

THE CMO COUNCIL

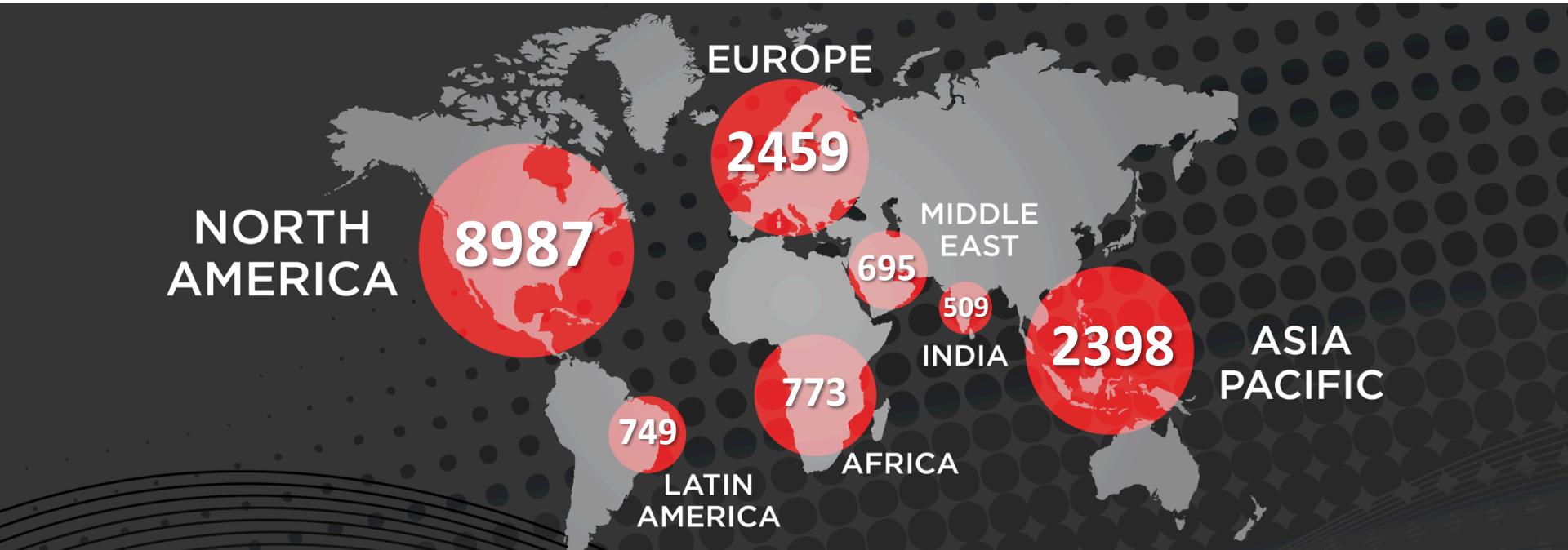
The Peer-Powered Network

*Tap Into Marketing's Only Global Network
of Insight, Access & Influence*

2021 CMO Council Overview & Sponsorship Engagement Opportunities

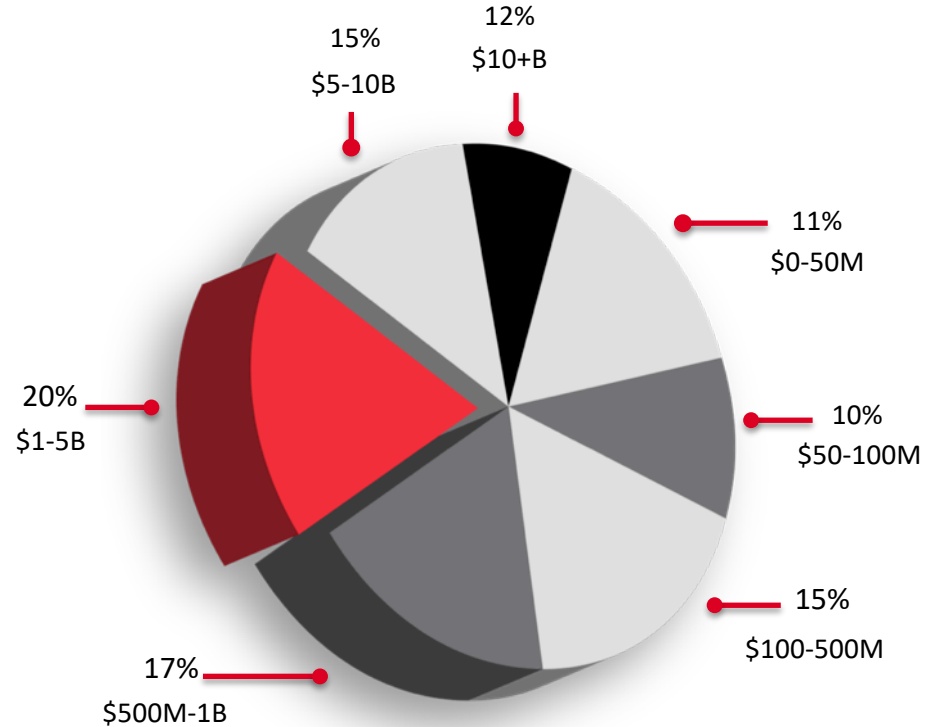


MEMBERSHIP BY REGION



