

THE CMO SERIES TWO: FIVE STRATEGIES EVERY CMO NEEDS TO DRIVE ROI

If you're a marketing leader wanting to unlock your marketing potential, then this guide is for you.

FABRIC

WHAT TO EXPECT FROM THIS EBOOK:

This ebook will provide you with the five ultimate strategies you need to master growth, maximise budgets and drive ROI.

It will cover:

Strategy 1: Reviewing Your Strategy

Strategy 2: Organising a Marketing Team (or External Partners)

Strategy 3: Auditing Marketing Effectiveness

Strategy 4: Elevating Department Effectiveness

Strategy 5: Maximising ROI with Innovative Campaigns

ANY SUCCESSFUL CMO STAYS AHEAD OF THE COMPETITION AND LEADS THEIR TEAM TO SUCCESS.

Life as a Chief Marketing Officer is both dynamic and demanding. Between juggling the school run, diving into emails, team huddles, and rubbing shoulders with other department heads, your day is a whirlwind. Plus, let's not forget the never ending quest for knowledge – from industry events to online courses and soaking in advice from mentors.

As a leader, you constantly strive for knowledge and learning, seeking inspiration from industry conferences, trade publications, and mentors to stay current with industry trends. However, you're also challenged with improving your teams skills and demonstrating your company's commitment to professional development. But hopefully, this ebook will give you a little steer in the right direction.

In essence, this ebook is crafted with a singular core aim: to empower you as a marketing leader. By increasing the efficiency and ROI of your marketing department, building your reputation, and creating a strategic marketing team that consistently delivers results, we aim to be a catalyst for your success and to keep you level within your role.

Without further ado, let's dive into the ebook that you're actually here to read about.

STRATEGY 1:

REVIEWING YOUR STRATEGY

In the dynamic realm of marketing, the journey toward success begins with a fundamental task for every CMO – reviewing and refining the marketing strategy to make sure the marketing aligns with the overall business trajectory and growth goals.

Now let's break down the fundamentals of strategy and how to constantly review your current one. (Fabric tip – dedicate a 1-hour time slot each week to check and make sure everything is updated in your strategy.)

DATA & INSIGHT

Every successful marketing strategy starts with data and insight. Without a thorough understanding of your market landscape, who you're targeting and what matters to them, it's impossible to create meaningful communications that resonate. Let's give you some tips on how to review the first hurdle of your strategy.

Regularly Assess Business and Marketing Objectives

Schedule periodic reviews of the business and marketing objectives. Ensure they align with the overall organisation's growth goals and reflect current market trends.

Competitor Monitoring

Establish a streamline system for ongoing competitor monitoring. Track your strategies, campaigns, and market positioning to identify opportunities and threats.

Evaluate Emerging Competitors

Stay ahead of the curve by identifying and evaluating emerging competitors. Assess your impact on the market and consider proactive strategies to maintain a competitive edge.

Product and Service Insights

Review your strategies product and service insights by keeping on top of current customer feedback, assess market demand, and identify areas for improvement or innovation.

Market Mapping

Conduct regular market mapping exercises to identify shifts in consumer behaviour, emerging trends, and potential niches. Stay tuned into changes that could impact your market positioning.



Persona Refresh Workshops

Conduct regular "Persona Refresh" workshops with your marketing team and wider business to keep buyer personas up-to-date and aligned with the evolving market landscape. This interactive session can be a collaborative effort involving various departments to ensure a comprehensive understanding of your target audience.

Fabric tip: Check out our persona workshop article for a complete step by step guide of how to run one [here](#).

COMMUNICATING THE STRATEGY

After gaining a complete understanding of your audience and current position in the market, it's time to start building meaningful relationships through content that matters. Here's how to review this section of your strategy:

Review Brand Values and Narratives

Periodically revisit and review brand values and narratives. Ensure they resonate with the target audience and remain consistent with the evolving identity of the business.

Key Messages and Tone of Voice

Scrutinise key messages and tone of voice used in marketing communications. Make sure the messaging your team is putting out there is aligned with the ethos and voice of the brand – otherwise the business will never be distinguished between competitors.

Channel Strategy Alignment

Assess the alignment of channel strategies with overall marketing goals. Ensure that the ones in your team who are regularly using the brand's platforms are constantly monitoring that each channel serves its purpose effectively, reaching the intended audience with the right messages.

