

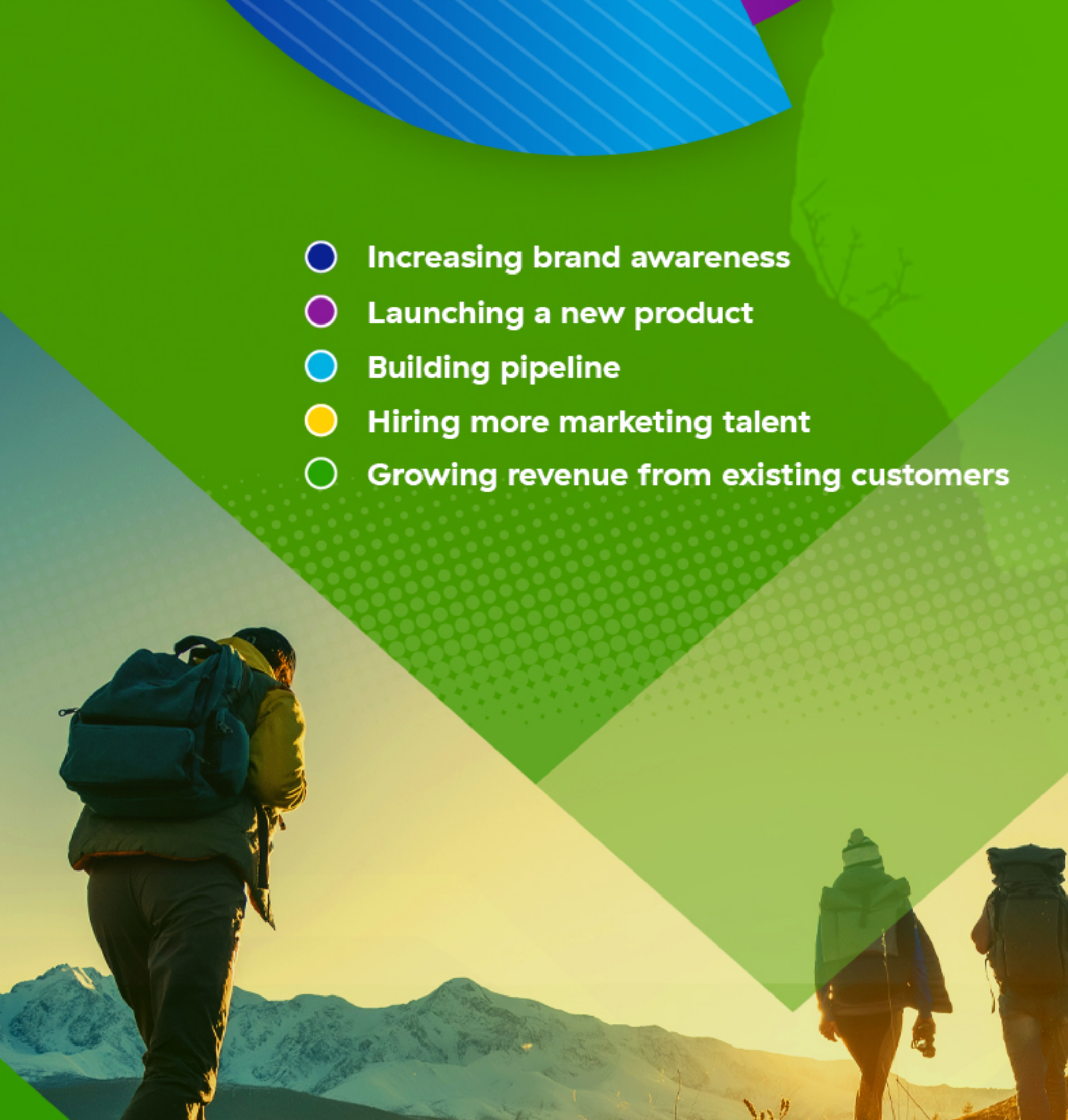
What's the Landscape of Marketing in 2022?

The pandemic seemingly brought a fresh challenge every day. Marketers adopted new strategies and tactics that will impact how we operate long after the pandemic is behind us.

So, what does the future of marketing look like after a game-changing year?

According to **44% of marketing leaders**, their biggest priority for **2022** is increasing brand awareness. We found that **20% are focused on building pipeline**, and **18% are planning to launch a new product**.