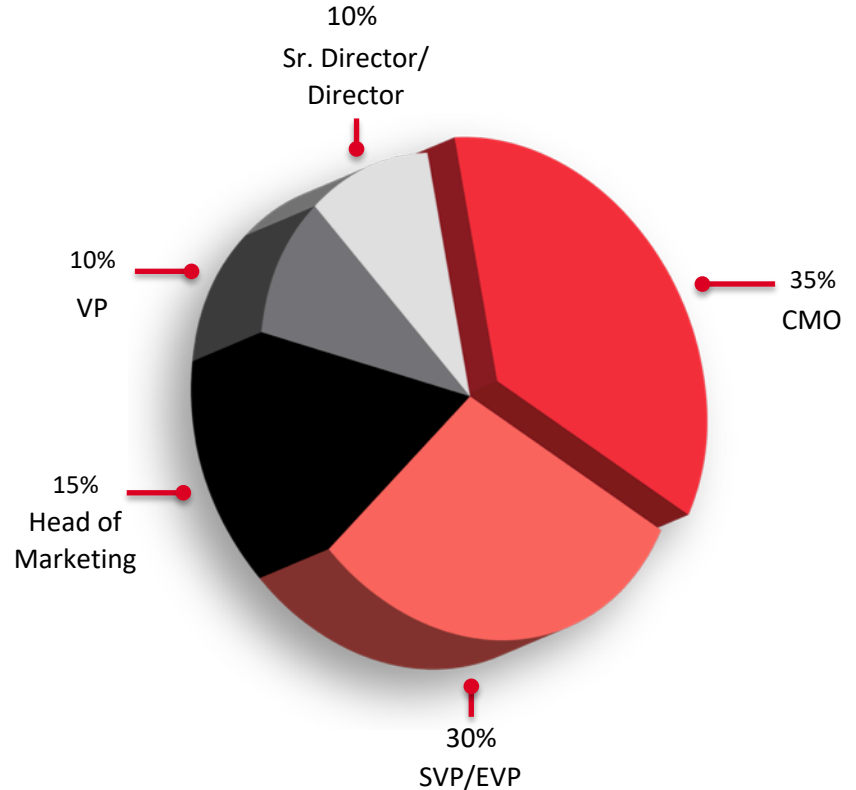
MEMBERSHIP BY REVENUE

- CMO Council members represent companies of all sizes - from new venture starts and mid-sized companies to leading multi-national enterprises
- Nearly half (47%) of CMO Council members are at companies with annual revenues in excess of \$1 billion USD



