FOCAL POINT |

10 Concerns of the

Chief Marketing Officer

CMO

+ helpful, proven **operational & organizational** support elements

Turning Organizational Energy Into Results That Matter

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1 Customer Experience

Enhancing overall customer experience is a top priority for CMOs - directly impacting brand perception, loyalty, and retention. CMOs focus on delivering seamless, personalized experiences across all touchpoints to meet customer expectations and drive demand.

Support Elements

- Customer Experience (CX) Dashboards
- Order-to-Delivery Process Mapping
- Pareto Constraint Analysis
- Voice of the Customer / Kano Analysis
- Workflow Optimization
- Marketing Experimentation
- Customer Service & Marketing Skills Training
- External Benchmarking
- Sales & Operations Planning (S&OP)
- Knowledge Management System (KMS)

2 Digital Transformation

CMOs are concerned with leveraging digital technologies and platforms to reach and engage customers effectively. This includes optimizing digital marketing channels, investing in marketing automation tools, and adopting data-driven strategies to drive growth and ROI.

Support Elements

- Pragmatic Tech Strategy and Roadmap
- DMAIC Method (Define, Measure, Analyze, Improve, Control)
- Digital Asset Mgmt. (DAM) and Content Mgmt. Systems (CMS)
- Workflow Optimization
- Performance Metrics Dashboards
- Continuous Improvement (CI) Workshops
- Project Management Office (PMO)
- Tech Systems Coaching & Training
- Vetted Tech Partner Ecosystem

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3 | Data Privacy and Security

With increasing regulations and consumer concerns, CMOs prioritize protecting customer data and complying with evolving data protection laws. CMOs work closely with their teams to implement critical data security measures and transparent data practices.

Support Elements

- Data Governance and Hierarchy Restructuring
- DMAIC Method (Define, Measure, Analyze, Improve, Control)
- Digital Asset Mgmt. (DAM) System
- Root Cause Analysis Methods
- Variation Analysis / Statistical Process Control
- Digital Data Control Room
- Hardware & Software Tech Training
- Project Management Office (PMO)

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4 Brand and Reputation Building

Building and maintaining a strong brand reputation is imperative to stand out in competitive markets. CMOs focus on developing brand identity, storytelling, and messaging strategies that resonate with core audiences and foster brand loyalty.

Support Elements

- Omnichannel Brand Strategy and Implementation Roadmap
- In-House Content Development Factory
- Content Management System (CMS)
- Marketing Metrics Dashboards
- Brand Standards and Portfolio Training
- Voice of the Customer / Kano Analysis
- Order-to-Delivery Process Optimization
- Internal Digital Communications Platform
- Brand Workshops
- Sales & Marketing Skills Training

5 Content Marketing

Creating engaging, relevant content is of paramount importance - to attract, educate, and inspire customers through compelling storytelling and thought leadership. CMOs focus on content strategy, creation, distribution, and measurement to drive brand awareness and engagement.

Support Elements

- Digital Asset Management (DAM) and Content Management Systems (CMS)
- In-House Content Development Factory
- Marketing Metrics Dashboards
- Data Analytics & Decision Science Team
- Workflow Optimization
- Voice of the Customer / Kano Analysis
- Sales & Marketing Skills Training
- Integrated Sales, Customer Service, Product Dev, and Marketing Teams
- Marketing Automation Platforms

6 Marketing Performance Metrics

Quantifying the impact of marketing initiatives on business outcomes - especially revenue generation - is crucial for CMOs to direct marketing investments and allocate resources. CMOs focus on defining and tracking key performance indicators (KPIs) to measure marketing return on investment (ROI), sales uplift correlation & causation analyses, and brand awareness.

Support Elements

- Digital Asset Management (DAM) System
- Data Lake and Data Warehouse Integrations
- A/B Testing, Marketing Mix Modeling (MMM), and Customer Lifetime Value (CLV) Capabilities
- Marketing Dashboards & Trend Analysis
- Data Analytics & Decision Science Team
- Continuous Improvement Teams
- Internal Digital Communication Platform
- Knowledge Management System (KMS)
- Marketing Experimentation

7 Customer Acquisition and Retention

CMOs are concerned with driving customer acquisition and retention strategies to grow the customer base and increase lifetime value. This includes targeting the right audience segments, optimizing conversion funnels, and implementing customer loyalty programs.