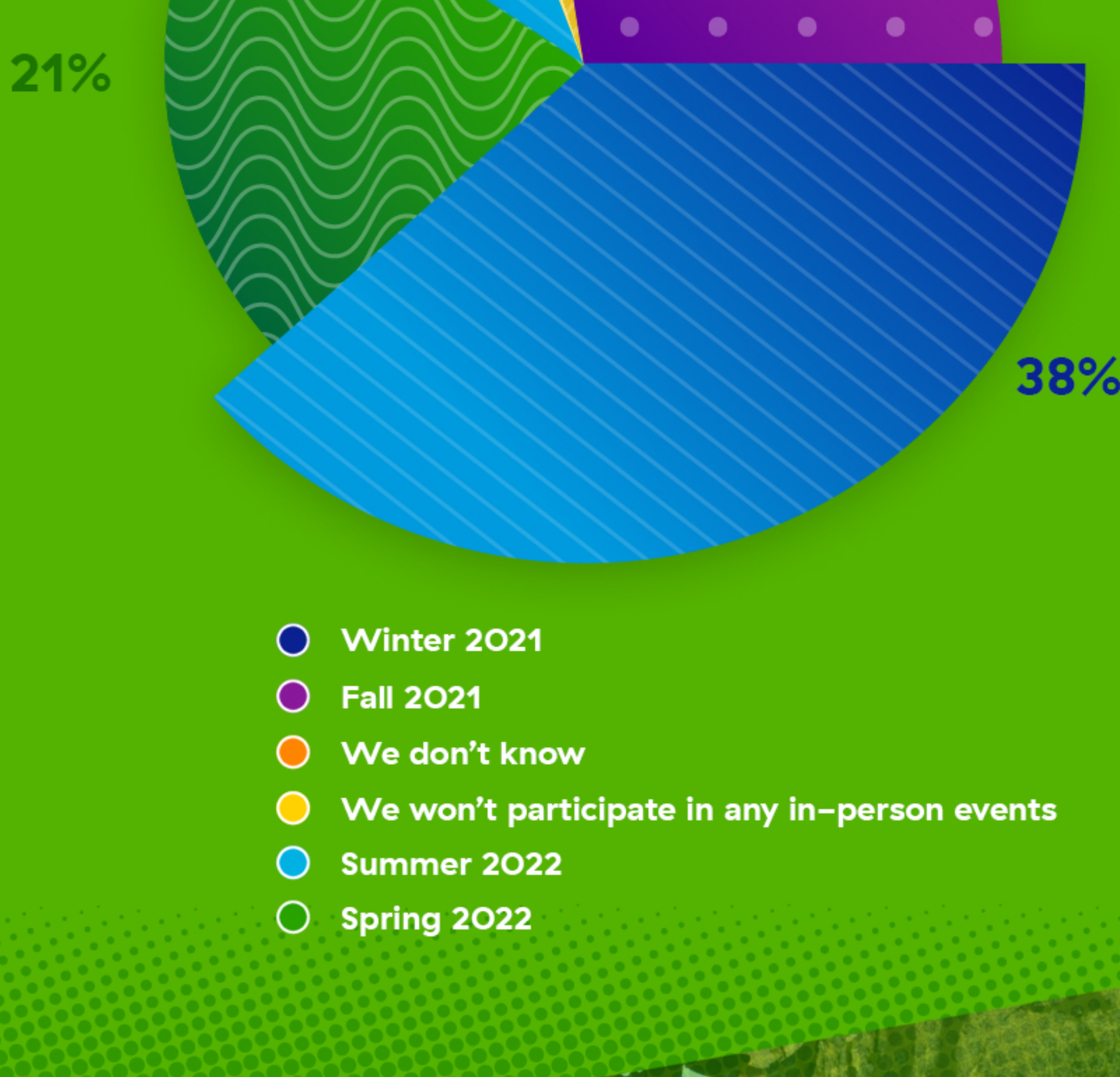
What is your marketing team's biggest priority post pandemic?



