

The Convergence Between Marketing, Creative and Technology:

How Businesses can now optimise these Functions with an Innovative and Efficient Hiring Strategy



**MAJOR
PLAYERS**

Optimise your function with efficient hiring strategy.

In today's world, truly fit for purpose businesses now need to find talent that work in unison across creative, marketing and technology.

This is being fueled by a shift in how organisations run and operate. The digital marketplace has created a business imperative that every company must, in some shape or form, be a technology company.

According to [Harvard Business Review](#), marketing and technology must now be bridged together with its own department – one that understands both sides of the spectrum and can easily merge the two for the company's advantage in their industry.

As Vincent Vainuska, Digital marketing and Customer Experience Manager at Sia Partners, says, “Marketing and technology need to work hand-in-hand, especially when the team is focused on building or running digital products.”

► The critical need for innovation

The digital nature of today's world means technology has shifted from a core infrastructure challenge to a collaborative and flexible tool that can drive outcomes across the business.

FinTechs, for example, provide products to users and are inherently digital by nature. For these players, the increasing convergence between software engineering, data science, digital product (UX) and design (UI) is critical to business performance.


Success relies heavily on an organisation's ability to find talent that can stretch across marketing, creative and technology roles.

If the value and proposition of an organisation is digital, then these companies need to have fundamental expertise in development and engineering. However, this function must also be totally aligned with digital creatives and marketers that can translate tech solutions into outward-facing digital products. When this aligns, the net result is a stronger and more coherent customer experience. As Sia Partners' Vainuska comments, “The best-performing teams are the ones that are at ease with a wide array of concepts and that share the same language on key topics such as creating paid ads or optimising the website UX. The bigger the shared foundation is, the more successful the collaboration usually is.

92% of marketers now report more pressure to prove ROI, which is driven by the rise of marketing technology tools and the importance of data analytics. In fact, a new report shows that marketing analytics budgets are expected to rise 375% over the next three years.

As a consequence, marketing, creative and technology roles are becoming more closely aligned, as companies look to find multi-faceted hires that can streamline costs, drive greater efficiency and ensure consistent values and culture across the organisation.

With 2023 around the corner, this will truly be the year for innovation and efficiency.



For instance, this is how my team managed to deliver a conversion rate improvement of more than 50% on INNO's online marketplace in the last 9 months."

Ecommerce players also face a pressing need to innovate. In this arena, businesses are fighting for optimisation and clicks in a highly competitive marketplace.

Here, data tools, analytics and technology are key. Ecommerce businesses must be able to optimise performance campaigns, attribute new users, measure incoming traffic, analyse social media engagement and more.

Tech personnel can have a massive influence in defining data-driven growth strategies and creating an environment that allows marketers to thrive. But only if organisations find the right talent that can stretch across marketing and technology to align skills and outcomes.

The role of brand and culture

In some cases, tech businesses are now seeing value in pushing their marketing and media spend away from performance towards more traditional brand marketing.

Airbnb, for example, has cited PR as its "most important channel", as it continues to invest the bulk of its marketing spend in brand-building campaigns to attract new hosts and support innovation. This also includes plans to use brand marketing spend to support some "big" product innovations, according to CEO Brian Chesky.

To achieve this, however, Airbnb has invested in finding the right talent that blends the best aspects of tech with an outward facing brand marketing function. On the face of it, this might seem like quite an abstract combination, but its success is rooted in the company's tight-knit culture. Joeri Bakker, Head of Brand & Experiences at Dentsu Creative Amsterdam, adds, "Airbnb is the perfect example of combining short term performance results with long term brand building in the new age. Everyone has been striving for a seamless experience across the full ecosystem for a while now. But we don't think that's enough anymore. It's just the foundation.

Bakker continues, "Breakthrough innovations are the new normal and consumers keep transferring these heightened expectations from industry to industry and from market to market. If a seamless experience is just the functional foundation; branding adds the necessary storytelling and emotion to any experience. Therefore, our team consists of UX designers that create features from a brand's positioning, UI designers that build brand guidelines and design systems, and developers that truly care about the front end craft to create the next best thing".

Whether an organisation is inherently digitally-native or not, talent must be consistently aligned in terms of culture and values in order to drive effective outcomes. This is especially true when seeking to hire roles across the converging marketing, creative and technology spectrum. As Owen Fegan, Creative Director at Mollie, says, "It is important for both creatives and performance marketers to understand how interconnected their areas of expertise are. Strong, consistent creative and brand awareness can directly and positively affect conversion rates in both branded and generic search. Brand awareness drives more branded search impressions, and more branded search impressions lead to more conversions.

Similarly in generic search, the conversion rates of certain keywords improves with brand awareness as people recall the brand they've seen elsewhere." Ensuring that these hires share commonalities and can work under one unified culture and value system will enable greater consistency for the business and strengthen identity and outcomes. Finding a recruitment partner that can deliver top marketing, creative and technology talent will enable businesses to thrive as we move into 2023.

How can Major Players help you achieve this?

As part of the MaJar Group, Major Players are uniquely placed to support businesses who themselves recognise the growing convergence of Creative, Marketing and Technology. As Europe's leading Talent agency across these disciplines, we are specialists in these merging worlds and offer talent solutions that allow businesses to hire the best talent across their increasingly aligned functions.

The benefit of working with one recruitment partner who can truly specialise across these areas is far reaching. There is now an opportunity to streamline operational resources and costs by working with just one proven specialist supplier whilst also benefiting from hiring talent that is consistently aligned in terms of culture, regardless of their technical skillset.

Major Players are trusted by the likes of Uber and Just Eat Takeaway. We also understand the global influence of Amsterdam. In fact, we've even created a specialist Netherlands division at Major Players, investing heavily in this dynamic market.

Whether you simply want to tap into our valuable market insights or would like us to deliver a range of bespoke hiring solutions, Major Players can help you find the right talent for the right role. Netherlands Country Manager, Joe Faulker, is available to meet face-to-face or virtually to discuss your specific talent objectives and how we can support your business moving forward. To get in touch, please reach out via the links below.



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Joe Faulkner

Joe Faulkner is the Major Players NL Country Manager, heading up our offering to clients in the NL Market.

Supported by a dedicated team of specialists, Joe is passionate about outstanding service by taking a truly consultative approach to delivering Talent solutions.

With a deep understanding of the Digital, Marketing and Tech landscapes and a career spent partnering with ambitious international brands and agencies, Joe has played a key role in the continued expansion of Major Players in recent years. He is now proud to apply his industry expertise to the Amsterdam market, for both clients and candidates alike.