Content Plan Evaluation

Review the content plan regularly. Ensure it remains relevant, engaging, and aligns with the overarching marketing strategy. Adapt the plan based on performance analytics and emerging trends.

Budget Allocation Review

Conduct a thorough review of budget allocations every week. Confirm that financial resources are allocated efficiently across different marketing channels and campaigns, maximising ROI. If some subscriptions aren't giving you a return, get rid of them!

DELIVERY AND MEASUREMENT

The last hurdle that every effective marketing strategy should have – delivery and measurement. It's crucial to deliver and measure your strategy effectively and analyse data to show maximum impact. Here's how to review this part of your strategy to make sure your marketing team is reporting correctly on all marketing efforts, but also how to track your team's efforts too.

Constant Tracking of Marketing Team's Efforts

Regularly assess campaign performance, content creation, and other key deliverables that resonate with where your team's efforts are mostly being used and where money is being spent.

Operational Plans Scrutiny

Review operational plans to ensure they align with the overarching strategy. Confirm that the day-to-day activities of the marketing team contribute to the achievement of strategic goals.

Measurement Frameworks Effectiveness

Evaluate the effectiveness of your measurement frameworks. Ensure they capture relevant KPIs, providing insights into the success of marketing initiatives.

Reviewing Reporting Processes

Regularly review reporting processes. Confirm that reports are comprehensive, insightful, and provide actionable information. Use these reports to inform future strategies and optimisations.

By incorporating these suggestions into routine practises, you can establish a dynamic and adaptive approach to strategy review, ensuring that your marketing efforts remain aligned with the evolving needs of the business and the market.

Download the [ultimate marketing strategy toolkit](#) which breaks down each fundamental pillar of an effective strategy that is used and loved by thousands of marketers across the globe.



**UNLEASH
GROWTH &
TRANSFORM
YOUR
MARKETING**

STRATEGY 2: **ORGANISING A MARKETING TEAM (OR EXTERNAL PARTNERS)**

Now you're feeling confident that your strategy aligns with the business, it's time to look at the team delivering it. You may be in various places with this area right now, you've either inherited a marketing team, you're tasked with building one, or you are the marketing team and you need some external help to ensure you deliver.

No matter what position you are currently sitting in as a CMO, as you progress through your role, you'll need to know how to structure a marketing team to deliver effective marketing and growth.

DEFINING CLEAR ROLES AND RESPONSIBILITIES:

The cornerstone of a high-functioning team lies in clarity. Kick off the process by meticulously defining clear roles and responsibilities for each team member. This isn't just about job titles; it's about cultivating a sense of purpose and direction. By doing so, you not only avoid duplication of efforts but also instil a sense of ownership and accountability within the team. This clarity serves as the north star guiding your team's collective efforts.

FOSTERING CROSS-FUNCTIONAL COLLABORATION:

Marketing isn't an island; it's a dynamic part of the larger business ecosystem. Break down the tower that often separates departments. Encourage open communication, foster collaboration, and create bridges between marketing and other vital functions like sales and product development. This cross-functional collaboration ensures that your marketing initiatives are not solitary endeavours but seamlessly align with the overarching objectives of the entire business. The result? A more cohesive and effective strategy that resonates across all aspects of the organisation.

TALENT ACQUISITION AND DEVELOPMENT STRATEGIES:

No team is stronger than its individual members. Surround yourself with a powerhouse of skilled professionals, each bringing a unique set of perspectives and expertise to the table. By getting to know your ideal talent persona on a much deeper level, you'll be able to attract and engage those with the right skills and values far more effectively to drive your marketing forward.



If you're yet to identify your talent personas, download our [free talent persona guide](#) with templates and prompt cards to help guide you when running a talent persona workshop and creating questions for your surveys.

CULTIVATING A CULTURE OF CONTINUOUS LEARNING:

The final piece of the puzzle is a culture of continuous learning. As a CMO, you'll learn how to foster an environment where curiosity is encouraged, where team members are empowered to expand their skill sets, and where staying updated on industry best practices is a shared commitment. A dynamic and knowledgeable team is not just a reflection of your leadership; it's your ultimate tool for navigating the challenges of the marketing landscape.

