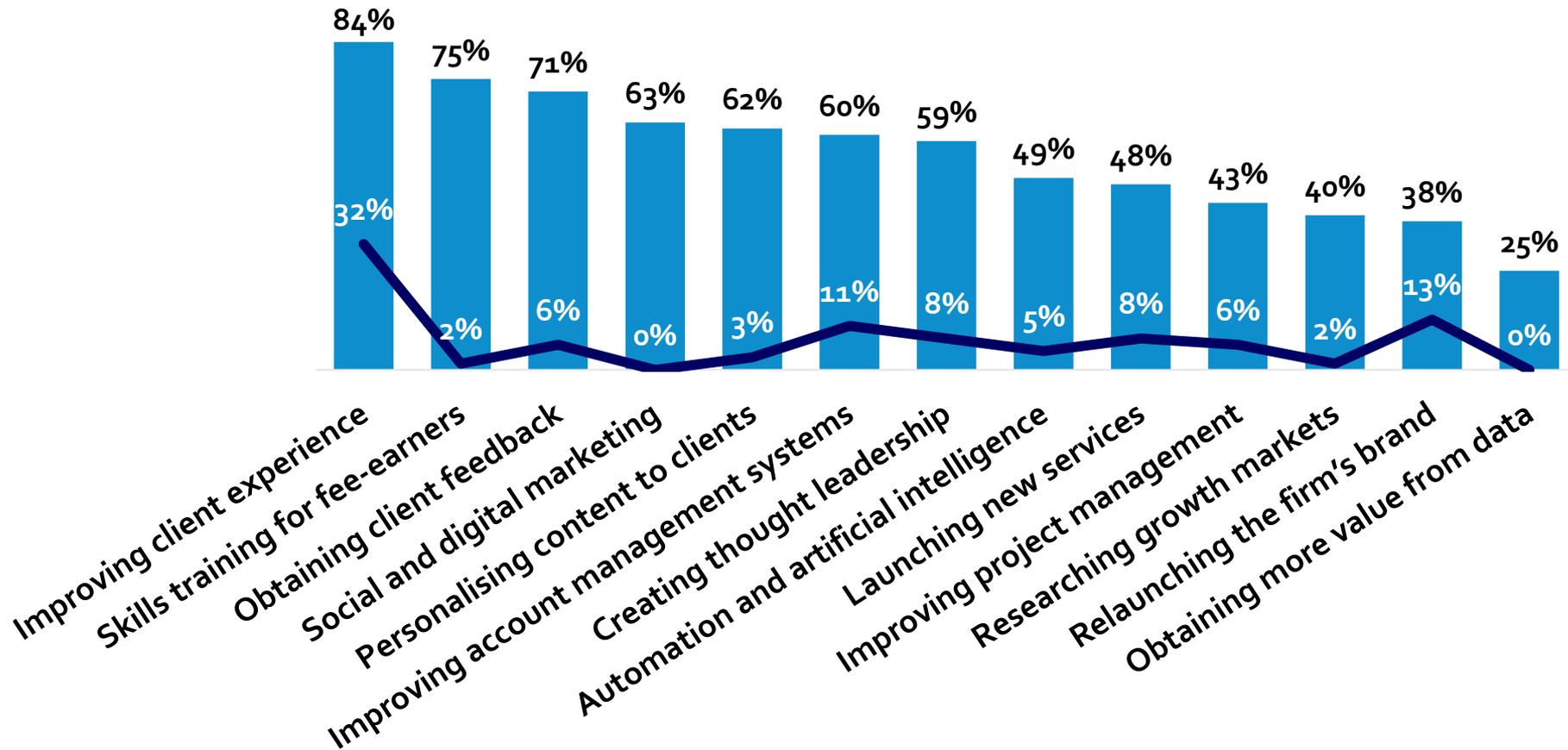


2018: A third say improving client experience is their top priority

Relaunching the brand is a top priority for 13% of respondents

What do you plan to do more of?

Which is highest up your priority list?





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A hand is shown using a white computer mouse on a wooden desk. In the background, a white keyboard and a computer monitor are visible, though they are out of focus. The overall scene is brightly lit, suggesting an office environment.

