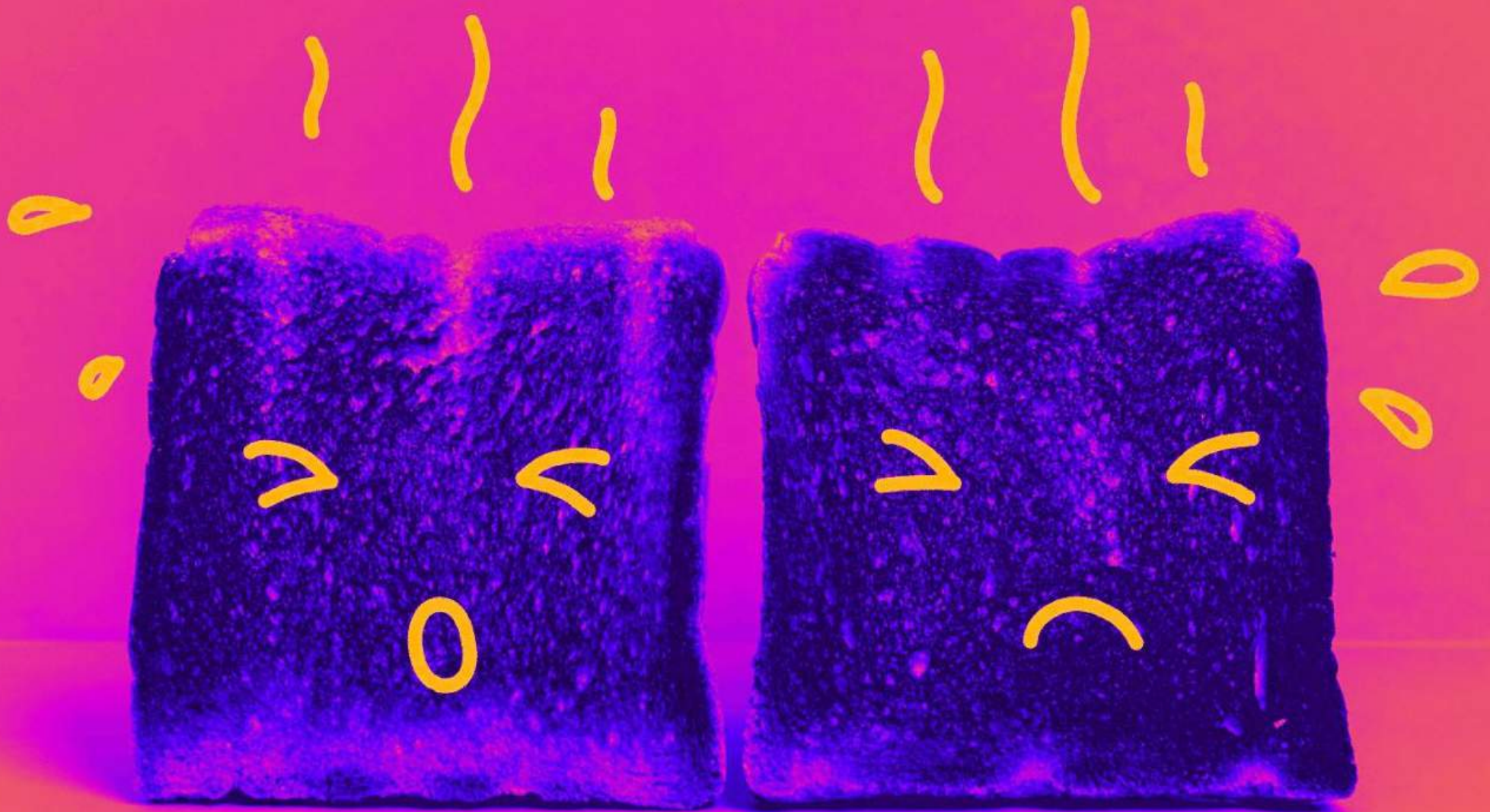


2022 MARKETER BURNOUT INDEX

SURVEY INSIGHTS
FROM 1000+
MARKETERS

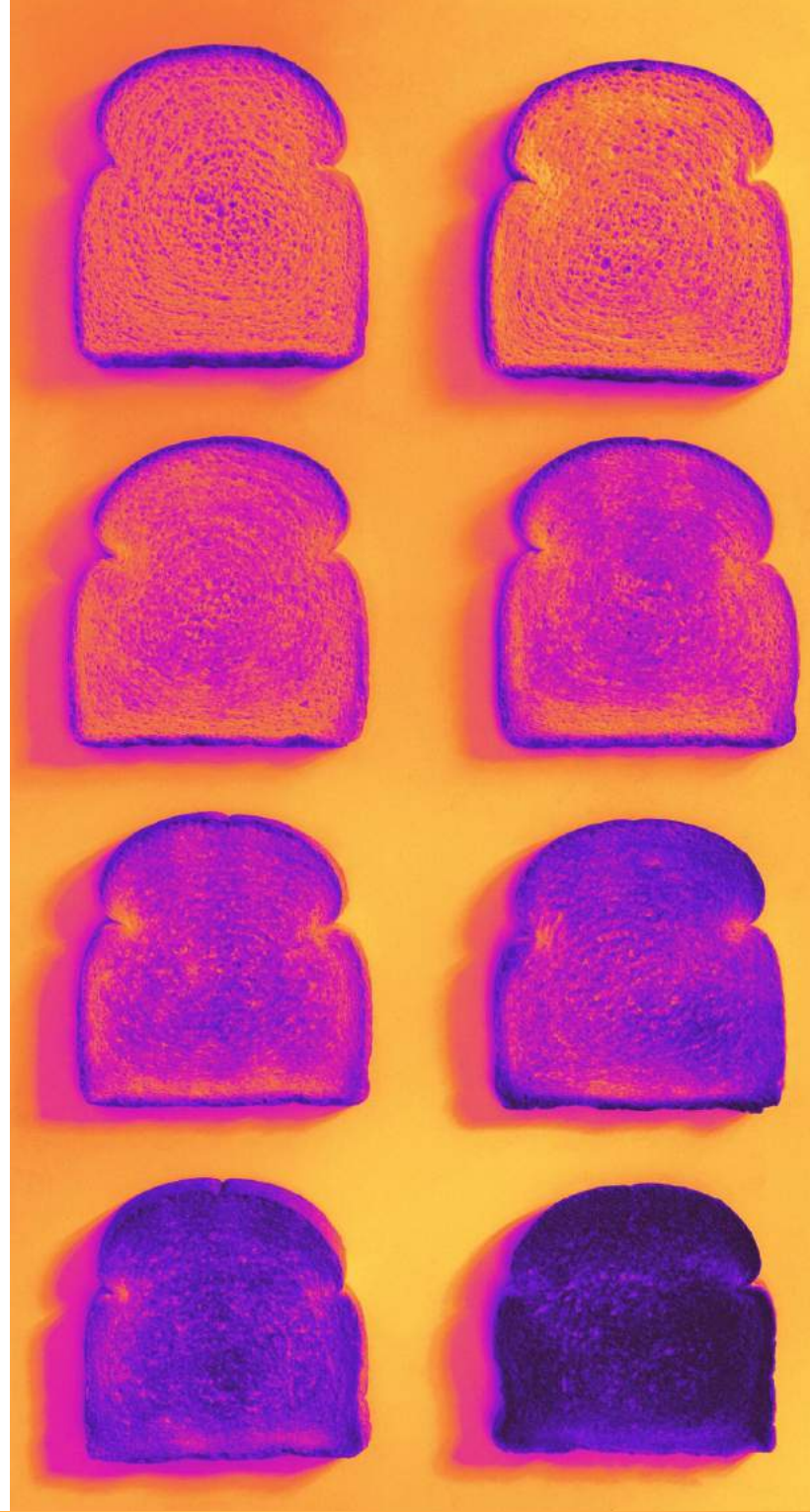


INTRODUCTION

For as long as we've had capitalism, we've been at work. At this point, it's practically in our DNA to view our work—whatever it may be—as a major source of purpose in our lives. Unfortunately, late-stage capitalism also has a way of stripping away the meaning of our work, leaving us tending the seedlings of basic survival. So it comes as no surprise that, as anyone who's been in the industry for more than a decade could attest to, it's rare to meet a marketer who doesn't feel wrung out. If the "Great Recession" taught us anything, it's that marketers need to be nurtured just as much as your hottest sales leads.

In this e-book, you'll find the results of two surveys the NeoLuxe team ran in 2022. One, a predictive marketing career quiz, and the other, quiz about the level of burnout marketers are experiencing. A combined total of more than 1000 marketers participated in both surveys.

