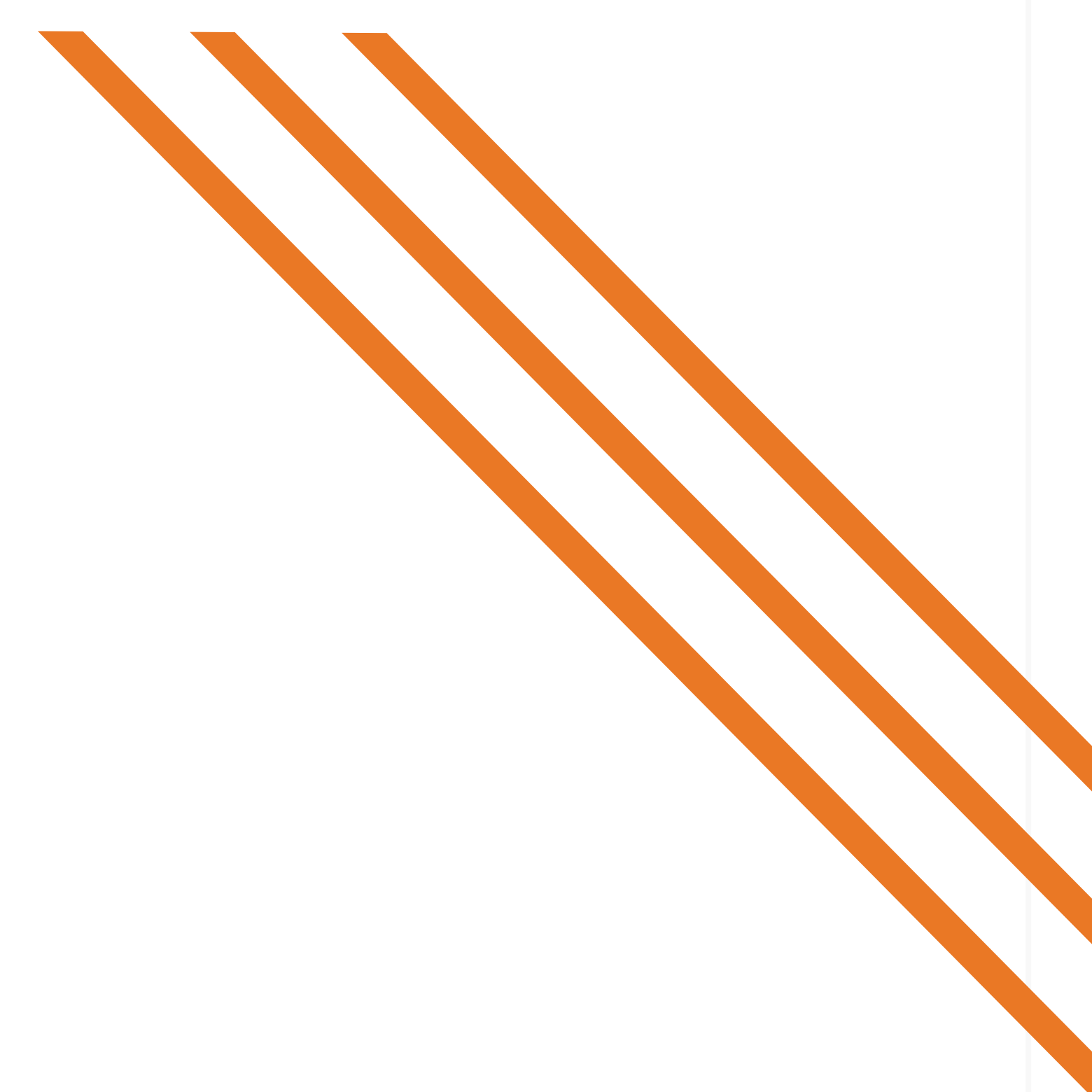




LONGVIEW
STRATEGIES

More Than a Buzzword

The Shifting Paradigm of Today's CMO





The current demands of a nearly full-virtual, global economy have redefined the CMO role as even more rigorous and multifaceted than in previous market environments. With an abundance of skillsets, resources, and experience needed in order to not only thrive but excel as a CMO, companies are challenged to find individuals who fit the mark.

