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Rule the Corporate Jungle:
How CMOs Can Prove Value

Speakers

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The **pressure is on** for marketing leaders and executives.

57% of CMOs report feeling pressured by the CEO to prove the value of marketing.

44% of in-house marketers said "gaining respect from internal clients" poses the greatest challenge moving forward.

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Digital transformation
is changing the way
work gets done.

The workforce is **shifting**.

44% of the workforce will be independent contractors by 2018.

43% of full-time employees spend time working from home.

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Productivity is **flat**.

Why are we working more, yet doing less?

- More meetings than ever, to be "collaborative"

- More email than ever, to be "collaborative" and non-confrontational

- More use of social media at work, and blending of work/non-work time

- I'm always working in some sense, and I'm never "working" in the classic sense

CMOs have the **shortest shelf-life** of any executive.

42 m

The average tenure for CMOs is just 42 months (2016).

3.5 y

Compared to 5.7 years (CFO) or 7.2 years (CEO).

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"**Failure to measure marketing's impact on the business. This reason is a biggie. If you can't justify your value—in the eyes of the executive suite—you have no value.**"

— Christopher Ryan, President of Fusion Marketing Partners

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Marketing and Sales are often **in a power struggle**

87%
of the words sales and marketing use to describe each other are negative

45%
of businesses have a shared, company-wide definition of a lead

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Leaders need to show that marketing is:

Crucial to the business

Deserving of a seat at the decision-making table

Doing more than creating swag

Able to execute with speed, creativity, and quality

Productive and cutting-edge

A valuable, strategic partner to other business units

Modern, forward thinking, and prepared for the future

Stacked with the right talent and skillsets

1. Hire the right talent

Modern tech is changing talent needs

- AI and machine learning - will this affect jobs?

- Marketing spends more on tech than IT, but do they know what they have?

15%
of digital advertisers say they are using their technology effectively today.

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Marketers need new **critical thinking and creativity** skills.

Top 10 skills

in **2020**		in **2015**	
1.	Complex Problem Solving	1.	Complex Problem Solving
2.	Critical Thinking	2.	Coordinating with Others
3.	Creativity	3.	People Management
4.	People Management	4.	Critical Thinking
5.	Coordinating with Others	5.	Negotiation
6.	Emotional Intelligence	6.	Quality Control
7.	Judgment and Decision Making	7.	Service Orientation
8.	Service Orientation	8.	Judgment and Decision Making
9.	Negotiation	9.	Active Listening
10.	Cognitive Flexibility	10.	Creativity

Source: World Economic Forum, *The Future of Jobs Report*, 2016.

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Today's workplace requires skills that cannot be replicated by machines.

Figure 4: Soft skills are in demand – but hard to find

Q: In addition to technical business expertise, how important are the following skills to your organisation?
Q: How difficult, if at all, is it for your organisation to recruit people with these skills or characteristic?

Today's skills battleground

Problem-solving
Leadership
Collaboration
Adaptability
Creativity and innovation
Emotional intelligence
Risk Management
Digital skills
STEM skills

% agreeing skill is very important
% agreeing skill is difficult to find
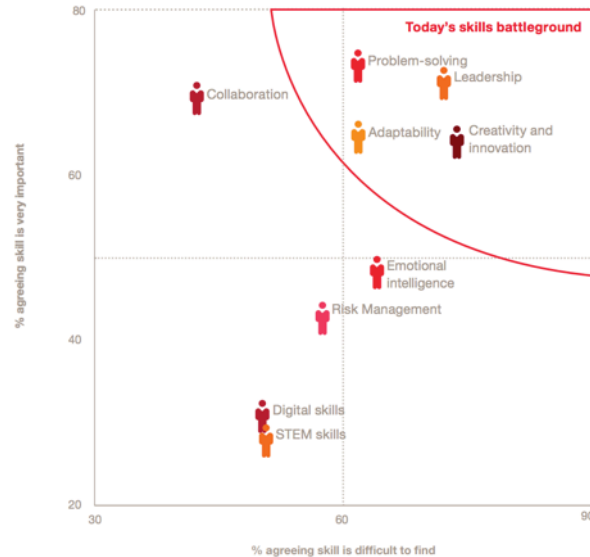
77% of CEOs are concerned about the lack of "availability of key skills" and how that threatens the business.

