

Are Companies Structured Correctly for Digital Marketing Success? [Infographic]

Author : Ayaz Nanji

Date : November 18, 2015



Some 42% of chief information officers (CIOs) say their company does not have the seamless integration of **marketing** and information technology necessary to properly support **digital marketing** projects, [according to](#) a recent report from [Robert Half Technology](#) and [The Creative Group](#).

In contrast, just 24% of **marketing** executives say their company is not structured properly to support **digital marketing** efforts.

The report was based on data from a survey of 2,500 CIOs and 400+ US **advertising** and **marketing** executives.

CIOs as well as **marketing** executives say the top two things their companies are currently doing to better support **digital marketing** strategies are (1) tasking employees to collaborate more closely and (2) hiring staff with a mix of technical and **marketing** skills.

Check out the infographic below for more insights from [the report](#).

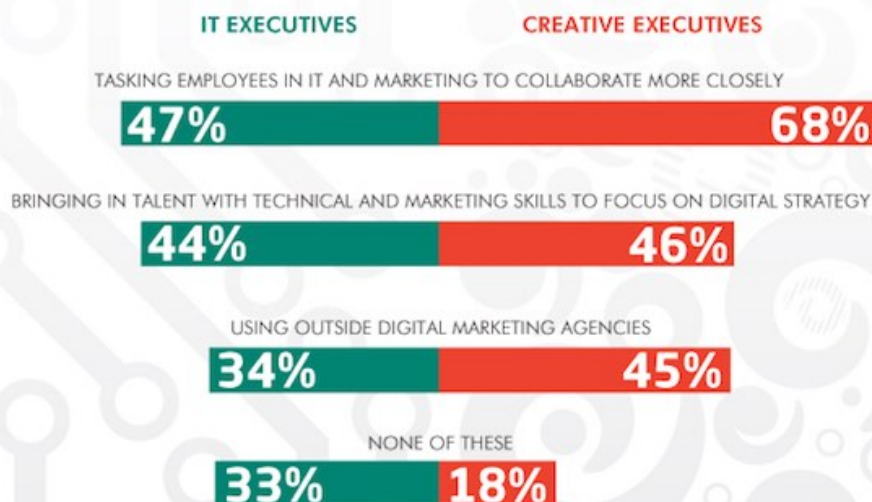
Set Up for Digital Marketing Success

Having the right people in place is essential for bringing digital projects to life. How does the strength and makeup of your team stack up?

Do you feel your company has the structure to support the seamless integration between marketing and information technology (IT) for digital marketing projects?



What is your company doing to support a digital marketing strategy?*



Sources:
Robert Half Technology survey of more than 2,500 U.S. chief information officers.
The Creative Group survey of more than 400 U.S. advertising and marketing executives.
Responses may not total 100 percent due to rounding.
*Multiple responses permitted.



About the research: [The report](#) was based on data from a Robert Half Technology survey of 2,500 CIOs and a The Creative Group survey of 400+ US advertising and marketing executives.

//