Marketing roles range from entry-level tasks to strategic growth initiatives that accelerate business and cement sustainability. As brand architects, crafters, and catalysts, the role of the CMO is complex and far reaching — this is no longer a "maybe," but rather a "must-have" in order for a company to succeed in today's digital era.

Image Source | <https://www2.deloitte.com/us/en/pages/chief-marketing-officer/articles/five-roles-of-the-cmo.html>

In partnership with the Mobile Marketing Association (MMA), Adweek surveyed 50 top marketers during their "Great Marketing Reboot." Although marketing budgets were cut for many companies throughout the COVID-19 pandemic, there was also an increase in the interest and role of CMOs. Report insights include:

8%

Survey respondents said marketing had taken a step back

68%

Survey respondents said the role of marketing was elevated beginning in the early days of the pandemic

Elevation of roles
Leading from the inside out
Purpose takes center stage
Focus on team health

Source | <https://www.adweek.com/brand-marketing/what-the-worlds-top-cmos-think-of-the-role-of-marketing-in-the-future/>

CMOs stand at the intersection of strategy and execution. They are required to constantly practice professional agility as they cross boundaries through leadership, tactics, and innovation. Unlike more entry-level and junior roles in a marketing department, the CMO provides an overarching presence as the active listener and facilitator for business development, sales, client success, and service providers.

This is why it becomes incredibly difficult to recruit the right cultural fit: a CMO who transcends the skillset of a Marketing Manager, but who is able to execute the nuts-and-bolts of a marketing plan. For many organizations, CMOs also lead a core team to assist in the implementation of company vision - from marketing maintenance work on a weekly basis to annual planning for large-scale events, partnerships, and other initiatives.