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When robots do the day-to-day marketing work, **the strategist becomes King**.

2. Retain your best talent

Increased pressure & workloads has negative affects on employees

- Negative relationships

- Job instability

- Unhealthy stress

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Unhealthy stress and **unhappy employees** leads to big losses.

34% of lost productivity is caused by depression and stress disorders.

36% of workers suffer from work-related stress that costs U.S. companies $30 B a year.

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Somebody is always **too busy** and somebody else is bored.

How to retain your top talent:

1. Make their happiness your business

2. Efficient resource management

3. Balance workloads

4. Agile mindset

5. Ensure there's time for creativity

3. Focus on building internal trust

Why work is delivered late, causing mistrust

EMAIL

63% of marketers spend 3 or more hours in email per day.

SPREADSHEETS

14% of marketers blame updating spreadsheets for lost productivity.

MEETINGS

49% say unfocused meetings is the biggest workplace time-waster.

PLANNING

22% of workers say lack of sufficient time is the reason for late work.

APPROVALS

More than 1/3 of marketers say delayed approvals make work late twice a week or more.

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How to help others trust in your team:

- Work to improve alignment between Sales and Marketing

- Focus on gaining alignment with other execs/leaders

- Help your team keep commitments

- Be transparent

- Have clear processes for working with other teams

44%
of in-house marketers said "gaining respect from internal clients" poses the greatest challenge moving forward.

400%
Higher annual revenue growth for aligned sales and marketing teams.

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Position marketing as a strategic partner

- Create a system for **prioritizing**/evaluating jobs and requests based on **strategic value**
- Say yes to the right things, and **no** to work that doesn't add value
- Consider an in-house agency model, with **defined** service **offerings**

65%

18%

PEERS

EXECUTORS

65% of executors—organizations that successfully completed 20% more strategic initiatives than others—reported well-above-average financial performance and strategic implementation, compared with just 18% of peer organizations.[11]

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4. Increase operational efficiency

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Automating **work** is a top priority.

30%
of work can be automated to reclaim time for more creativity and innovation.

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Automate the "fake" work ...

EMAIL   **REPORTING**   **MEETINGS**   **PLANNING**   **APPROVALS**

... and get time back to do the human side of work—the creative, most important part.

Streamline your workflow

- Standardized intake process
- Agile planning and execution
- Project templates for repeatable work
- Digital proofing and approval routing
- Centralized collaboration in context
- File storage

93%
of marketers said adopting Agile helped them improve speed to market.

84%
of respondents experienced improved team morale when adopting Agile methodology.

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Reduce data silos in marketing

- Integrations

- Enterprise platforms

- Productivity suite

6 tools

Knowledge workers use an average of six tools to manage their work every day (not including CMS, CRM, MRM, etc.).

11 tools

In-house marketing agencies use an average of 11 tools to manage their work.

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5. Consolidate your tech stack

2011 ~150

2012 ~350

2014 ~1,000

2015 ~2,000

2016 ~3,500

2017 ~5,000

Growth of the marketing technology landscape over 7 years

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017

Advertising & Promotion — Mobile Marketing; Display & Programmatic Advertising; Search & Social Advertising; Native/Content Advertising; Video Advertising; Print; PR

Content & Experience — Mobile Apps; Video Marketing; Interactive Content; Email Marketing; Content Marketing; Optimization, Personalization & Testing; DAM & MRM; SEO; Marketing Automation & Campaign/Lead Management; CMS & Web Experience Management

Social & Relationships — Call Analytics & Management; ABM; Events, Meetings & Webinars; Social Media Marketing & Monitoring; Advocacy, Loyalty & Referrals; Influencers; Feedback & Chat; Community & Reviews; Experience, Service & Success; CRM

Commerce & Sales — Retail & Proximity Marketing; Channel, Partner & Local Marketing; Sales Automation, Enablement & Intelligence; Affiliate Marketing & Management; Ecommerce Marketing; Ecommerce Platforms & Carts

Data — Audience/Market Data & Data Enhancement; Marketing Analytics, Performance & Attribution; Mobile & Web Analytics; Dashboards & Data Visualization; Business/Customer Intelligence & Data Science; iPaaS, Cloud/Data Integration & Tag Management; DMP; Predictive Analytics; Customer Data Platforms

Management — Talent Management; Product Mgmt; Budgeting & Finance; Collaboration; Projects & Workflow; Agile & Lean Mgmt; Vendor Analysis

How Workfront can help

It's time for the **modern workplace** to have a **modern tool** for the way they work.