It's important you have your team's best interests at heart and are always encouraging them to develop their skill sets everyday to become some of the best marketers. Creating KPI plans, including CPD trackers and organising monthly professional development meetings is essential to keep them on track. Keeping a CPD log will give your team members a reference point for evidencing all of their hard work, so when it comes to their performance reviews, they've got all of their hard work in one place to review.

Download a CPD log template to help you track your team's professional development [here](#).

COMMUNICATION IS KEY:

You've probably heard the saying 'communication is key' when running a team, but it couldn't be more true. Establish clear lines of communication to ensure everyone is on the same page. Enforce regular team meetings, reporting structures, and collaboration tools to facilitate effective communication within your team. If your team feels comfortable enough to come to you with any barriers or challenges they currently have, it's a win-win and fosters a good working relationship which ultimately, will increase employee retention.

Overall, regularly reassess your team structure to ensure it aligns with your business goals and the ever-changing marketing landscape. If you counter all of these factors when structuring your team, you won't just have a team; you'll have a robust, collaborative force ready to bring your refined marketing strategy to life.

STRATEGY 3: **AUDITING CURRENT MARKETING EFFECTIVENESS**

You're going to want to understand the current impact your marketing efforts are having on the business as a whole, are they moving the dials on the business objectives? Are they driving good quality MQL into the pipeline? Are they building your brand reputation with your ideal audience and getting your product or service in front of them in the right way?

To be a real strategic leader in marketing, you want to get into the habit of passively auditing your marketing every day.

IDENTIFYING STRATEGIC KEY PERFORMANCE INDICATORS (KPIs):

The journey kicks off with a strategic compass – identifying and monitoring KPIs that align seamlessly with your overarching goals. Dive into the metrics that matter, whether it's tracking customer acquisition costs, conversion rates, or the lifetime value of your customers.

LEVERAGING ANALYTICS AND DATA ANALYSIS TOOLS:

Analytics become your trusted ally in your marketing efforts. Uncover deeper insights into campaign performance and customer behaviour by using cutting-edge data analysis tools. Here are two examples of how to uncover deeper insights:

Reviewing Reporting Processes

Deciphering data trends involves understanding the patterns and fluctuations within your datasets over time. Start by examining the historical performance of your marketing campaigns. Identify recurring patterns or trends that align with specific periods, such as seasonal variations or response spikes during promotional events.

For example, if you observe increased engagement on social media during weekends, you can tailor content to align with this trend, maximising its impact.

Identifying Patterns

Use advanced analytics to identify patterns that might not be immediately apparent. This could include understanding how certain variables influence each other or recognising patterns in consumer interactions across different touchpoints.

For instance, you might discover that a specific demographic engages more with video content, allowing you to tailor future campaigns to better cater to this audience.



CUSTOMER SEGMENTATION AND RETARGETING:

Customer segmentation and targeting are critical components of a successful marketing strategy, which should be audited carefully in order to know where to focus your marketing efforts.

In auditing these aspects, it's essential to review the effectiveness of segmenting the market based on demographics, psychographics, geography, and behaviour. Assess the relevance of messaging, targeting criteria, and channel selection for each segment, ensuring alignment with overall business goals. Evaluate the level of personalisation in campaigns and check for any overlapping segments.

Examine the accuracy and currency of data used for segmentation, and assess adaptability to market changes. The goal is to confirm that marketing efforts reach the right audience and resonate with their needs, preferences, and behaviours, promoting an agile and effective strategy that evolves with the market. Regular updates and refinements based on feedback and data analysis are crucial to maintaining relevance and maximising effectiveness.

That's why it's always important to craft and review persona surveys. The direct insights from your audience are gold, offering an understanding of campaign success and the overall perception of your brand. This human touch is the secret sauce that turns good campaigns into exceptional ones.

Once you have all the data you need on your marketing efforts, make sure you're reporting on it monthly, and able to easily analyse changes in data from one month to the next.

In a senior position you will often get challenged on your numbers and your marketing activity, so having a strategic eye over what is going on and the trends in data that is impacting efforts will allow you to confidently present your current position and justify changes to your strategy.