Using this data, as well as one-on-one interviews, we were able to put together a toolkit of action items that both marketers and marketing leaders can employ to help themselves and their organizations become more successful.



SECTION 1: ABOUT BURNOUT

WHAT YOU OUGHTA KNOW



Despite 38% of people in the US experiencing occupational burnout in 2022 (according to the American Psychological Association¹), it isn't considered an actual medical diagnosis. Per the Mayo² Clinic, it's considered a "syndrome."

38%

Of people are experiencing occupational burnout in 2022 (American Psychological Association)

¹ <https://www.apa.org/monitor/2022/01/special-burnout-stress>

² <https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/burnout/art-20046642>

According to the World Health Organization, there are three main characterizations of burnout:

1. feelings of energy depletion or exhaustion;
2. increased mental distance from one's job or feelings of negativism or cynicism related to one's job, and;
3. reduced professional efficacy.

Official definitions aside, this is clearly a pretty crappy way to live, wouldn't you say?

Unsurprisingly, many, many marketers are experiencing burnout. And since burnout sucks the joy out of the work we do, it's likely to blame for most of the bland, uninspired marketing campaigns that make their way across everyone's feeds.



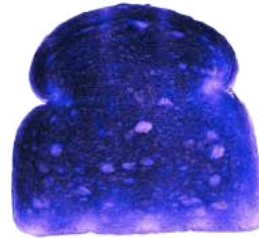
IN FACT, 67.88% OF OUR RESPONDENTS WERE CATEGORIZED BY OUR ENGINE AS:



47%

FEELING TOASTY

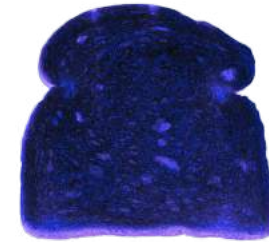
Also known as the “chronic stress phase.” This is where the stress is starting to make you feel apathetic, you might withdraw socially, you have unpredictable mood swings, and your friends and family are starting to notice changes in your behavior.



18.9%

BURNING UP

Also known as the “burnout phase.” This is when you can no longer function as you normally would. You have physical symptoms, behavioral changes, numbness, and extreme doubt.



1.8%

BURNT TO A CRISP

Also known as the “habitual burnout phase.” If left untreated this leads to catastrophic physical and mental impacts.

In the next few pages, we'll address the roles played by both managers and individual contributors in burnout (as defined by the WHO), and share strategies that will help us all address it.



SECTION 2: MANAGING MARKETER ENERGY

WHEN IT COMES TO BURNOUT, FEELINGS OF ENERGY DEPLETION OR EXHAUSTION ARE PRETTY COMMON MANIFESTATIONS.

MULTITASKING

According to the results of our predictive marketer quiz, approximately 60% of the time a marketer spends at work looks different every day. Although variety is the spice of life, it turns out that it takes a pretty good juggler to keep all of those balls in the air. And while multitasking tends to be squarely in the modern marketer's wheelhouse, the American Psychological Association³ reports that "doing more than one task at a time, especially more than one complex task, takes a toll on productivity."

³ <https://www.apa.org/topics/research/multitasking>

WORK-LIFE BALANCE

Is it a surprise that work-life balance sucks for marketers? Unfortunately, the ability to care for ourselves is frequently invaded by our work obligations. Don't believe us? Check out these unfortunate statistics:

A whopping...

82.8%

Of marketers report that work impacts their sleep.

85.3%

(!!!!) Of marketers report checking their email after hours.

64.8%

Of marketers aren't able to completely disconnect when on vacation.





Y'all. This makes us sad. We're just as guilty, but we thought we were alone. Apparently, we are not.

How can we recharge our batteries when we aren't able to rest? How do we avoid burnout when we can't disconnect from work? How do we invigorate our creative juices when we can never turn off?

Let's see how this manifests for marketer and entrepreneur Aljoylynn Sperber. Read on!

**“BURNOUT LEAVES ZERO ROOM
FOR CREATIVITY.”**

ALJOYLYNN SPERBER

CHIEF BELONGING OFFICER MY COMMA

Aljoylynn Sperber is the Chief Belonging Officer of My Comma and believes women and menstruators should unapologetically take up space. As an award-winning marketer, her career is akin to a highlight reel. Prior to co-founding My Comma, she was the managing director at a Los Angeles marketing agency, where she spearheaded the success of myriad projects – including national brand launches and community engagement campaigns.