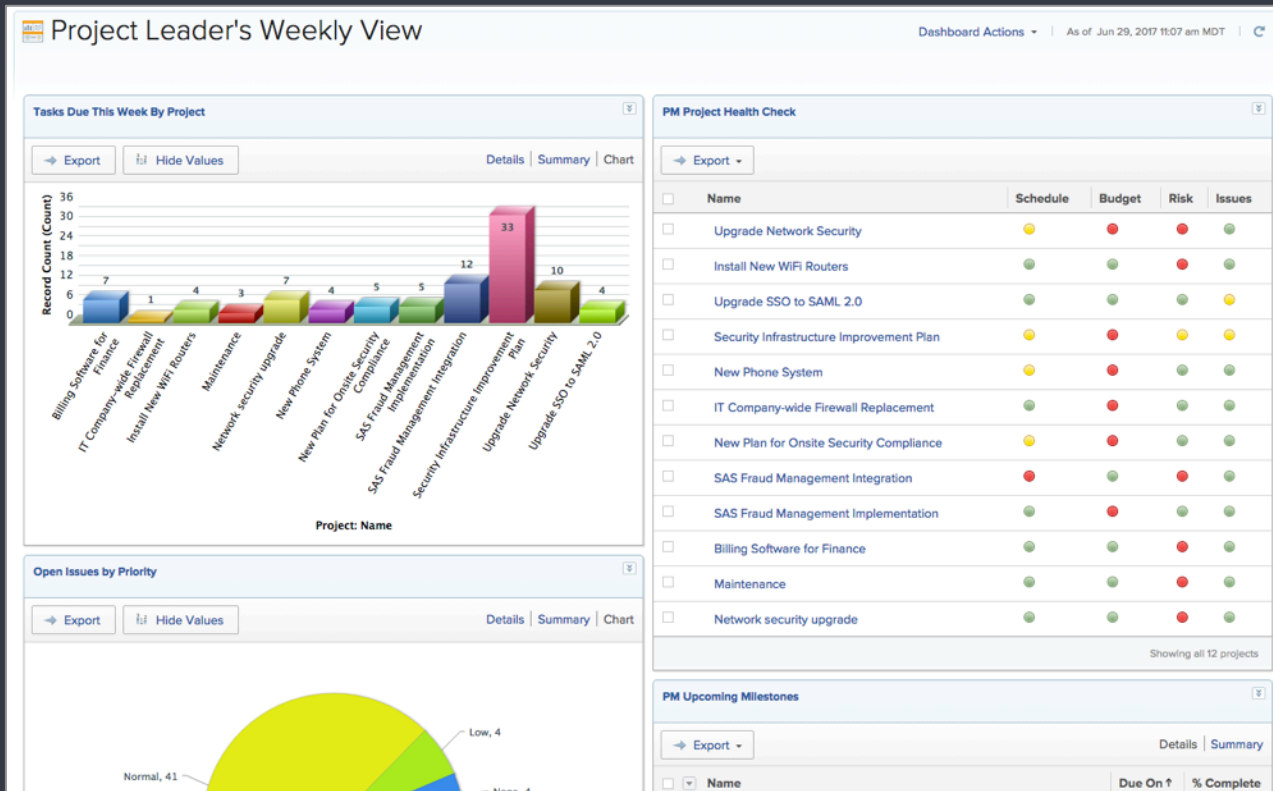**90%** of executives say building the organization of the future is important in 2017.

