

# 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:

Operational

Long-Term  
Strategic

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**Michael's  
Purchase Authority:**



Decision Maker

## ECOSYSTEM

### Reports To:

- Chief Executive Officer

### Manages:

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

### Influenced By:

- Other CMOs
- Marketing thought leaders
- Technologists

### Works With:

- CDO
- CCSO
- CCO
- CIO

## LEARNING & NETWORKING

### Social Networking:

- LinkedIn
- Twitter
- Facebook
- CMO Council
- Mashable

### Learning:

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

### Events:

- SXSW
- Dreamforce
- Digital Demand Generation Conferences

### Communication Preferences:

- Text, phone
- Social Media

### Learning Style:

- Visual & Verbal

### External Influencers:

- Peers
- Agencies
- Social Influencers
- Friends and family

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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

Client  
Acquisition &  
Growth  
Journey

Playbook Driven

Digital

Traditional

BD

Exploration & Awareness

- Business Challenge / Goal Identification
- Problem Research
- Explore Solutions

Interest & Consideration

- Vendor Discovery
- RFI / RFP

Confidence & Decision

- Shortlist
- ROI Assessment
- Finalize

Loyalty & Advocacy

- Experience Results & Partnership
- Active Champion

Demand Generation

- Be present & win mindshare

Lead Management

- Be relevant & be credible

Opportunity  
Management

- Guide, show & persuade

Client Growth

- Help, retain, grow & create champions

- 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)

- Continue "Mindshare" Campaigns, and add: Testimonials, Brand & Executive PR, Recognitions, Omni-Channel Consolidation, Lead Scoring for MQL, Nurturing Emailers
- SEO Analytics
- Targeted Campaigns
- Lead Nurturing

- Targeted Campaigns – by geo, by subnet, and more
- Prospect / proposal microsite

- Client-specific Microsites
- Continued visibility and mindshare campaigns – but highly personalized and targeted

- Custom C-level Events

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- Roadshows
- Client Visits

- Custom Event Attendance

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- In-person Connects
- Proposal Experience
- Demos and PoCs
- Client References

- Continued in-person Connects
- Ongoing Mining

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## Chief Marketing Officer