



Super CMO- Agile **MARKETING TACTICS**

That Makes a Great Leader



TABLE OF CONTENTS

#1

Introduction

#2

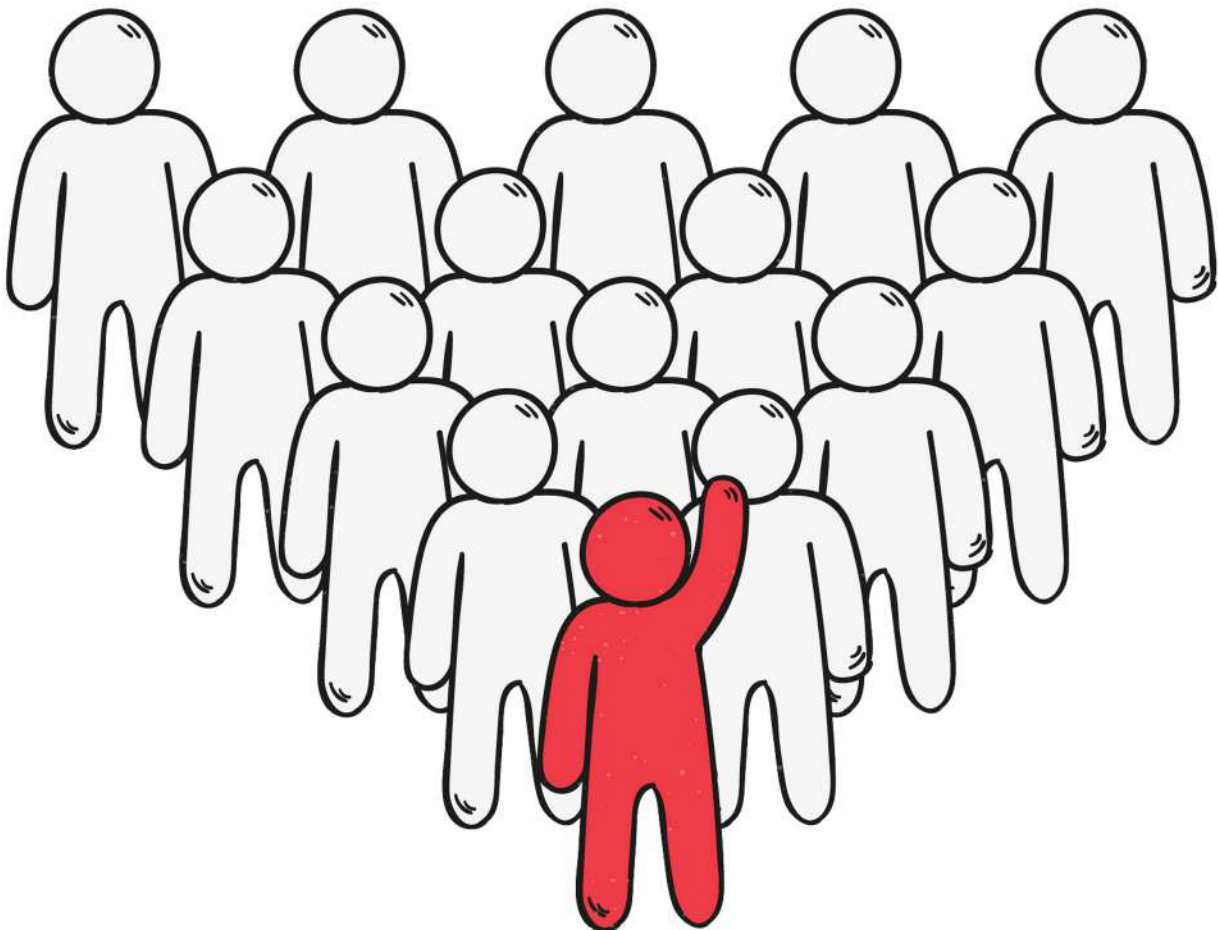
Marketing Leadership Role During Crisis

#3

Strategies for Scaling Operations to Deal with Economic Downturn

#4

Proactive Approaches to Minimize Costs Without Hurting Marketing Operations



Introduction

In the 2020 world, CMOs have stepped up their game to scale Marketing Operations.

There is a sense of understanding that reducing the budget is not enough to continue in the long run. Cutting massive costs now might hamper growth when the economy recovers, but your competitors will be ahead if they take this time to scale up.

An independent study conducted on 4,700 organizations, said companies that were quick to cut down the budget had the lowest prospects of getting a competitive edge when economic conditions recovered.

This data is a reflection for marketing leaders to be proactive, scale operations, and avoid costly marketing mistakes. Marketing leaders need to rethink and revise roles and tasks to handle the crisis efficiently.

Marketing Leadership Role During Crisis

Manage Workload Variations

COVID-19 has affected every industry and vertical in different ways. Leaders must expect unstable market conditions for extended periods, especially when it is difficult to predict how long the economy will stay affected. Hence, protecting your marketing operations can cause workloads to fluctuate.