Support Elements

- Customer Journey / Customer Experience (CX) Analysis and Digital Platforms
- Customer Lifetime Value (CLV) Analysis
- Customer Loyalty Programs
- Revenue Enhancement and Service Skills Training
- Marketing Dashboards & Trend Analysis
- Voice of the Customer / Kano Analysis
- Order-to-Delivery and Req.-to-Check Process Analyses
- Marketing Automation Platforms
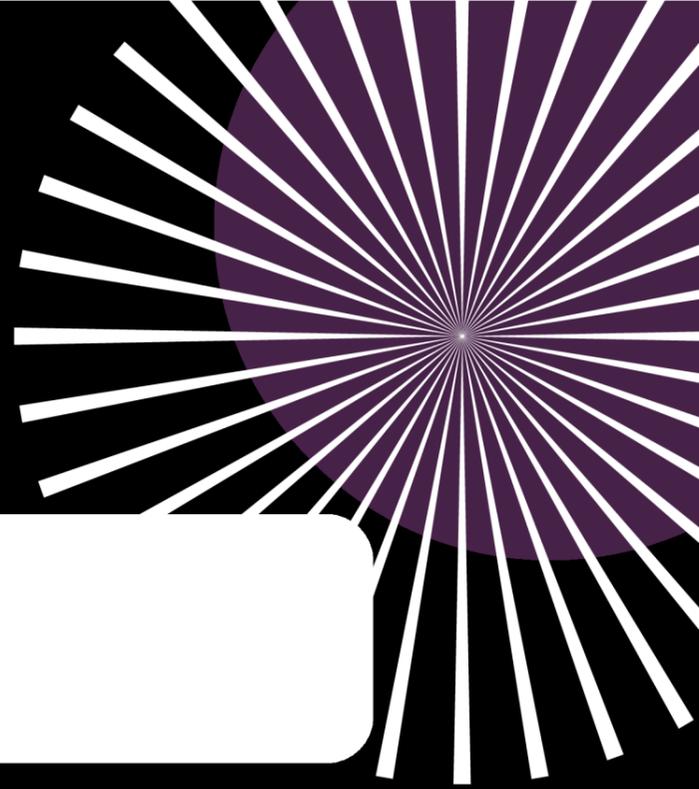
8 MarTech Stack

Managing an effective marketing technology stack is a priority for CMOs, who seek to leverage marketing automation, CRM, analytics, and other tools to streamline marketing operations, improve efficiency, and drive results.

Support Elements

- Tech Implementation Strategy and Roadmap
- Tech Stack Architecture and Vetted Tech Partner Ecosystem Analyses
- Data Governance Reorganization
- Workflow Optimization
- Data Analytics & Decision Science Team
- Research & Development Workshops
- Internal Digital Communication Platform
- Employee Tech Training
- Experimenting & Testing Program
- Project Management Office (PMO)

9 Talent Acquisition and Retention

Recruiting and retaining top marketing talent is essential for CMOs to execute their marketing strategies effectively. CMOs focus on building high-performing teams, fostering a culture of innovation & collaboration, and investing in ongoing training and development.

Support Elements

- Talent Management System
- Employee Onboarding, Coaching, and Training Process Optimization
- Sales & Marketing Skills Programs
- Voice of the Employee System
- Internal & External Benchmarking
- Data Analytics & Decision Science Team
- Knowledge Management System (KMS)
- Experimenting & Testing Program
- Internal Digital Communication Platform

10 Market Intelligence

Staying ahead of customer tastes and competitive developments is important in order to identify market opportunities and mitigate threats. CMOs focus on gathering and analyzing market intelligence, competitor insights, and customer feedback to support decisions and develop impactful campaigns.

Support Elements

- Value Creation Analysis
- Data Analytics & Decision Science Team
- Integrated Research & Development, Customer Service, and Quality Teams
- External Benchmarking
- Voice of the Customer / Kano Analysis
- Knowledge Management System (KMS)
- Experimenting & Testing Program
- Employee, Supplier, and Customer Surveys
- Internal Digital Communication Platform