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Save time with improved project delivery
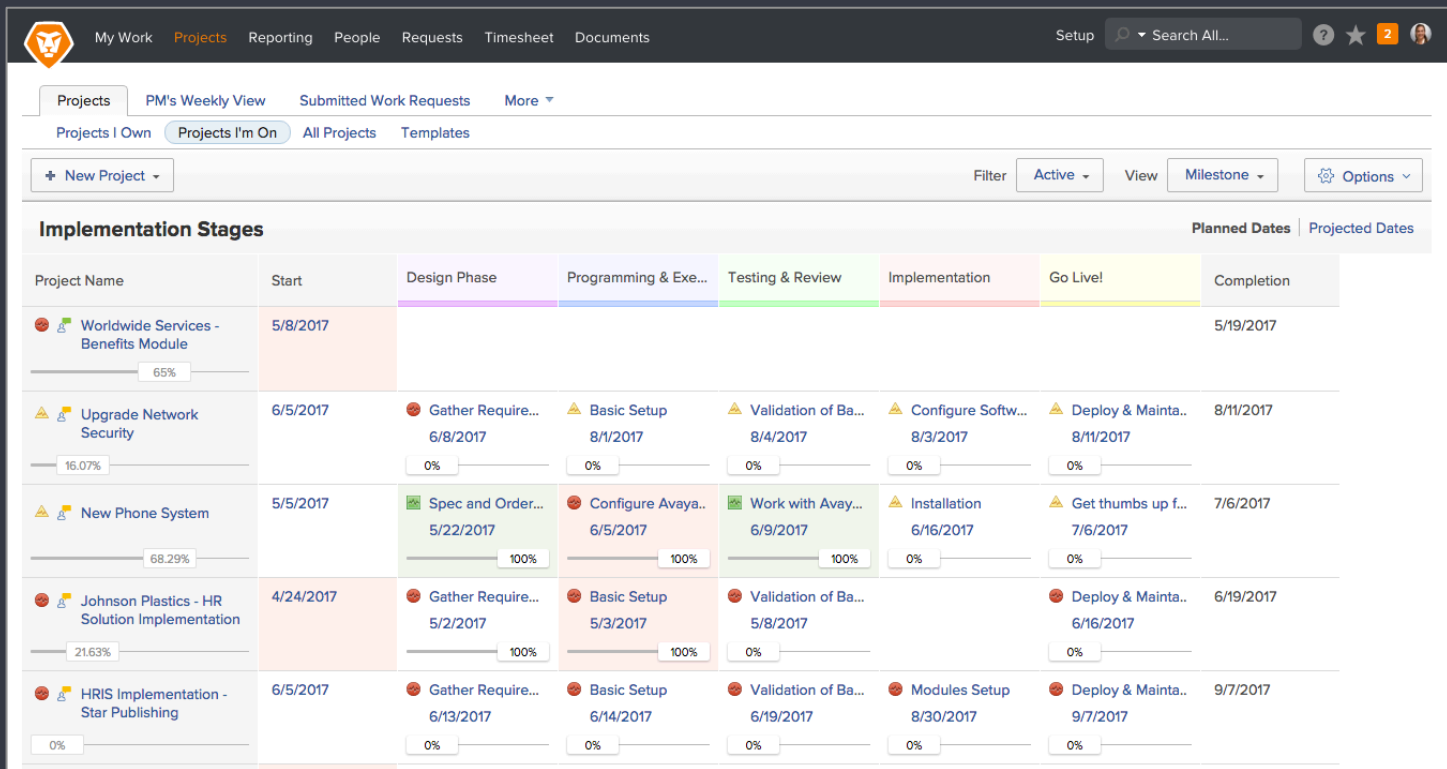
Make more informed decisions

