

**WISE**  
**OLD**  
**UNCLE**



1. Priorities specific to my business's industry.

2. Digitization of our business's products and services.

3. Producing assets and collateral built to scale across products and/or regions.

4. Reducing media spend  
by developing earned  
channels.



5. Move from retained to on-demand agency services.

6. Developing and implementing style guides and tone of voice.

7. Promoting diversity amongst the marketing workforce.

## 8. Developing marketing apprenticeship schemes.

9. Creating time and space to allow for innovation activities.

10. Exploring the opportunities of emerging technologies like Artificial Intelligence or Blockchain.

11. Encouraging better collaboration across the organisation.

12. Developing and promoting a new internal brand proposition for the marketing department.



13. Developing strategic partnerships with vendors.

14. Reduce media spend  
by developing own  
channels.

15. Develop our web and mobile strategy and execution.



16. Building networks of smaller niche suppliers.

17. Monitoring of performance of marketing across social network channels.

18. Ensuring data  
regulation compliance  
(privacy etc).

19. Building capability to meet the changes in channels to market, at speed.

20. Investment in startup incubator and accelerator programs.



21. Better integration across marketing, sales and customer service teams.

22. Improve the CSR profile of the organisation.

## 23. Dealing with public affairs and crisis management.

## 24. Developing the marketing strategy.

25. Improving media spend through better accountability of paid channels.

26. Enabling  
enterprise-wide content  
searching.

27. Influencing  
organisational  
culture/culture change.

28. Better demonstrate the value of marketing to the organisation.

29. Making it easier for internal groups to work with Marketing.

30. Improve the organisational capability to act upon data and data insight.

# 31. Creating new digital business models.



32. Develop an employer brand.

33. Representing the organisation to the outside world.

34. Develop a new brand proposition for the organisation.

35. Establish a team of champions across the business to sell benefits of data and insight.

36. Introduce Service  
Design techniques for  
delivering new services.

37. Understand the insight requirements of senior executives.

38. Improve the gender balance of the current Marketing leadership team.

39. Use data to better define marketing actions and activities.

40. Invest into the skills and capabilities of the Marketing team.



41. Create a purpose-led brand.

42. Grow an in-house agency.

43. Introduce a new CRM platform.

44. Moving from  
on-demand to retained  
agency services.

45. Develop a close working relationship with a particular supplier.

46. Improve approaches to budgeting and resource management to better react to business needs.



47. Create a principle-based brand.

48. Review and re-tender  
key supplier contracts.

49. Improve customer data quality and storage.

50. Become a CEO.

# CMO Priorities

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