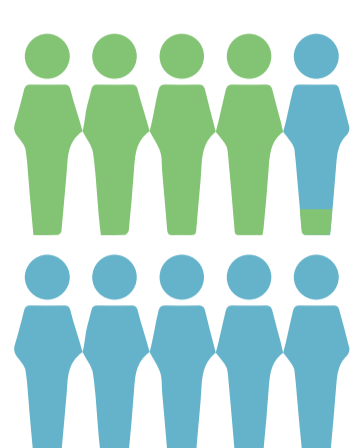


# MARKETING IN 2021: UNCERTAINTY OR OPPORTUNITY?

## The Future of Marketing Spend

### THE BIGGER BUDGET PICTURE HAS CHANGED DRAMATICALLY



42%

of marketers expect their budget to increase



#### MARKETERS EXPECT TO:

93%  
Increase  
Account-Based  
Marketing Budget

82%  
Decrease  
Event Marketing  
Budget

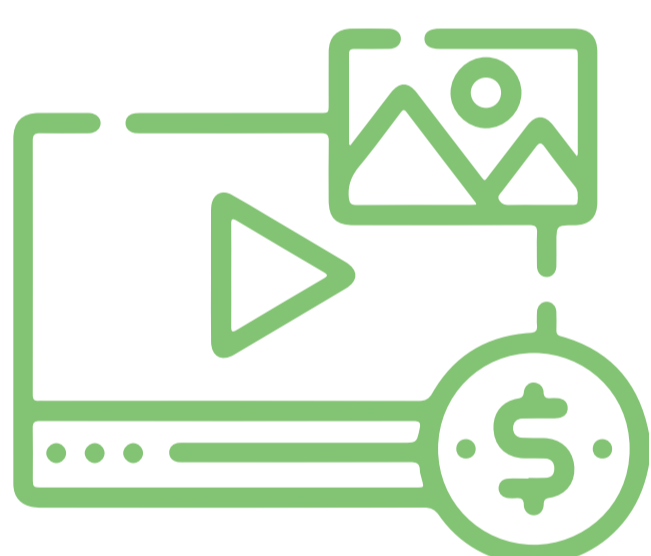
“

No one can predict what will happen, so you have to go in with flexibility. It is best to only have 25% of your budget locked in with 75% discretionary.

”

Gary Robbins, Sr. Partner, Brand & Demand Solutions, Frost & Sullivan

### AREAS OF FOCUS



100%

of marketers expect to increase resource for Content Marketing

“

Leverage your partner universe to create more content to drive more visibility for your brand and voice.

”

Yazutaka Mizutani, (MIZU), CMO, Colt Technology



64%

of marketers expect to invest in Mar-Tech

“

Mar-Tech investment is critically important. Gathering, understanding and leveraging data will help us interact with our customers in relevant, unique, and personalized ways to drive revenue and customer loyalty.

”

Jyllene Miller, EVP Marketing and Emerging Business, Concentrix

Need Help Planning for 2021?

[Click here](#) to learn how Frost & Sullivan can help