AUDIT YOUR BUDGET ALLOCATION:

Lastly, auditing your marketing budget allocation is pivotal for evaluating the overall effectiveness of your strategies – and as a marketing leader, you will know how important it is to know exactly where your marketing budget is being spent and why.

Begin by reviewing the performance of each marketing channel, analysing ROI, conversion rates, and assessing the marketing mix alignment with business goals. Allocate resources based on specific objectives, ensuring testing and experimentation budget, and adjusting for seasonal variations. Scrutinise cost-effectiveness, eliminate overlapping expenses and evaluate technology investments for efficiency.

Regularly revisit and adjust your budget allocation to maintain a strategic and adaptive approach that optimises spending and aligns with evolving business objectives.

In essence, auditing marketing effectiveness is a commitment to identifying KPI's, data trends, identifying patterns, and extracting insights from your customers which in turn, become the driver of all of your marketing decisions and overall success. Don't forget to keep a close eye on your budget. You should be constantly reviewing your overall strategy which has all of these elements in – you won't miss anything out if you stick to your strategy!

Ready to audit your current strategy? Our quiz has been designed to identify blind spots in your marketing strategy and provide you with instant, actionable steps on how to improve. Measuring your current strategy is the first simple step to identifying its effectiveness and giving you the right tools to transform your marketing.

CHAPTER 4:

ELEVATING MARKETING DEPARTMENT EFFECTIVENESS

In the dynamic realm of modern marketing, a Chief Marketing Officer is not just a leader but a navigator, steering the marketing department towards continuous enhancement and effectiveness. This section unfolds a comprehensive strategy, propelling your team to stay ahead in the competitive landscape and adapt swiftly to the ever-evolving challenges of the marketing arena.

INTEGRATION OF CUTTING-EDGE MARKETING TECHNOLOGIES:

The journey begins with cutting-edge marketing technologies. Dive into three platforms designed to not only automate repetitive tasks but also to streamline workflows and provide real-time insights.

Marketing Automation Platforms:

Examples: HubSpot, Mailchimp, SendInBlue

Functionality: Automate repetitive marketing tasks, such as email campaigns, social media posting, and lead nurturing.

Project Management Tools

Examples: Slack, Trello and Notion

Functionality: Organising multiple projects and to keep the marketing department on track

Customer Relationship Management (CRM) Systems:

Examples: Salesforce, Hubspot, and Pipedrive

Functionality: Streamline customer data management, enhance communication, and improve customer interactions.



Artificial Intelligence (AI) and Machine Learning (ML) Tools:

Examples: Microsoft Azure, Google AI, Salesforce Einstein

Functionality: Utilise AI and ML algorithms for predictive analytics, personalisation, and data-driven decision-making.

This technology integration is not just about efficiency; it positions your team to be agile and responsive to emerging trends. Equip your team with the tools they need to not just keep up but lead the charge in the fast-paced world of marketing innovation.

IMPLEMENTING AN AGILE CULTURE:

Recognising the dynamic nature of the market, agility becomes a key asset to staying ahead of the curve. Break down large projects into smaller, manageable tasks, empowering your team to respond swiftly to market changes and optimise campaigns in real-time. Embracing an agile mindset fosters innovation and ensures your team remains proactive, evolving strategies in tandem with the ever-shifting marketing landscape, whilst still working towards those all important objectives.

Here are three ways you can enhance the marketing department using agile techniques:

Project Breakdown for Streamlined Execution:

Approach: Break down large marketing projects into smaller, more manageable tasks or "sprints."

Advantages: This approach allows for focused attention on specific aspects of a campaign, promotes quicker delivery of results, and enhances team collaboration.

Real-Time Campaign Optimisation:

Approach: Implement a structure that allows for real-time optimisation of marketing campaigns based on ongoing performance data.

Advantages: Enables quick adjustments in response to market changes, emerging trends, or shifts in consumer behaviour, ensuring campaigns remain effective and relevant.



Encourage a Culture of Collaboration and Accountability:

Approach: Foster a collaborative and accountable culture where team members take ownership of their tasks and collaborate transparently.

Advantages: Enhances team cohesion, accountability, and communication, ensuring that everyone is aligned with common goals and responsibilities.

