

**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.

# CMO Priorities

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