INSIDE A MARKETER'S MIND

Maureen Jann, founder of NeoLuxe Marketing, interviews marketer and entrepreneur, Aljolynn Sperber, to talk about boundaries.

MJ: Are there common themes in your burnout experience?

AS: It's a mix of having to be "on" all the time, creatively and strategically. And, because I always feel like I am not doing enough (which is something I'm working on), I will push myself to do a little bit more. Or if I feel like somebody's not receiving what I'm trying to do for them, then I kind of shut down.

MJ: There's only so much you can give to somebody who doesn't understand what you're trying to do. Client work is a particularly unique marketing job. I like the variety, but I also find that, at the end of the day, I don't have a lot of energy leftover for anything else.





MJ: When you think about your path forward, is there anything you're doing to help avoid burnout in the future?

AS: Being better with boundaries. And only working with folks that understand those boundaries. I would also say that I need to ask for help sooner from other folks.

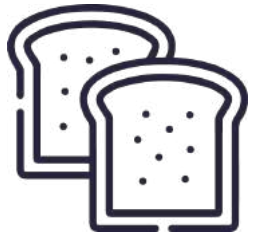
I think that [as a marketer] you need to identify what kind of help you need as soon as possible. Being able to delegate to people that you trust and that you know they can take care of those tasks or projects is helping me get to the next level with my work. It primarily revolves around your own time and energy boundaries and working only with folks that will respect those boundaries is going to really help you preserve your energy and time and mental health.

MJ: I think that I hear you saying that avoiding burnout is really about connecting with your values first and crafting boundaries that support those values.

AS: One hundred percent. I'll be transparent with even potential clients and say something like 'I don't think I'm the right person for that right now.' Then, I will try to recommend somebody else that can serve them. Or I'll say, 'I know how to, but my skill is intermediate. And if you want more expert levels, I'm not the right person for this.'

COOL OFF

MANAGING MARKETER BATTERY



FOR MARKETERS

Work on defining and defending strong boundaries. Work towards clarity about when you work, what you work on, and who you work with.

Actively cultivate a network of people you can delegate to, to allow yourself time to step away from your job.

Commit to unplugging during off hours. Taking time away will make you happier at home and a better marketer at work.



FOR MARKETING LEADERSHIP

Have active conversations with your team to ensure there is clarity and understanding around their needs.

Model good behavior. Ensure that there is redundancy in the organization so everyone can step away and recharge (INCLUDING YOU).

Remember that there's no such thing as a marketing emergency. Marketing campaigns are not brain science and tasks can wait until your team comes back.



SECTION 3: PRESERVING YOUR PEACE

DESPITE THE OVERWHELMING DATA ILLUSTRATING THAT MARKETERS ARE BURNED OUT, THERE IS AN UNDERLYING OPTIMISM THAT SEEMS PERVASIVE AMONG RESPONDENTS. ACCORDING TO OUR SURVEY, HERE'S HOW MARKETERS SEE THE WORLD AROUND THEM:

63.3%

Of marketers are ranging from neutral to positive when reflecting on their company or business.

42.2%

Of marketers share positive sentiments about their work to friends and family.

55%

Of marketers feel pretty darn good about their accomplishments as of late.

POSITIVE THINKING OR COPING MECHANISM?

Because of the high number of people shifting from job to job, it's likely this positivity is a coping mechanism. For instance, when it comes to managing the workload, over 84% of marketers claim that they are ranging from somewhat to very organized, with a focus on systems to help them keep it all straight. 45% of them are barely able to get the job done and often feel behind. 53.8% of them are ranging from neutral to negative about the impact their work has on the world around them.

We're not sure about you, but if you're trying to stave off hopelessness, the traditional wisdom does say to stay positive. But at what point does maintaining a positive attitude tip over into toxicity?

TOXIC POSITIVITY

"Good Vibes Only" culture is very real. With growing frustration around current work conditions, pay, inflation, and an impending recession, staying positive for the sake of staying positive can be downright dangerous. According to Psychology Today⁴, there's a term for toxic positivity called "forced optimism." They go on to state that "forced optimism during sustained periods of trauma and grief can be counterproductive, and even harmful. Toxic positivity encourages us to deny dark emotions, even though they are proportionate to the times."

