



Inbox

From maxine.smith@marketingops.com

Subject Sam, I need your help!

Sam,

Thanks for your warm welcome to me as the new CMO - and helping to organise the drinks after work with the team on Tuesday. It was great to meet everyone.

The company hired me to take Marketing to the next level. And because you lead Marketing Ops, my view is that your role is vital. I'll be blunt: Sam, I need your help right away.

Our greatest challenges

As you know, there's always a pressure for us to do more for less. But there's a risk that Marketing simply fades into the background. In contrast, I want us to take the business forward dramatically.

I believe this is possible if we can achieve these six objectives in the next 12 months:

1. Align Marketing with Sales and our overall business goals, so we maximise our impact.
2. Execute consistently across our regions, so we're efficient and nothing gets lost.
3. Find ways to measure Marketing's contribution to revenue, so our value is recognised by all.
4. Convince the C-suite that increase digital transformation will deliver a substantial ROI.
5. Use greater data and insights to tailor content and strategy towards buyer behaviour.
6. Stay 100% compliant with GDPR data regulations as well as harnessing marketing best practice.

I'm looking for the answers ...

I don't pretend to have them all. I'm hoping you'll have some clear ideas - especially around digital transformation, multifunctional process improvement, campaign optimization and measuring results.

So ... I'm sitting here, waiting for a delayed train, thinking we need to talk ASAP. I'll tell you what I know and I'd love to get your insights and thoughts too. Exciting days lie ahead.

How's your diary for Friday morning?

Maxine
Chief Marketing Officer

Reply



At last... Someone who understands my role... Here is my time to shine!

1- Align with Kelly in Sales Ops and find out their priorities and roadmap!

2- Update on Demand Center and new Marketing Shared Service Center

3- We need investment in technology and people

5- Further alignment with the demand gen team is required

6- Yes, I need help pushing this as it's super-important and it's not getting the recognition it requires