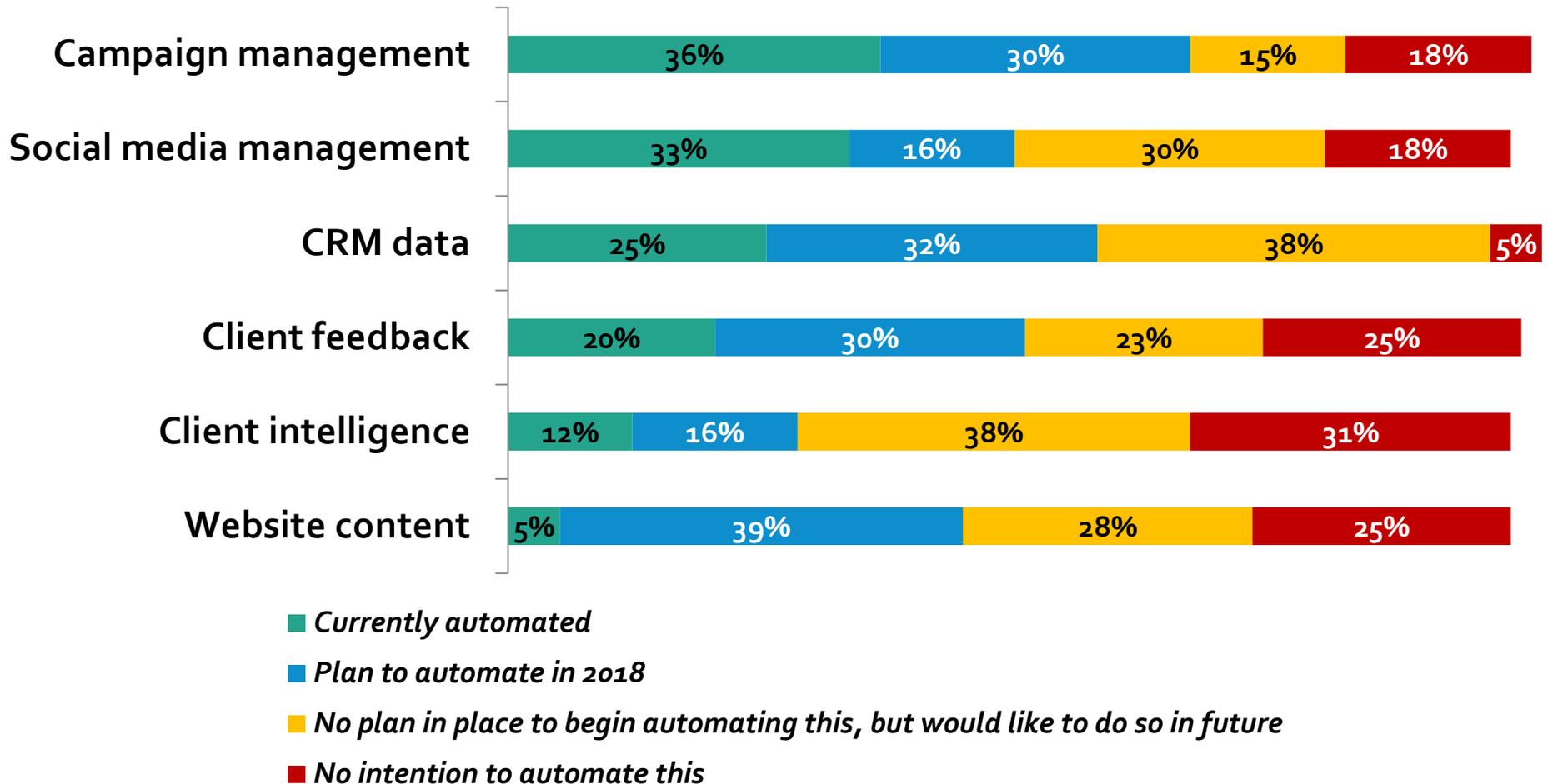
"I see a lot of opportunity for automation: from the creation of directory entries and self-serve pitch process for lawyers aided by technology, to client feedback processes and KPI reporting to clients."



"Automated systems are important for effective delivery, but it is the human aspect of the role which dictates the actual performance of the firm's marketing."

