

A full-page background image featuring an astronaut in a white spacesuit and helmet on the left, looking out into space. The background is a vibrant cosmic scene with a large red planet (Mars) and a smaller blue planet in the upper right, and a colorful nebula with green, blue, and orange hues in the center. The text 'ARE YOU EXPLORING YOUR FULL CREATIVE POTENTIAL?' is overlaid in the center-right, with 'POTENTIAL?' in a large, bold font where the 'POTENTIAL' part is white and the '?' is red.

ARE YOU EXPLORING
YOUR FULL CREATIVE
POTENTIAL?

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WE LIVE IN A WORLD WHERE EVERYONE **WANTS MORE.**

The appetite for fresh, high-quality content has grown radically just in the past five years. Marketing departments have increased content volume by 430%—creating more content for more channels with more personalization.

If you measure your team's performance by output, this is encouraging news. But there's more to the story.

The unprecedented surge in demand comes with a need for speed. Today's cycle time is the life of a tweet, so you need to develop and deliver new content faster than ever before. You have only a few seconds to get your story out—and get it right—before your audience abandons you.

What's more, the number of tools marketing teams use has increased by 68%. Sure, these tools are meant to help marketers work faster—and they do make some individual tasks easier. But they also require extra budget and resources.

And the more tools your team has, the more fragmented the work becomes. That makes it harder, not easier, to operate efficiently.

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PRESSURES FRUSTRATE **CREATIVITY**

To meet the ferocious growth in demand, marketing teams are also looking for more—more resources, more assets, more headcount.

But “more” is the one thing you’re not getting. Despite sharp increases in demand, channels, and tools, one thing has remained stubbornly resistant to change—your marketing budget.

In fact, **marketing budgets at Fortune 500 companies have stagnated, increasing just 0.6% over the past five years.**

So what do you do?

You look to get “more” from the one place you can—your people.

But they’re already working harder than ever, and you can only push them so far before they snap. Either their creative output suffers, or they leave the business.

MARKETING DEPARTMENTS HAVE HIGHEST TURNOVER

According to LinkedIn, the average overall organizational turnover is roughly 10%, but marketing typically sees an average turnover of 17%.

LinkedIn



ADDING HEADCOUNT **WON'T WORK**

It's tempting to address this as a resource problem. If only you had more people, or so the thinking goes, you'd be able to distribute the work across more people and alleviate the burden on individuals.

But adding more bodies will only take you so far because there will never be enough people to keep up with the work. And automation may not always help because the essence of creativity—the intangible magic that captures your audience's attention and imagination—comes from your team's creative instincts. You can't automate that.

...BUT IMPROVING **PRODUCTIVITY WILL**

Ultimately, it comes down to one thing—getting the best from every team member in terms of both efficiency and creativity. You have to give your creative professionals space to work better, along with the tools, technology, and support to work faster.





In other words, you need to

FREE YOUR STORYTELLERS
TO TELL YOUR STORY

but how?

WORKING WITH **SHUTTERSTOCK**

With Shutterstock, your teams will be better able to handle the flow of work into your department. They'll produce more in less time. And, most importantly, you'll increase the quality and performance of your creative output.

With Shutterstock, you can:

Add data to your creative instincts.

The world moves too fast—and your audience's attention span is too splintered—for you to make decisions based on creative instinct alone. With Shutterstock, you can marry creative instincts with comprehensive market data to help your creatives tell better stories.

Work where you want.

Disconnected systems make an already complicated creative process that much more inefficient. And these complexities can quickly drag down your teams, leading to frustration, wasted time, and fatigue. With Shutterstock, you can replace friction with simplicity and predictability that empowers your team to work where they want.

Deliver your best work at a predictable cost.

Shrinking budgets and resources put your creative teams under pressure, causing their work—and morale—to suffer. With Shutterstock, you'll source great content and services without breaking your budget while making life easier for your teams to unleash their true creativity.

When you're able to arm your creative teams with the resources and tools they need to work faster and more efficiently, you'll unleash their true creativity. And you'll

free your storytellers to tell your story.





FIND OUT HOW OUR BUSINESS SOLUTIONS CAN SUPPORT
YOUR TEAMS' CREATIVE AND CONTENT NEEDS.

Contact us today to learn more.

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Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The company's brands also include Bigstock, a value-oriented stock media offering; Shutterstock Custom, a custom content creation platform; Offset, a high-end image collection; PremiumBeat, a curated royalty-free music library; and Shutterstock Editorial, a premier source of editorial images for the world's media.

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