Hiring the wrong people can be an expensive mistake for your organization.

Instead, leaders can consider using outside expertise to take up essential functions. The investment can either be part-time or full-time. What matters is your work schedule will stay flexible, and downtime will be reduced significantly.

Invest in Strategy

Slower times can be used to assess the direction of marketing operations. Leaders need to evaluate marketing direction, the team's output, efficiency, and plan for future growth. Systems that have been used for so long which are not equipped to handle current staffing or volume need to be reassessed. Select projects that were on hold can now move forward. Leaders need to be prepared to make the most of the situation when the economy bounces back, and the demand picks up while the costs remain low. This is also a good time to streamline marketing operations to gain a competitive advantage when the economy improves.

Invest in Technology

The martech industry has grown by 13.6% and currently holds about 8000 solutions. This growth was noted in the last year. According to the Chiefmartec survey on the 2020 edition of the Marketing Technology Landscape, the effect of the ongoing recession will be temporary. It is also noted that businesses invest more in technology during a recession than at any other time. Performance marketing-based technology and marketing automation will thrive during this period. Having a budget to invest in automation now will also help once the recovery phase starts, it will help the leaders stay ahead of the curve.

Mining Data

Marketing leaders should make use of analytics and data to optimize campaign results. One needs to start using multi-touch attribution tools to assess performance, restructure marketing budgets, increase ROI, and the number of wins. Leverage your customer data and marketing tools to improve customer experiences.

Strategies for Scaling Operations to Deal with Economic Downturn

As marketing leaders, you might be working hard to scale and optimize marketing operations to squeeze out more revenue from campaigns. Here are some actionable tips to boost quality leads, augment sales, and elevate ROI.

Avoid Issues That Arise With Transformations

If your organization is undergoing a digital transformation, watch out for common pitfalls that may arise. Delivery times can be affected because of internal constraints. To avoid such issues, you can invest time in quality audits. Also, make sure your stakeholders are clear about what to expect from the project. Chalk out an implementation plan for different phases before and after the launch. If you do not have an expert in the team to manage the transition, it is necessary to outsource because the cost of error can be high.

Change Management for Flawless Digital Transformation.

Change management is an issue for organizations because people by nature are resistant to change. When you alter operational processes, the delivery time gets longer.

As you scale marketing operations or process changes, people may have questions and concerns.

Today's CMO needs to anticipate the issues early and plan ahead. With ever-changing business processes, it is advisable not to spend too much time on managing change.

Getting help from an outside expert to implement new processes and execute them will save you time and keep your operations running. Otherwise, organizations lose a lot of time managing changes, and the cost of lost opportunity remains high.

Proactive Approaches to Minimize Costs Without Hurting Marketing operations

Identifying and Reducing Hidden Costs

When a tight budget is constraining marketing operations, leaders need to get proactive in finding all the costs that might be hidden over time. To begin picking up these hidden costs, you need to start by doing a thorough audit of all current tools in use, and their subscription plans. Auditing will help to spot recurring charges for programs that are no longer associated with your marketing operations.

Repurpose Marketing Budgets

With physical events on hold, it makes sense to reuse the budget, which takes up about 50% of the marketing budget. You can repurpose and possibly even reduce costs by refocusing resources into online events, podcasts, chatbots, and conversational marketing.

Online Events

An explosive number of webinars and virtual live sessions are being held since all physical events went on hold. Well planned, promoted, and executed webinars, and live sessions can serve as better marketing strategies to make your brand stand out and gain a competitive advantage during the current pandemic phase.

Podcasts

Recent studies have shown that news and podcasts are growing to be one of the most popular ways to consume virtual content at home, worldwide.

Therefore, reusing the event budget on producing and broadcasting useful podcasts and videos can capture huge masses of eyeballs and get your messages delivered to the targeted audience. Viewers are growing more responsive and mindful of these types of virtual content distribution during this time.

Chatbots and Conversations

Automation is the key. Redirect your marketing budget into chatbots to attract and engage more customers. Many businesses are benefiting, achieving a competitive edge, and remarkable improvement in pipeline growth by leveraging chatbot and conversational marketing strategies.

Make Use of Agency Expertise

In a time of uncertainty, leaders are pressed hard to operate under tight budgets. If you are looking for specific marketing operations talent, you might have the dilemma of whether to hire or freeze your hiring process. That's when outsourcing marketing operations talent outside your team can be a more cost-efficient and flexible option to meet the requirements of specific projects.

Above all, you can carve out the best practices and rules to migrate to, and embrace, a full-fledged automation process to avoid costly mistakes. Should you need outside assistance or advice, think of Marrina Decisions as a trusted advisor to many Marketers around the globe.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.

LEARN MORE ABOUT MARRINA DECISIONS

www.marrinadecisions.com | (408) 502-6765 | experts@marrinadecisions.com