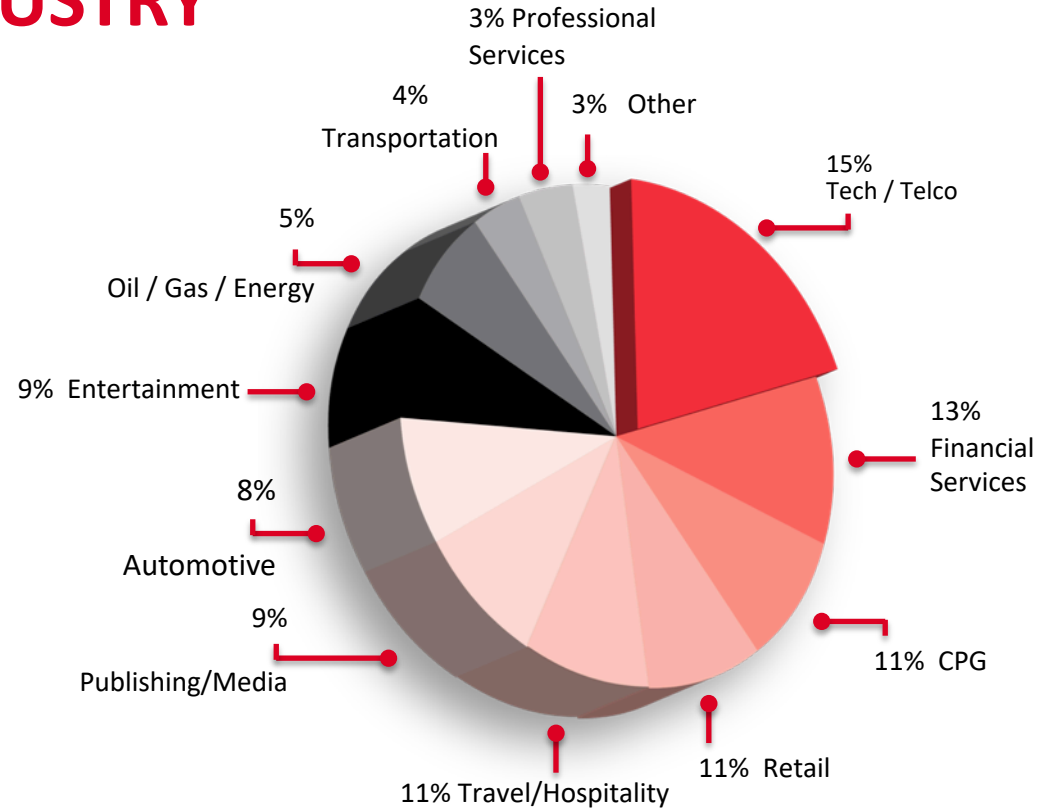
MEMBERSHIP BY TITLE

- The majority (80%) of CMO Council Members hold CMO, EVP, SVP, VP or Head of Marketing titles
- CMO Council members are senior marketing decision makers with budget responsibility for company, brand, product, division, geography or line of business growth



MEMBERSHIP BY INDUSTRY

- Technology/Telco
- Financial Services
- CPG
- Retail
- Travel/Hospitality
- Publishing/Media
- Automotive
- Entertainment
- Professional Services
- Oil/Gas/Energy
- Transportation
- Other



INTERNATIONAL OPERATIONAL SCOPE



- Seven regional advisory boards include **400+** marketers at brand name companies
- North America, Europe, Middle East, Africa, India, Asia, Latin-America
- Academic liaison board represent some **50** different business schools/universities
- International speakers bureau
- Global compensation/recruitment center
- Content syndication network of **2,200** channels
- Affiliations and partnerships with media channels and other marketing groups

GLOBAL INTELLIGENCE + KNOWLEDGE TRANSFER

- **38** reports & white papers in 2019 and 2020, surveying over **3,300** executives and **7,200** consumers
- **25,400+** downloads of content from CMOCouncil.org in 2019 and 2020
- **28+** webcasts featuring **36 CMO** thought leaders, with **46,000+** views in 2019 and 2020
- **54** exclusive dinner dialogue and virtual events; engaged **1450+** in 2019 and 2020



DIGITAL & MEDIA BUZZ



- **14,700+** media mentions in 2020
- **185+** unique articles
- **280+** articles in which CMO Council data is sourced
- **30,000+** monthly site visits, **15,000+** new users/month for over **400,000+** page views
- **25,000+** followers driving **1.6M** impressions
- **5,200** followers on LinkedIn
- **4,550+** members in private LinkedIn group
- **3,500+** subscribers to online video content

EXPANDING THE WAYS PEERS ENGAGE



- Enhances a general CMO Council membership
- Gives unlimited access to all CMO Council content including 300+ reports, studies and white papers
- Access to the Insight Center (\$99/year value)
- Exclusive access to quarterly market briefs
- Exclusive deals, savings and priority access from CMO Council partners



- For executives who do not meet CMO Council membership requirements
- Gives unlimited access to all CMO Council content including 300+ reports, studies and white papers
- Access to the Insight Center (\$99/year value)



- Thousands of curated data points including:
 - Facts & Stats
 - Executive Appointments
 - Global Industry events
- Curated daily by the CMO Council's editorial team, exclusively for the Insight Center



- Delivers the benefits of Premium Membership to 30 executives within a single organization

2021 AREAS OF FOCUS



- **Marketing Technology Migration, Integration and Optimization:** Deploying and evaluating marketing technology and eCommerce systems to optimize customer journey, path to purchase and revenue
- **Modeling the Customer-Intuitive Enterprise:** Creating an organizationally and functionally aligned culture and operational mindset around customer satisfaction and value creation
- **Mapping New Routes to Revenue:** Architecting growth strategies and plans to generate greater returns from products, programs, pricing, markets, partnerships and customer relationships
- **Brand Inspiration from Smarter Data Exploration:** Using AI-powered insights and analytics to impact product ideation, customer relationships and business performance

