

90 days

6 questions

112 agency leaders/owners

How are you?

Busy

Good, busy.

I'm good man,  
I'm good!

Busy, but good.

Ya' know.

Keepin' busy

Yeah, things have been busy. But, overall good.

What are you busy with?

A lot

Everything has just been so  
\_\_\_\_\_ with \_\_\_\_\_



(rubs head)  
(long exhale)  
(inaudible answer)

Why are you busy with that?

Who else is going to \_\_\_\_\_?

I don't know

■ ■ ■

Is that what *you* want to be  
busy with?

Do you know where you want  
to go next?

Where is your mind right  
now?



**Awareness**

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# Advertising & Promotion

**Mobile Marketing**

**Video Marketing**

**Email Marketing**

**Display & Programmatic Advertising**

**Search & Social Advertising**

**Native/Content Advertising**

**Video Advertising**

**Print**

# Content & Experience

**Mobile Apps**

**Interactive Content**

**Content Marketing**

**Optimization, Personalization & Testing**

**DAM & MRM**

**SEO**

**Marketing Automation & Campaign/Lead Management**

**CMS & Web Experience Management**

# Social & Relationships

**Call Analytics & Management**

**Events, Meetings & Webinars**

**Social Media Marketing & Monitoring**

**Advocacy, Loyalty & Referrals**

**Reviews**

**Customer Experience, Service & Success**

**CRM**

# Commerce & Sales

**Channel, Partner & Local Marketing**

**Sales Automation, Enablement & Intelligence**

**Affiliate Marketing & Management**

**Ecommerce Marketing**

**Ecommerce Platforms & Carts**

# Data

**Audience/Marketing Data & Data Enhancement**

**Marketing Analytics, Performance & Attribution**

**Mobile & Web Analytics**

**Dashboards & Data Visualization**

**Business/Customer Intelligence & Data Science**

**iPaaS, Cloud/Data Integration, RPA & Tag Mgmt**

**Gov, Compliance & Privacy**

**Customer Data Platform**

# Management

**Talent Mgmt**

**Product Mgmt**

**Budgeting & Finance**

**Collaboration**

**Projects & Workflow**

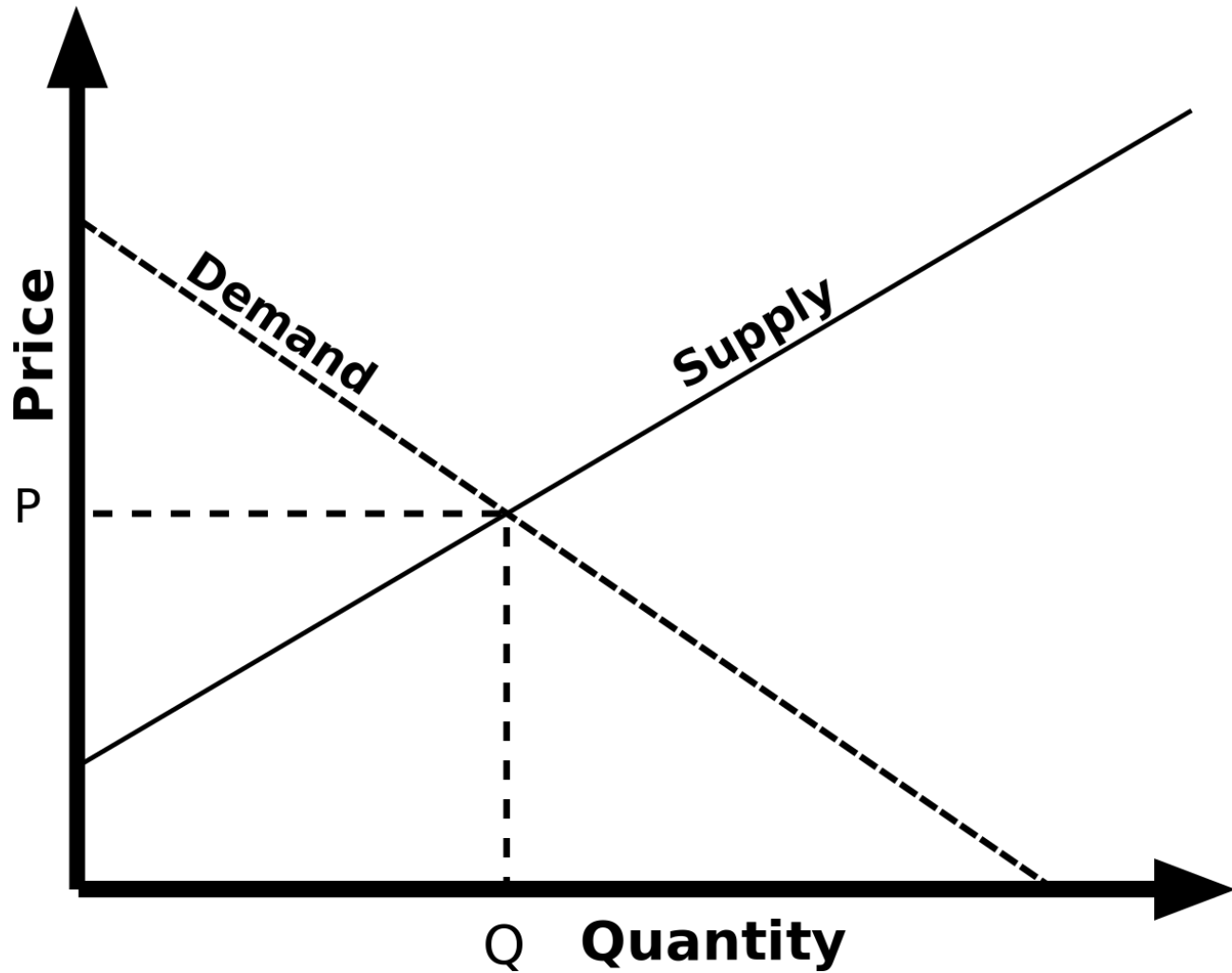
**Agile & Lean Mgmt**

**Vendor Analysis**





**Focus**



**Make Space**

**Become A  
Scientist**



*Choose your  
environment*

- 5 cards=highest attention
- 3 cards= normal attention
  - 1 card=low attention

Step Off

How are you?