- Increasing brand awareness
- Launching a new product
- Building pipeline
- Hiring more marketing talent
- Growing revenue from existing customers

Marketers are also planning—hopefully—for in-person events. **Most marketers, 38%, are planning for Winter 2021.**

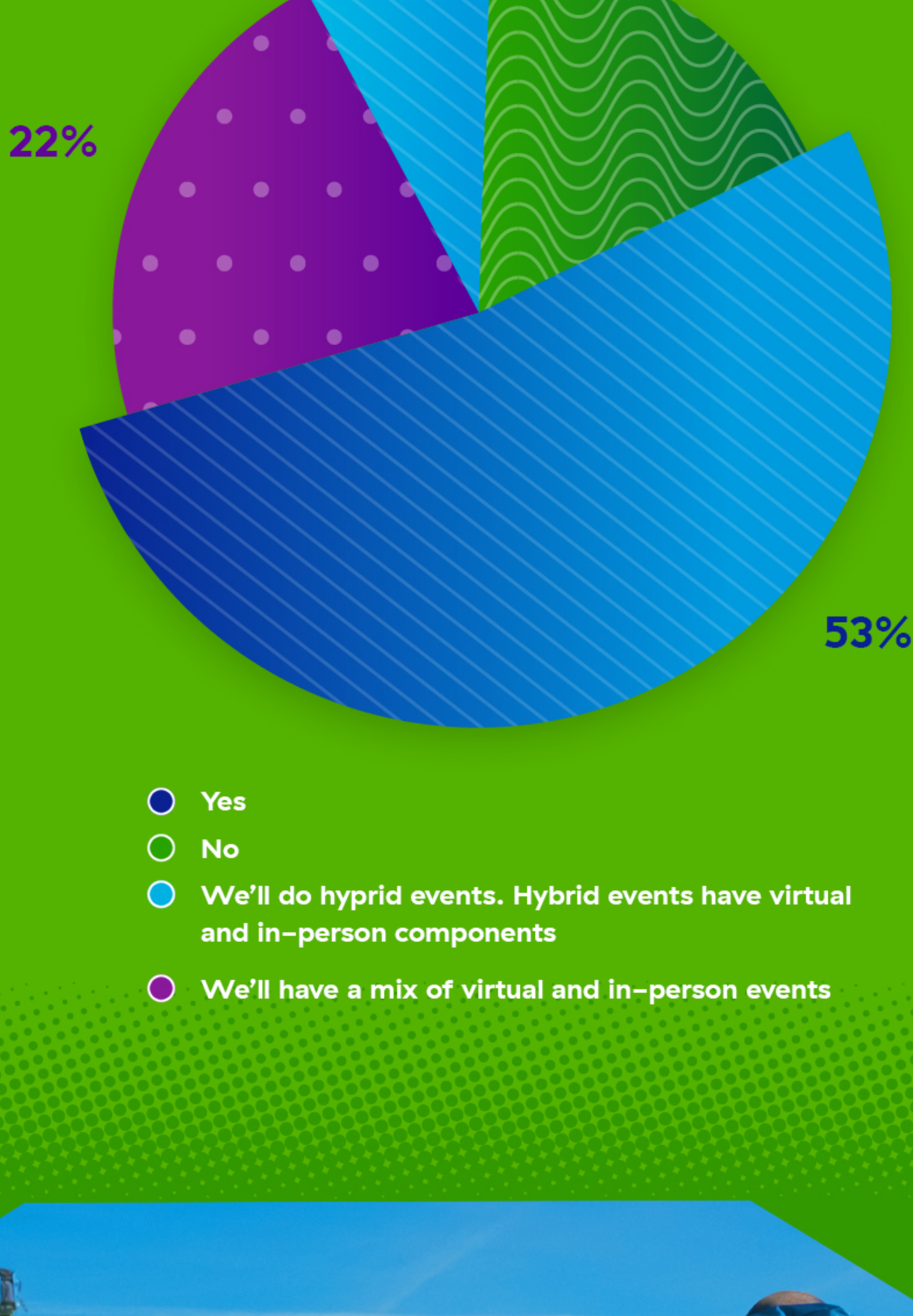
When will your marketing team attend their first in-person event post COVID?