2021 AREAS OF FOCUS – cont.

- **Advancing the Marketing Leadership**
Agenda: Understanding the new mission and mandate of the CMO in an age of marketing transformation, operational excellence and innovation
- **Omnichannel Experience Management:** Seeking ways to humanize, individualize and scale on-demand customer engagement through adaptive digital interaction
- **Bringing Precision to Every Marketing Spend Decision:** Analyzing and modeling the marketing mix for greater attribution, compliance and performance measurement
- **Brand Purpose and Marketing Realignment in the Age of Multicultural Consumerism:** Dealing with diversity, ethics, privacy and a racially and ethnically blended global market



INTELLIGENT MARKET ENGAGEMENT™

The CMO Council has perfected a multi-level, multi-channel authority leadership model to influence decision making and buying behavior, as well as identify CMO issues, problems, challenges and complexities. The IME model helps sponsors position and message more effectively against needs, requirements and imperatives.



GETTING INVOLVED

CMO COUNCIL PROGRAMS ENABLE PARTNERS TO
INFLUENCE DECISION MAKERS

- Gain insight into CMO issues, priorities and intentions
- Build authority leadership and advocacy agendas
- Source strategic value-selling content and enable high-level conversations
- Empower and equip sales organizations to engage at the CMO level
- Influence CMO spend allocation and purchase decisions
- Develop qualified leads and further one-to-one relationships



CMO COUNCIL PROGRAM SPONSORS



STRATEGIC INTEREST GROUPS & PROPERTIES

GROWTH
GUIDANCE CENTER

 **CUSTOMER
EXPERIENCE**
B O A R D

 **MARKETING™
MAGNIFIED**

 **CMO
COMPENSATION &
TALENT SOURCING** CENTER

**CONTENT
ROI**
CENTER

 **GeoBranding™
CENTER**
Country. Origin. Destination. Location

 **BRAND
INSPIRATION**
C E N T E R

 **DIGITAL MARKETING
PERFORMANCE**
INSTITUTE

 **MARKETING
SUPPLY CHAIN**
INSTITUTE

CL@SE
COALITION TO LEVERAGE AND
OPTIMIZE SALES EFFECTIVENESS

CMO ELITE EXCHANGE CIRCLES



- Private and intimate shared interest group to dialogue with peers around pressing leadership issues, problems, complexities and challenges
- Circles convened regionally and segmented based on size of company, market focus, and strategic topic area; limited to 12-15 participants
- Pay-to-participate forums enable in-depth strategic discussions and continuous conversation around modern marketing practices and technology advances
- Quarterly convocations bring together both B2B and B2C marketing leaders to advance experiential knowledge, digital dexterity and C-suite alignment skills

THOUGHT LEADERSHIP: *WHITE PAPERS*



- Introduce advocacy agendas or strategic topics intended to spark a conversation
- Length between 10 – 15 pages
- May include select interviews with leading marketers, subject matter experts or relevant CMO Council studies; no original research
- Sponsors have opportunity to include branded by-lined commentary
- Sponsorship includes all platform and content development, document production, promotion/syndication through CMO Council channels
- Sponsors can utilize content in their external sales and marketing collateral (with attribution to CMO Council)
- Papers promoted through CMO Council online, email, press, social, blog and mobile channels

THOUGHT LEADERSHIP: *CUSTOM RESEARCH*



- Development of a comprehensive authority leadership platform and fully integrated content marketing campaign
- Peer-powered original research with quantitative survey and qualitative interviews
- Content generation starting with comprehensive report authored by the CMO Council
- Media relations campaign to capitalize on earned media placements
- Content syndication and distribution to generate downloads and lead flow
- Social media campaign via CMO Council social channels
- Go-to-market elements may include webcast, dinner dialogues, video series, infographic, sales training and enablement materials and speaking engagements*

EVENTS: *DINNER DIALOGUE*



- Executive roundtables with 15 – 20 leading senior marketing executives
- Discussion revolves around a key issue or challenge facing chief marketers today
- Each dinner features an expert speaker from the sponsoring organization
- Highly interactive, intimate engagement in a “No-Selling” environment
- Sponsorship includes all content, attendee recruitment, logistics, venue management, event facilitation and hosting costs*
- Events can be hosted globally, but may require additional budget for travel, expenses or venue

EVENTS: *VIRTUAL CMO ROUNDTABLES*



- Executive virtual roundtable events with 8-10 senior marketing executives in 90 minute sessions
- Intimate, interactive knowledge exchange environment; sponsors positioned as thought leader experts
- Discussion revolves around a key issue or challenge facing chief marketers today
- Sponsorship includes all content, attendee recruitment and logistics