Produce consistent, high-quality work
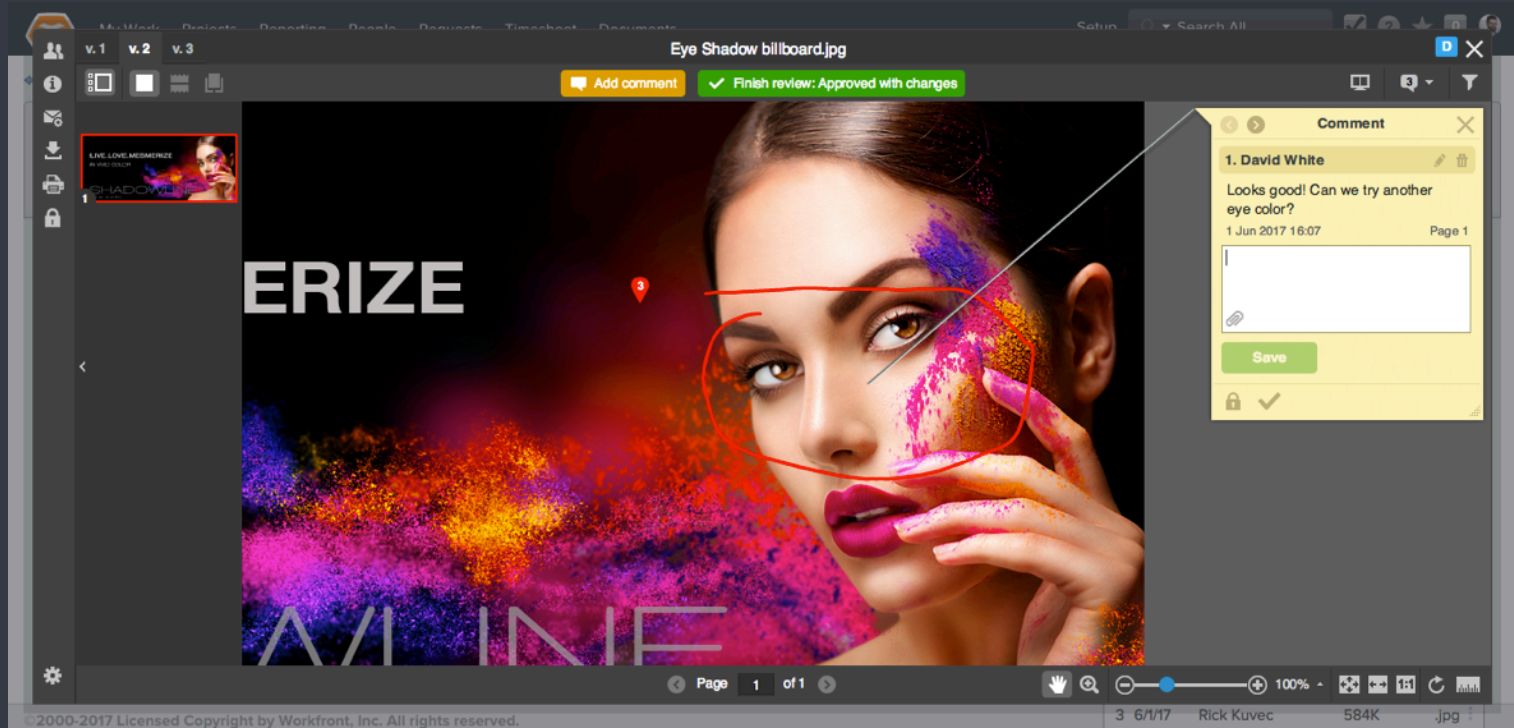
Save time with automation

"**Workfront ... has allowed us to regain our reputation for creative excellence**. Workfront has also allows us to take smart, creative people and remove the burden of trying to organize and find stuff, giving them more time to be creative. That's priceless."

Bill Gattinger, Senior Manager, Traffic, Production and Direct Marketing
ATB Financial

"Workfront has given us a **higher degree of visibility and confidence**. We are narrowing down the variables preventing us from meeting commitments."

Bob Moore, Director of Software Development
InterMetro Industries

Questions?

EXECUTIVE BRIEF

Rule the Corporate Jungle

5 Ways CMOs Can Prove Value
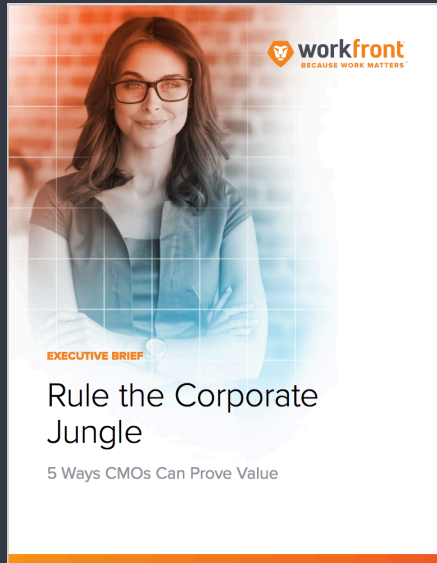
Free resource:
https://
resources.workfront.com/
ebooks-whitepapers/rule-the-
corporate-jungle-5-ways-cmos-
can-prove-value