It's a delicate balance to maintain, for sure. Take stock: are you in a healthy environment where you can focus on the positive, talk about what's bothering you, and keep a plucky attitude or are you living in a "we don't talk about Bruno" level of toxic nonsense?

How can the culture around you impact your ability to get work done? Learn more about how culture played a part in Christopher Penn's burnout journey.

⁴ <https://www.psychologytoday.com/us/blog/rethink-your-way-the-good-life/202102/the-difference-between>

**“THE FIRM I RUN NOW IS A
DIRECT RESULT OF BURNOUT.”**

CHRISTOPHER PENN

CO-FOUNDER AND CHIEF DATA SCIENTIST TRUSTINSIGHTS.AI

Christopher S. Penn is an authority on analytics, digital marketing, marketing technology, data science, and machine learning. A recognized thought leader, best-selling author, and keynote speaker, he has shaped five key fields in the marketing industry: Google Analytics adoption, data-driven marketing and PR, modern email marketing, marketing data science, and artificial intelligence/ machine learning in marketing. As the co-founder and Chief Data Scientist of Trust Insights, he is responsible for the creation of products and services, creation and maintenance of all code and intellectual property, technology and marketing strategy, brand awareness, and research & development.





INSIDE A MARKETER'S MIND

Maureen Jann, founder of Neoluxe Marketing, interviews data scientist and founder, Christopher Penn, to talk about his experience with burnout.

MJ: How has burnout impacted your career?

CP: When I first joined, the organization I was working for was aligned with my values, but after some time, we ended up with irreconcilable differences. When I started, we were developing a software product for the PR industry. It was a scrappy team and it went well. We were so successful that the company got acquired. The new management came in and instead of people who had vision and strategy, it was run by accountants. In this case, the company was run purely by the numbers. Culture and people went by the wayside.

We weren't able to say no to new projects. We were asked to work with morally questionable clients. I also had a really long commute. It wasn't an ideal circumstance.

In fact, the firm I run now is a direct result of [burning out].

MJ: How did burnout manifest in your mental and physical health?

CP: I'm gonna give you a list of things, see if this sounds familiar: Feelings of shame, guilt or malaise, difficulty controlling emotions, periods of losing attention and concentration. Dissociation, headaches, dizziness, chest pain, stomach aches, stuff like that. Feeling increasingly isolated [and] emotionally disconnected with friends and family, like talking less, relationship difficulties, and destructive behavior, alcohol misuse, things like that.

MJ: It does sound familiar! Like a combination of PTSD, depression, and anxiety.

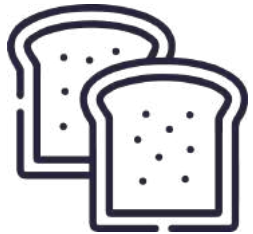
CP: Close! It's complex PTSD. PTSD is post-traumatic stress disorder, and is typically the result of a substantial acute trauma of some kind, right? Complex PTSD is similar to it, but instead of it being like one sharp, major traumatic thing, it's the result of accrued stress over a period of time. It also shows up and manifests from the same conditions that we are in, in the workforce? So, what's ultimately happening is that there are five major neurochemicals in your brain, right? There's dopamine, oxytocin, serotonin, and endorphins are four of the ones that are sort of positive. And the fifth one, which is your stress, the steroid is cortisol. And what happens with shitty work environments is the cortisol levels keep going up and up and up. Those other four chemicals typically interact to help dampen the effects of cortisol, because it's not a good thing to be in fight or flight all the time. But over time, if your body gets used to that you basically are permanently in fight or flight. And then it shows up as complex PTSD, among other things.

So for me, after my business was established, a lot of my symptoms have gotten better and better to the point where the symptoms have just started to go away.

MJ: It just goes to show that if you invest in the health and welfare of your people, allow them to work in the way they work best, and give them some autonomy over their work, they will be healthier and more productive.

COOL OFF

MANAGING HEALTH AND ATTITUDE



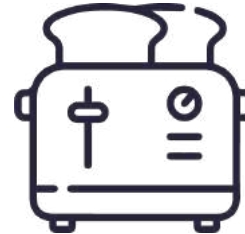
FOR MARKETERS

Ensure that you have a strong support system to help you navigate difficult times.

Don't shy away from talking about difficult topics. Hiding behind positivity can end up prolonging your suffering.