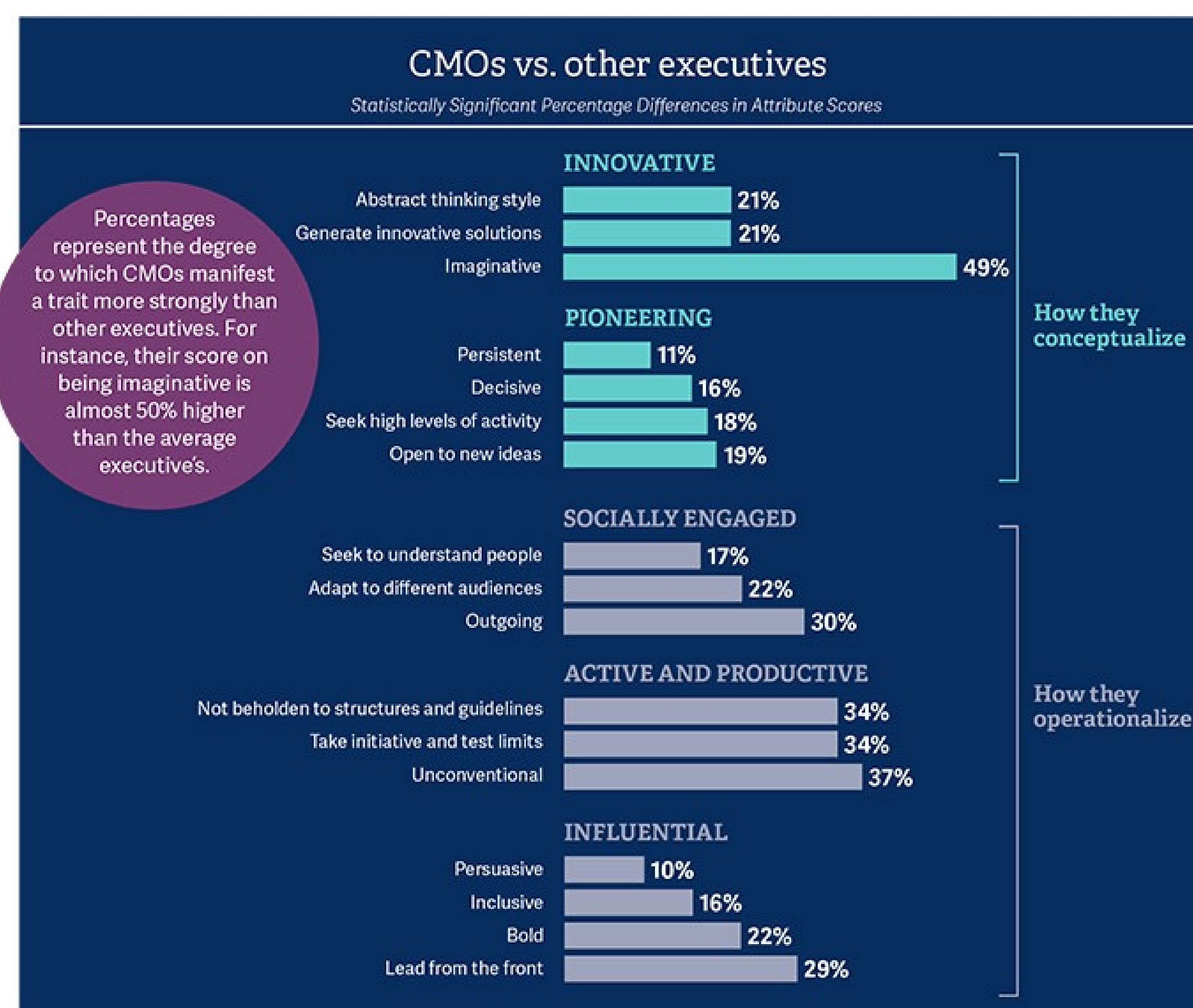


Image Source | <https://www.russellreynolds.com/insights/thought-leadership/inside-the-mind-of-the-chief-marketing-officer>

CMOs are adaptable.

They naturally float between departments.

They are digital embracers and diplomatic negotiators.

They are proactive peacemakers here for the common good.

With the rise in CMO hiring, companies are learning to harness growth-oriented leadership from an executive lead.

Defining the CMO role and diagnosing the greatest level of impact will help answer the following questions:

Internal Q&A

- What roles should be considered within our marketing team?*
- What skills does our marketing team have?*
- What initiatives does our team excel in? Where do they need help?*
- What time is allocated for marketing initiatives?*
- What budget do we need to be mindful of?*
- Should we be hiring for full-time roles?*
- Or should we be partnering with an external expert?*