TRANSFORMATION INTO A DYNAMIC AND AGILE POWERHOUSE:

Imagine a transformed marketing department – dynamic, agile, and ready to face the challenges of the modern marketing landscape head-on. You've armed your team with the latest technologies, instilled an agile mindset, and fostered a commitment to continuous learning. The result? A powerhouse ready to not only navigate change but to lead the way, ensuring your organisation remains at the forefront of marketing excellence. Take these actionable steps to empower your team for success in the ever-evolving marketing landscape:

Technology Integration for Efficiency:

Actionable Steps: Identify specific marketing technologies aligned with your goals. Provide hands-on training to your team for effective tool utilisation. Establish protocols for integrating these technologies into daily workflows.

Strategy Workshops:

Actionable Steps: Initiate strategy workshops with a focus on iterative development. Encourage team members to present ideas, gather feedback, and collaboratively refine strategies. Implement a feedback loop for continuous improvement.

Collaborative Platforms Implementation:

Actionable Steps: Introduce collaborative platforms or project management tools that facilitate transparent communication and document sharing. Ensure that all team members have access and are proficient in using these tools.

Celebrate Achievements Along the Way!

Actionable Steps: Create a culture of celebration by acknowledging and rewarding team achievements. Whether big or small, recognise efforts that contribute to the overall success of the department. This fosters motivation and a sense of accomplishment.



INVEST IN PROFESSIONAL DEVELOPMENT:

Investing in professional development for your marketing team is essential for fostering a dynamic and competitive workforce. Encourage a culture of ongoing learning by providing access to relevant training programmes, workshops, and industry conferences. Stay actively engaged with the latest industry trends, emerging technologies, and best practices, and share this knowledge with your team through regular communication and training sessions.

Consider establishing a mentorship programme for team members to connect with experts in the field. Provide financial support for certifications and courses that enhance their skills, and recognise and reward achievements in professional development.

By prioritising continuous learning, you not only ensure that your team remains agile to the rapidly evolving marketing landscape but also cultivate a motivated and empowered workforce that contributes to the success and innovation of the entire marketing department.

**EDUCATE,
EMPOWER &
RETAIN
MARKETING
TALENT**

STRATEGY 5: **MAXIMISING ROI WITH INNOVATIVE CAMPAIGNS**

It's crucial to maximise ROI with innovative campaigns, after all, it's most likely one of the main business goals! However, it requires strategic planning, creativity, and a focus on measurable outcomes. Here's some steps on how to ensure that your marketing initiatives are effective and contribute to ROI:

SET CLEAR AND MEASURABLE GOALS:

Establish SMART goals for each marketing initiative. Clear objectives provide a roadmap for success and enable measurement of campaign effectiveness.

UNDERSTAND YOUR AUDIENCE:

Conduct thorough market research to understand your target audience's demographics, behaviours, and preferences. Tailor your campaigns to resonate with their needs, creating more impactful and relevant marketing efforts.

DATA-DRIVEN DECISION MAKING:

Leverage data and analytics to inform your marketing strategies. Regularly analyse KPIs to gain insights into what's working and where adjustments are needed.

MARKETING AUTOMATION:

Invest in marketing automation tools to streamline repetitive tasks, nurture leads, and deliver personalised content. Automation can enhance efficiency and ensure timely and targeted communication.

CONTINUOUS TESTING AND OPTIMISATION:

Adopt a culture of continuous testing and optimisation. Experiment with different campaign elements, analyse results and make data-driven adjustments to improve performance over time.

By aligning your strategies with clear goals, customer insights, and data-driven decisions, you can achieve sustained success and a high ROI for your marketing initiatives.



STRATEGIC PARTNERSHIPS AND COLLABORATIONS:

One useful aspect to maximising ROI in your marketing efforts is to explore and leverage opportunities for strategic partnerships and collaborations that align with your brand and campaign objectives. Partnering with other companies, influencers, or organisations can expand your reach, leverage shared audiences, and bring additional creativity and expertise to your campaigns!

Joint campaigns can generate excitement, create a buzz, and potentially tap into new customer segments. Don't forget about your brand values in the outreach and planning stage, all partnerships should be authentic and resonate with your brand values, you don't want to partner up with someone who isn't a good fit and ultimately, damages your brand!

By forging strategic partnerships, you can access new resources, amplify your campaigns, and create mutually beneficial relationships that drive positive results.