Find a good therapist.

Find hobbies and experiences that lower your cortisol to reduce stress



FOR MARKETING LEADERSHIP

Make time to talk to employees about difficult topics.

Advocate for employee support benefits like therapy and EAP programs.

Act as a buffer between leadership and employees to limit their exposure to “how the sausage is made.”

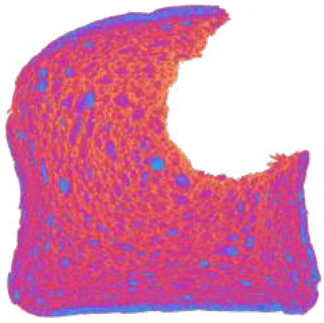
Model good behavior, and share appropriate things that are difficult for you to help people see it's ok to talk about hard things at work.



SECTION 4: ADDRESS AGGRESSIONS

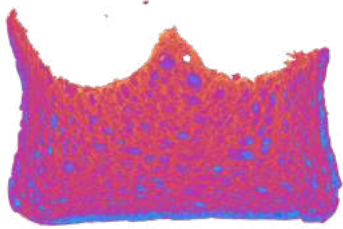
What makes marketer burnout even worse? When there's an undercurrent of hostility in your workplace. Whether intentional or unintentional, bias and bad behavior can increase the speed at which marketers, especially marketers of color, can burn out.

Although our survey didn't address this particular issue, some of our interviews did. Our own team has experienced navigating through the murky waters of white supremacy and it led straight to burnout. According to a report by Coqual.org (a global, nonprofit think tank whose mission is addressing bias and uncovering barriers to advancement for underrepresented populations in the workplace), there's still a lot of ground to cover when it comes to equal representation in corporate America.



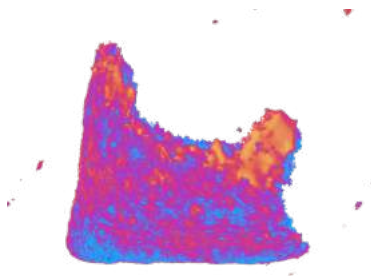
2/3 OF BLACK PROFESSIONALS

agree they have to work harder than their colleagues to advance in their careers.



58% OF BLACK PROFESSIONALS

encounter prejudice at work.



MORE THAN 1/3 OF BLACK PROFESSIONALS

intend to leave their companies within two years.

BEING HONEST ABOUT THE STATE OF DEI

SIGNS THAT YOU MIGHT BE WORKING AT A PLACE THAT ISN'T TRULY INCLUSIVE OF NON-WHITE POPULATIONS:

- Your company has a DEI committee but the leadership is all white
- Issues around non-white populations are only acknowledged during their “celebration month”
- “Social-washing” the company logo during celebration months but no real systemic policies or plans to contribute to equality for those populations

If any of these sounds like your company, we promise that the people of color at your organization are a) frustrated, b) disappointed, c) not surprised, and d) burning out.

If you're curious about the lived experience of a marketer in this very position, meet Jennifer Magofña, the Associate Manager, Growth Marketing at Nickelodeon.

“AVOIDING BURNOUT IS ABOUT FIGURING OUT WHERE THE SAFE SPACES ARE.”

JENNIFER MAGOFÑA

ASSOCIATE MANAGER, GROWTH MARKETING NICKELODEON

Jennifer has over a decade of experience in community building, curating brand presence and amplifying visibility through various channels. She is creative, organized, and proficient in making data-driven decisions that are people focused.

Jennifer is also passionate about supporting small, women of color-owned businesses. She also has strong feelings about dumplings, celebrity gossip, and a good book.



INSIDE A MARKETER'S MIND

Maureen Jann, founder of NeoLuxe Marketing, interviews Associate Manager, Growth Marketing Jennifer Magofña, to talk about her experience as a marketer and a person of color during one of the most tumultuous times in history.

MJ: Can you tell me about a time you felt burned out?

JM: Sure! I was just getting back into my first nine to five gig after doing freelance stuff, and it quickly started to get weird. I was working at an Australian company and it became very clear there was a cultural divide between Australia and the US when the pandemic happened.

My colleagues in Australia were like, 'you're working from home? That's so fun.' It wasn't fun. I was thinking to myself: are we all gonna get sick and die? How are we protecting ourselves against these things? Are masks effective? Should I still send my kid to daycare? Is my daycare going to close? Is my husband's restaurant going to close?