Marketing Execution Structure

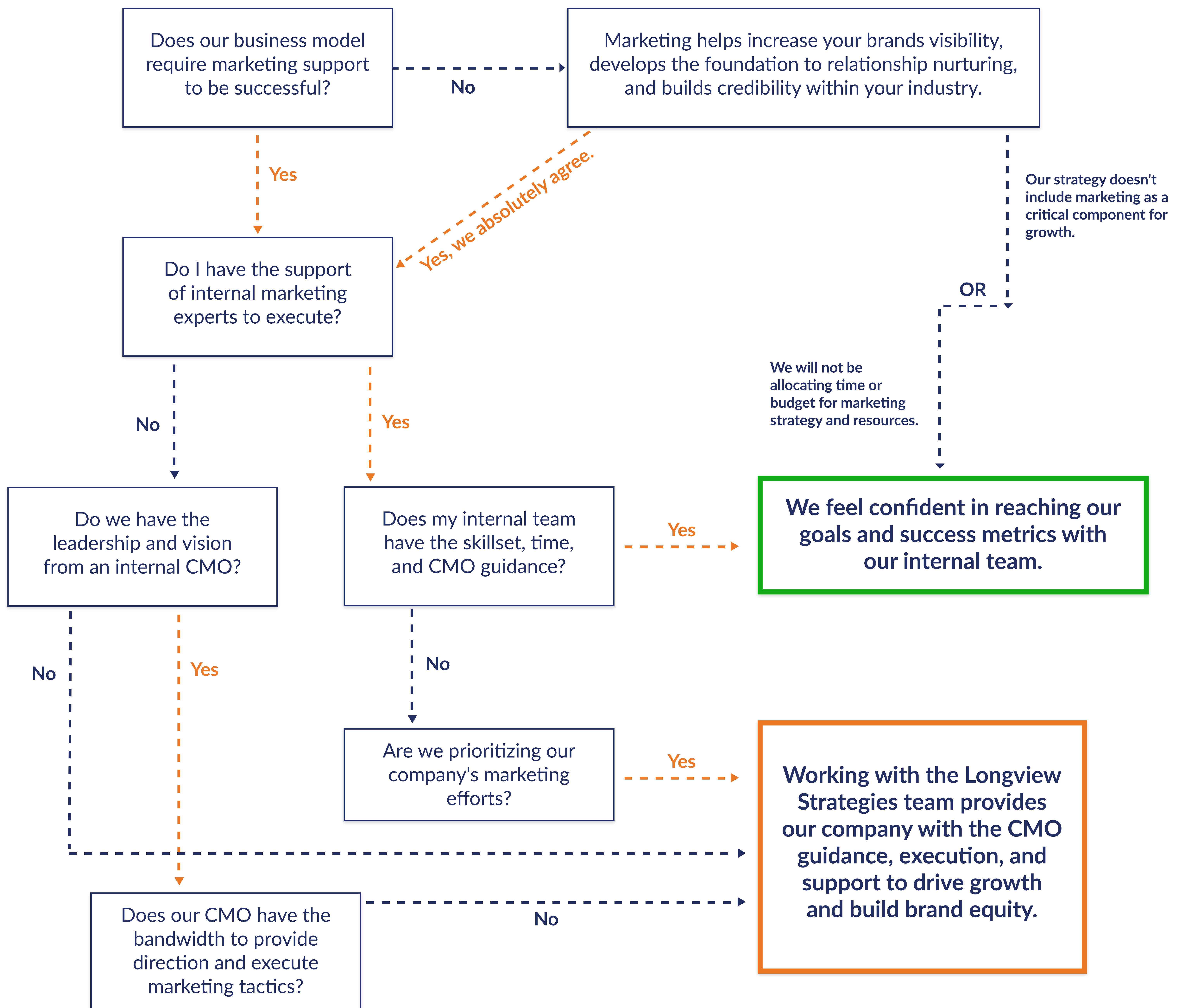
CMOs are typically hired as a "Jack & Jill of all trades," especially within small-to-midsized companies. In the natural progression of company growth, the role of the CMO will pivot to address business needs and long-term trajectory. We created the below chart to walk through key questions in structuring your marketing team:

What is the goal or success metric we're looking to achieve?	What are the operational tactics to reach this goal?	Do we have the internal skillset to execute?	Does our internal team have the bandwidth to execute?	What is the priority of this goal or success metric to be achieved?
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High
		Yes / No	Yes / No	Low / Medium / High

Taking the Longview

To optimize marketing initiatives, how can CMOs be best supported to carry out their roles? How does your marketing team facilitate the ideation and execution to drive your business model's success?

Take the following Longview journey:



WE UNDERSTAND THE SHIFTING PARADIGM OF TODAY'S CMO ROLE. During the progressive evolution to meet the demands to differentiate and bring impact, marketing has become more than a line item. The strategic decision-making process in building a marketing team can be filled with obstacles based on business goals, budgets, timelines, and skillsets.

Whether you're considering finding support and leadership for your internal team or are seeking an execution-forward partnership, Longview Strategies excels working in agile environments to bring growth and build brand equity.

CONTACT US

To learn how Longview Strategies can formalize your marketing initiatives and sustain success for the long term, contact us at:

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