

WISE
OLD
UNCLE



Priorities specific to my
business's industry.

Digitization of our
business's products and
services.

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

Reducing media spend by
developing earned
channels.

Move from retained to
on-demand agency
services.

Developing and
implementing style guides
and tone of voice.

Promoting diversity
amongst the marketing
workforce.

Developing marketing
apprenticeship schemes.

Creating time and space
to allow for innovation
activities.

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

Encouraging better
collaboration across the
organisation.

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

Developing strategic
partnerships with
vendors.

Reduce media spend by
developing own channels.

Develop our web and mobile strategy and execution.

Building networks of
smaller niche suppliers.

Monitoring of
performance of marketing
across social network
channels.

Ensuring data regulation compliance (privacy etc).

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

Investment in startup
incubator and accelerator
programs.

Better integration across
marketing, sales and
customer service teams.

Improve the CSR profile
of the organisation.

Dealing with public affairs and crisis management.

Developing the marketing strategy.

Improving media spend
through better
accountability of paid
channels.

Enabling enterprise-wide
content searching.

Influencing organisational
culture/culture change.

Better demonstrate the value of marketing to the organisation.

Making it easier for
internal groups to work
with Marketing.

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

Creating new digital
business models.

Develop an employer
brand.

Representing the
organisation to the
outside world.

Develop a new brand proposition for the organisation.

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

Introduce Service Design techniques for delivering new services.

Understand the insight requirements of senior executives.

Improve the gender
balance of the current
Marketing leadership
team.

Use data to better define marketing actions and activities.

Invest into the skills and capabilities of the Marketing team.

Create a purpose-led
brand.

Grow an in-house agency.

Introduce a new CRM
platform.

Moving from on-demand
to retained agency
services.

Develop a close working relationship with a particular supplier.

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

Create a principle-based brand.

Review and re-tender key
supplier contracts.

Improve customer data
quality and storage.

Become a CEO.

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by Matt Ballantine & Matt Desmier

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stamplondon.co.uk/cxopriorities