In addition, I was having these conversations about why DEI is important. We were talking about why we should not be posting a black square. If we're going to say that we support Black lives, like what does that mean? If we're gonna say that, and we have no Black employees, what does that mean? Are we talking about that at the corporate level?

I was tired and exhausted and stressed out because I was having to carry the baggage of what we were saying publicly. When I would bring up issues, they would say I just misinterpreted what was said. So I left that job, and I felt unburdened for a moment. Then I moved to another startup that I thought had a lot of potential and found myself in the same place.

MJ: How did you know you were burned out?

JM: If you're in a place where you're experiencing burnout, and it's connected to microaggressions and racism at work, I don't know that you sit there in that moment and think, 'this microaggression is really impacting the way that I feel.' I probably processed this as 'this is not a good place for me, this is not safe.' And then, after you process the experience, you end up seeing it afterward. You take on all this extra baggage and you're still doing your regular job. You're still answering emails and Slack messages and asking questions like 'how can I serve you?'

MJ: How are you preventing future burnout?

JM: When I job searched again, I looked for a 100% remote role. In fact, that's been a pretty popular choice for Black women, by and large. They are saying that working from home has made them feel safer. That's so empowering.

I am also very clear about my boundaries. I work east coast hours and those are the hours that I'm available. I've also prioritized a good culture over money. I could earn an extra \$30,000, but being able to be more present at home is more important to me than working at a huge corporation and burning out.

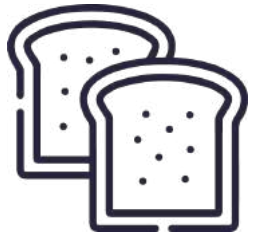
MJ: Are marketers more susceptible to burnout?

JM: As a woman of color, I feel like I am more susceptible to burnout. Microaggressions play a big part in that. People say dumb stuff.

People say dumb stuff, indeed.

COOL OFF

CREATING WELCOMING SPACES IN MARKETING



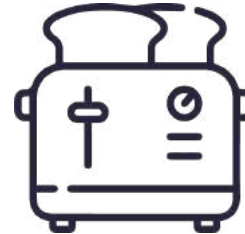
FOR MARKETERS

Hire more contractors that come from all walks of life (not just more of the same).

Amplify non-white voices in your organizations.

Ensure your marketing efforts feature a wide variety of qualified professionals.

Volunteer your talents at organizations that lift nonwhite professionals up.



FOR MARKETING LEADERSHIP

Advocate for structural change around diversity, equity, and inclusion.

Spotlight great work on a large scale at every possibility.

Act as a bridge to advocate for people of color to help them get into management positions.

Acknowledge when difficult things in the world are happening and give people space to process them.

CONCLUSION

Well, I think we've driven the point home. Marketers are burned out and it's from a complex formula of stressors. Namely, the fact that much of capitalism and company culture is made-up nonsense, combined with our collective tendency to put a ton of pressure on ourselves, and the unfortunate truth that most organizations are run on a foundation of white supremacy.

It may seem like a lot of bad news, but in truth, we think there is a silver lining as well. As horrendous and terrifying as the pandemic was, it became clear to many employers that the status quo wouldn't carry them if they wanted top talent. We have an opportunity to build strong boundaries, work on our terms, and make a solid salary to ensure we can enjoy our lives as well as (and outside of) our work.

But we can't do it alone. It's up to all of us to hold our ground and keep fighting the good fight.



THERE ARE THREE CTAS. CHOOSE WISELY.

THIS IS THE PAGE WHERE MOST AGENCIES WOULD TRY TO PASS OFF THEIR CALL TO ACTION AS SOME SORT OF USEFUL RESOURCE.

Why bury the lead? Here are paths forward, each with varying degrees of obligation from you depending on where you are in a hunt for an agency that will help you do amazing things.

CURIOUS HOW BURNED OUT YOU ARE?

The quiz is still open! Learn where you sit on the toast-o-meter:

TAKE THE QUIZ

INTERESTED IN LEARNING MORE ABOUT US?

Our website is a great place to get a sense of who we are and what we are trying to do. Take a look:

VISIT SITE

GET IN TOUCH WITH OUR TEAM

We're a small-but-mighty team of humans and marketers who want to help you do good by doing well. Get in touch:

EMAIL US