DEMAND GENERATION: *WEBINARS*



- All content streamed through The CMO Council webinar channel, powered by BrightTalk
- Webinars focus on an Authority Leadership content platform, developed in partnership with sponsors and partners
- CMO Council manages all aspects of logistics, including speaker recruitment, content management, audience development and moderation
- Past webinars have included executive leaders from T-Mobile, Teleflora, Google, Levi's, Motorola, Wells Fargo, eSurance, MGM Resorts, AT&T and many other leading brands
- Typically attract between 150 – 300+ registrants



DEMAND GENERATION: *VIDEO SERIES*



- The CMO Council channel on YouTube attracts marketers looking for peer-powered content
- Video content is also posted on CMO Council web channels, and can be posted on sponsor websites and channels
- Videos focus on a single area of thought leadership and support the development of custom video interviews and profiles of global marketing leaders
- Sponsorship includes video production, content development and video promotion through CMO Council distribution channels

MEDIA & ADVERTISING: *MARKETING MAGNIFIED*



GET TO KNOW...

James Credland

SVP, Client Strategy and Marketing

James Credland is a razor-sharp B2B strategy leader at the world-renowned publication, The Economist, where he believes in being adaptable and conversational in all of your marketing content...



Survey: Shifting the Content Game
How are your communication and marketing teams aligning to create meaningful content?...

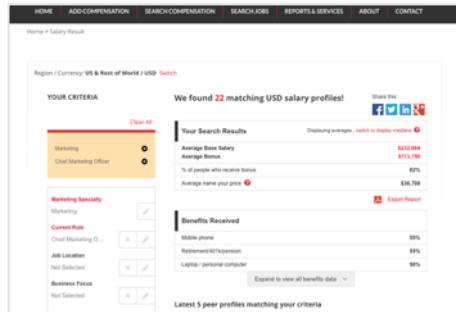


Report: Making Content Grow Into Customer Flow
Content marketers face challenges on multiple fronts — and they're losing the battle...



- Marketing Magnified is the CMO Council's monthly newsletter, distributed to CMO Council members and industry subscribers
- Each edition includes a one-on-one interview with a global brand leader as part of the popular “Get to Know a CMO” feature. Recent interviews have included:
 - Alicia Tillmann, CMO of SAP
 - John Williams, CMO (EMEA, APAC & LATAM) of Verizon
 - Angela Hso, SVP Marketing & eCommerce, Lamps Plus
 - Rick Bingle, SVP Supply Chain, REI
- Advertising sponsorships available for multiple display dimensions, including full take-over for full month editions

MEDIA & ADVERTISING: *CMOCOMPENSATION.COM*



- Crowdsourced, continually updated benchmark of global senior marketer compensation
- Aggregates, compares and analyzes CMO pay by company size, type, industry sector, location and level of responsibility
- Currently tracking salaries, benefits and perk packages of over 200 senior marketing leaders
- Talent sourcing center lists jobs and opportunities for chief marketers globally
- Quarterly reports benchmark compensation shifts, trends and innovations

SERVICES: *MARKET BRIEFINGS*



- Delivers key insights into market realities, trends and challenges based on primary research from the CMO Council
- Custom compiled to deliver insights into key issues and trends across the world of marketing that most impact a company or team's strategies, outlook and actions
- Includes opportunity to include bespoke research, qualitative interviews of industry leaders and comprehensive analysis of issues and points of impact that could affect sales, marketing and engagement strategies
- Briefings can be hosted virtually or in-person, based on need and budget

SERVICES: *ASSISTED SEARCH*



- Offers multiple levels of support to accelerate the recruitment process, increase the caliber and range of candidates, as well as assist negotiations and candidate selection
- Search engagements include:
 - Chief Marketing Officers (CMOs) or those at the EVP, SVP and VP level
 - Marketing leaders for divisions, regions, countries and lines of business (LOB)
 - Functional marketing heads
- All candidates are screened relative to job specifications and requirements, vetted to determine interest in the position offered, and briefed on the opportunity to increase interest and receptivity to recruitment overtures.

SERVICES: *CONTENT PERFORMANCE AUDIT*



- The CMO Council's audit process looks to raise the caliber of content produced in organizations
- Catalogs impact and influence this content might have on brand awareness, perception, deal contention and buyer/specifier consideration
- Each audit provides an in-depth, integrated view and assessment of content marketing initiatives – from strategy, messaging and platform building to content origination, distribution, reach and impact
- Assessments include interviews with key content stakeholders across the organization and external stakeholders including customers
- Content map identifies weak points in activating, educating and embracing customers/prospects across entire sales funnel

THE CMO COUNCIL

The Peer-Powered Network

Get in Touch to Get More Engaged

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