CONCLUSION

So, you now know the five strategies to tackle as a CMO or marketing leader. From the foundational elements of strategy development and team structuring to the dynamic realms of agile adaptation and groundbreaking campaigns, the CMO of today is a visionary architect, strategist, and innovator – all in one.

To break down, the journey began with a reassessment of a successful marketing strategy and a spotlight on understanding the current market conditions, refining customer personas, and orchestrating effective communication. Don't forget to download our marketing strategy toolkit!

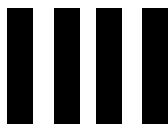
Strategy two took us through organising and structuring a marketing team (or your external partners), emphasising defined roles, cross-functional collaboration, and talent acquisition. A well-structured team, motivated and skilled, emerged as the cornerstone of executing strategic plans with precision.

Auditing the effectiveness of marketing initiatives took centre stage in strategy three, giving the art of deciphering data trends, making data-driven decisions, and integrating qualitative measures. This chapter equipped you with the tools needed to transform raw data into actionable wisdom, fostering a culture of continuous improvement.

Strategy four explored the enhancement of department effectiveness, advocating for technology integration, agile methodologies, and a commitment to continuous learning. The marketing department transformed into a dynamic and agile powerhouse, ready to tackle the challenges of the fast-paced marketing landscape.

The final strategy delved into the realm of innovative campaigns to maximise ROI, urging you to cultivate a culture of creative thinking, explore unconventional strategies, and measure their impact. By embracing creativity and partnerships, breaking away from the ordinary, and refining strategies based on insightful analytics, you can position your team for success in the crowded digital landscape.

As you start to implement these strategies and insights into your daily practices, remember that this journey is not a linear one but a continuous evolution. The dynamic nature of the marketing landscape demands agility, adaptability, and a relentless pursuit of innovation.



READY TO TRANSFORM YOUR MARKETING TEAM?

Welcome to Fabric - the dedicated learning platform designed exclusively for marketers.

As a learning and development partner for businesses worldwide, we've seen amazing results from the teams we've worked with.

We've transformed marketers and marketing teams of all levels into strategically minded, commercial leaders, who are now delivering more effective marketing that's driving positive results, helping businesses smash their growth goals.

We've also seen a huge reduction in the levels of marketing budget wasted, whilst learners have been with Fabric, a game changer for your business.

You and your team will be empowered with the best methods to build a high-level marketing strategy for your business and a series of detailed execution plans, whilst on the 12-week programme, saving you thousands in outsourcing to expensive strategy consultants.

You'll also each gain an expert marketing practitioner as a dedicated coach, to make you and your team more effective and confident in your roles, as well as mentorship from the Fabric community and monthly masterclasses to ensure you stay at the top of your game.

By developing your team through a shared learning experience, you'll create common processes throughout your department, reduce the skills gaps, and benefit from a happy and confident team, focused on driving results within your organisation.

At Fabric, we're already working with some of the world's leading brands to develop and retain the best marketing talent, including itsu, The Body Shop, Savills, 118118 Money and Revolution Beauty, and of course we want to help you and your business achieve the same results.

TRANSFORM YOUR MARKETING WITH FABRIC

To discuss how Fabric can work for you email hello@fabric-academy.com

Find out more at fabric-academy.com



WHAT OUR CUSTOMERS SAY ABOUT US:

"As a new marketing leader, Fabric boosted my confidence in understanding what is needed to develop a strategy. Plus Lisa and the team give feedback along the way which was such a perk! I would highly recommend Fabric to anyone wanting to learn more about building a well planned marketing strategy."

Wendy, Director, Marketing Programs & Operations - H&R Block

"As a managing director, with little marketing experience I was concerned I would struggle. I couldn't have been more wrong! The design of Fabric allowed me to take the time to understand the material and then apply this on a practical level, the support and feedback was fantastic."

Debra, Managing Director - Net Defence

85%

of learners would
recommend Fabric

Data collected as part of an NPS
survey

100%

of learners absolutely
loved Fabric

Data collected as part of a CSAT
survey

**UNLOCK YOUR
MARKETING
TEAM'S
POTENTIAL AND
EQUIP THEM TO
DRIVE BUSINESS
SUCCESS**

FABRIC

fabric-academy.com