Technology: Campaigns, social media most likely to be automated

39% looking to automate web content over the year ahead





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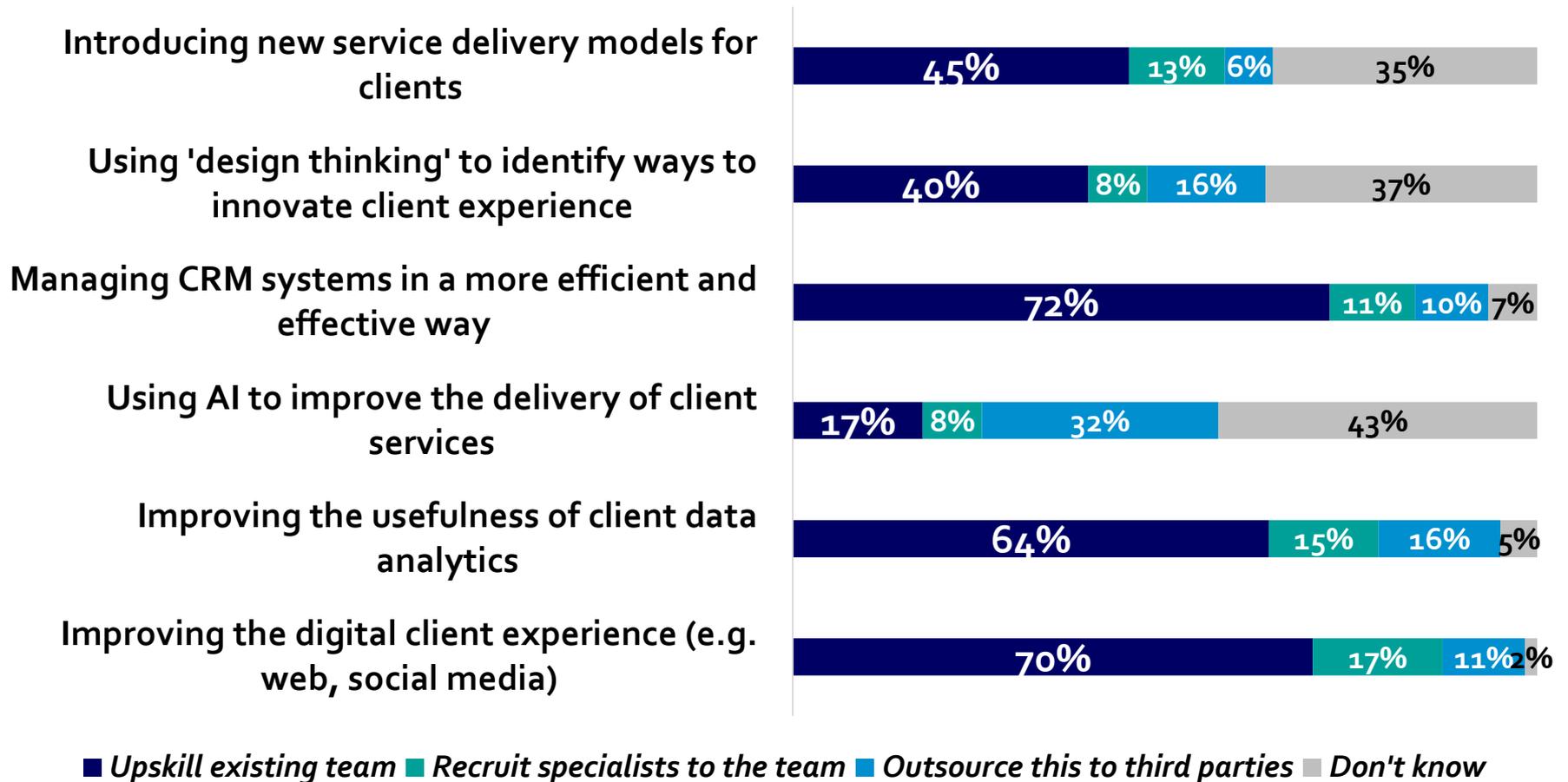
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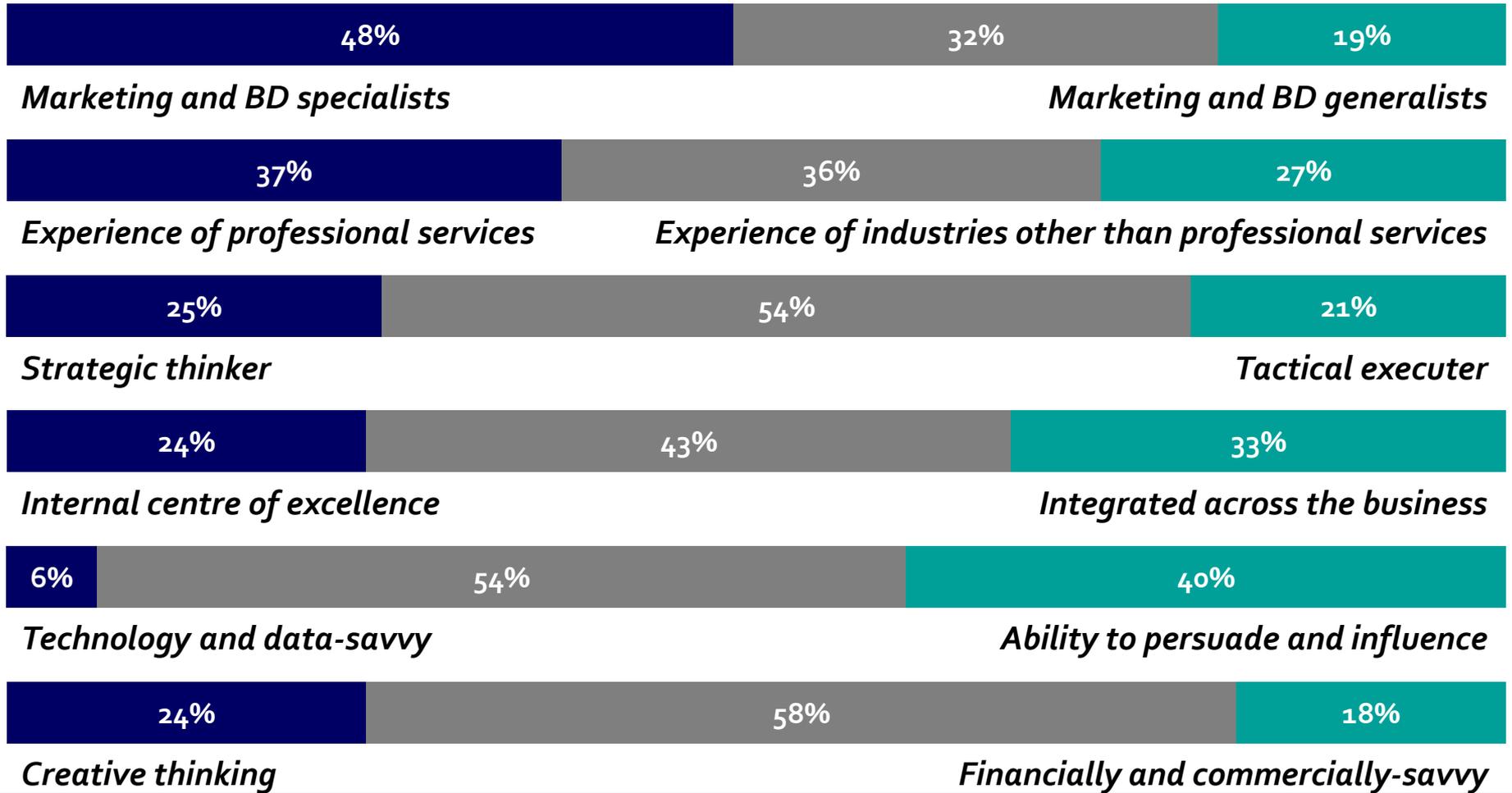
Skills: Leaders mostly look to upskill their existing teams

32% looking to outsource AI delivery to third parties



Skills: Leaders lean towards building a team of specialists

Creative, people skills valued over being tech or commercially savvy



Meridian West helps professional firms to develop and implement client-focused strategies.



Gathering insight about your firm's clients, markets and industry issues

- Client experience
- Client feedback
- Client journey mapping
- Compass
- Competitor analysis
- Thought leadership



Developing client-focused strategies to help your firm to innovate and grow

- Business development strategy
- Brand positioning
- Facilitation
- Innovation strategy
- New proposition development



Implementing changes to make client-focus a reality in your firm

- Coaching
- Key client management
- Management information
- Management structures and organisation design
- Process mapping
- Skills development