- Winter 2021
- Fall 2021
- We don't know
- We won't participate in any in-person events
- Summer 2022
- Spring 2022

But it turned out, some pandemic strategies and processes worked better than our traditional models. **We found that 53% of marketers plan to keep doing virtual events 2022.**

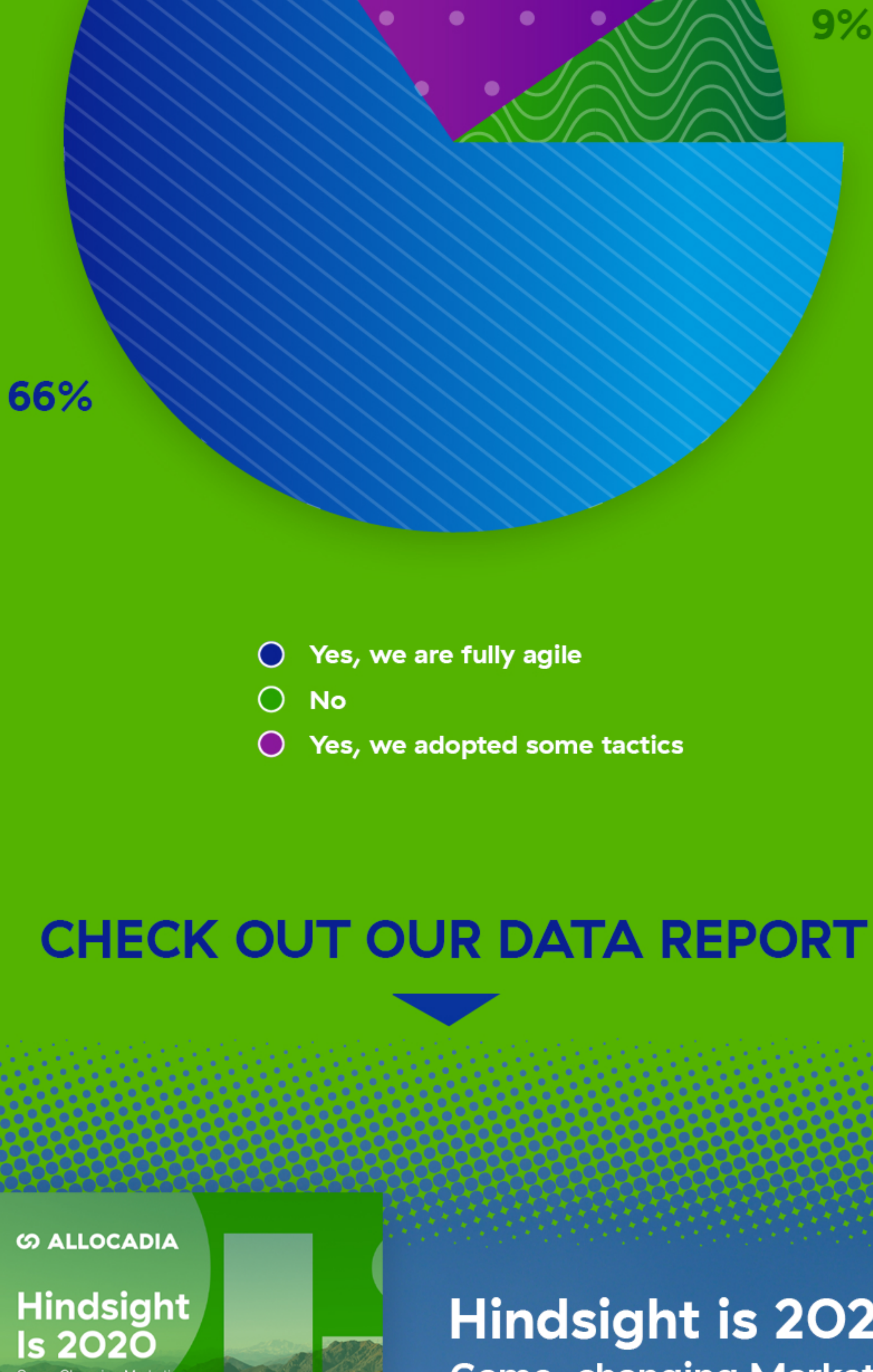
Will your marketing team host virtual events post COVID?



- Yes
- No
- We'll do hybrid events. Hybrid events have virtual and in-person components
- We'll have a mix of virtual and in-person events

Pivoting was something marketers were forced to become very comfortable with. To expect the unexpected, they turned to agile marketing. **We found that 66% of marketing teams became fully agile and a further 25% adopted some agile processes and tactics.**

Did your marketing team adopt any agile marketing tactics during the pandemic?



- Yes, we are fully agile
- No
- Yes, we adopted some tactics

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Game-Changing Marketing Lessons from a Pandemic Year

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