

CHIEF MARKETING OFFICER – BUYER PERSONA

Summary

Ecosystem,
Learning & Development

Initiatives &
Success Factors

Perceived Barriers

Decision Criteria

Buyer's Journey

Message Map



Marketing Michael
Chief Marketing
Officer

ALSO KNOWN AS:
CMO
SVP. Marketing
VP Marketing

Bio:

I have been in marketing or a marketing-related role for 15-20 years. I have vast experiences across branding, product marketing, traditional marketing, events, and digital marketing functions. I have 10+ years as a strategic leader and in senior management.

I am under a lot of pressure for performance gains by the board, investors, and CEO.

Personal Motivation:

Driving continuous innovations, improving the bottom line, influencing across my organization and the industry. Serving as trusted advisor and expert with my organization and industry. Creating best-in-breed marketing organizations and strategies that grow the business.

Involved In:

- Speaking engagements/TED Talks/Event Leadership
- Monitoring trends & new technologies

Values:

- Results-oriented
- Prompt, clear communication
- Collaboration across the organization

Average Work Day:

- Managing all online/offline marketing strategies
- Challenging the team to stay ahead of the curve and improve results/impacts
- Reporting and improving performance
- Strategic corporate initiatives and planning

Thought Process:



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**Michael's
Purchase Authority:**



Decision Maker

ECOSYSTEM

Reports To:

- Chief Executive Officer

Influenced By:

- Other CMOs
- Marketing thought leaders
- Technologists

Manages:

- SVP, Marketing
- VP Of Marketing
- VP Marketing Operations
- VP Brand & Buzz

Works With:

- CDO
- CCSO
- CCO
- CIO

LEARNING & NETWORKING

Social Networking:

- LinkedIn
- Twitter
- Facebook
- CMO Council
- Mashable

Communication Preferences:

- Text, phone
- Social Media

Learning:

- WSJ.com
- CRM.com
- NYT
- Sherpa
- Get Elastic Blog\
- Competitor websites

Learning Style:

- Visual & Verbal

External Influencers:

- Peers
- Agencies
- Social Influencers
- Friends and family

Events:

- SXSW
- Dreamforce
- Digital Demand Generation
Conferences

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My top priorities for the year:

- Grow topline sales while working within a constrained budget
- Disparate systems across the organization to manage and create customer experiences
 - Investment priorities extend to technologies that help marketers gain and use actionable customer insights to grow revenue
 - This includes analytics (Segmentation & personalization, cross-sell/upsell offer development, performance measurement), big data platforms (Customer journey mapping, attribution analytics, social listening, & relationship identification).
- Website personalization
- Create and distribute effective digital campaigns
- Collaborate with the CIO to create a connected experience internally & externally
- Ensure marketing, sales, customer service and finance have a holistic, 360 degree view of the customer
- Corporate Branding, Governance, Events, and external relations
- Acquisition integration from a branding and customer experience perspective

Critical Success Factors:

- The people on my team and around me. They create success when empowered and respected
- Adding vision, innovation, and creativity to identifying and improving across the organization.
- Driving a defined process with systems and tools that integrate marketing and create higher ROI
- Improving the brand value

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Barriers:

- Not enough resources, meaningful support, feedback or team members in his department.
- Limited “hands on” familiarity with newer marketing practices
- Needs better reporting for the CEO and board
- Budgets are constrained and he is being asked to do more with less
- Understanding the customer is becoming increasingly complex
- Creating long-time customer relationships is becoming increasingly challenging in highly competitive marketplaces

Challenges:

- Needs an integrated, holistic, accurate way to demonstrate ROI
- Difficulty generated enough ongoing leads that are both qualified and impactful to the business
- Under pressure from the CEO, Board, Investors, and sales leaders to impact topline revenue.

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How I make Decisions:

- I depend on strong holistic data that is mapped to context and relevancy.
- I leverage the experiences of myself and those around me.
- I analyze best practices within my own industry, as well as others to find strategic correlations.
- I leverage past experiences and knowledge of “what works” and test innovative ideas as related.

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Buyer's Journey	Exploration & Awareness		Interest & Consideration		Confidence & Decision		Loyalty & Advocacy	
	<ul style="list-style-type: none">Business Challenge / Goal IdentificationProblem ResearchExplore Solutions		<ul style="list-style-type: none">Vendor DiscoveryRFI / RFP		<ul style="list-style-type: none">ShortlistROI AssessmentFinalize		<ul style="list-style-type: none">Experience Results & PartnershipActive Champion	
	Demand Generation		Lead Management		Opportunity Management		Client Growth	
	<ul style="list-style-type: none">Be present & win mindshare		<ul style="list-style-type: none">Be relevant & be credible		<ul style="list-style-type: none">Guide, show & persuade		<ul style="list-style-type: none">Help, retain, grow & create champions	
Client Acquisition & Growth Journey	Digital		Digital		Digital		Digital	
	<ul style="list-style-type: none">Visibility (Keywords / SEO, Content Networks, Google Ads Strategy, Social Media, Remarketing & Brand Recall)Mindshare - Persona, imperative and technology specific ("How to" Articles, Social Blogs & Ads, Videos - Webcasts, Webinars, Audios – Podcasts, Case Studies, Whitepapers)		<ul style="list-style-type: none">Continue "Mindshare" Campaigns, and add: Testimonials, Brand & Executive PR, Recognitions, Omni-Channel Consolidation, Lead Scoring for MQL, Nurturing EmailersSEO AnalyticsTargeted CampaignsLead Nurturing		<ul style="list-style-type: none">Targeted Campaigns – by geo, by subnet, and moreProspect / proposal microsite		<ul style="list-style-type: none">Client-specific MicrositesContinued visibility and mindshare campaigns – but highly personalized and targeted	
	Traditional		Traditional		Traditional		Traditional	
BD	<ul style="list-style-type: none">Custom C-level Events		<ul style="list-style-type: none">Custom C-level Events				<ul style="list-style-type: none">RoadshowsClient Visits	
	<ul style="list-style-type: none">Custom Event Attendance		<ul style="list-style-type: none">Custom Event Attendance		<ul style="list-style-type: none">In-person ConnectsProposal ExperienceDemos and PoCsClient References		<ul style="list-style-type: none">Continued in-person ConnectsOngoing Mining	

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GOAL: Educate the customer through the journey addressing the persona-specific pain points differently within each step of the journey.

BUYER PERSONA'S

[illegible]