

Chief Digital And Marketing Officer

chief digital and marketing officer: Chief Marketing Officers at Work Josh Steimle, 2016-08-04 Read 29 in-depth, candid interviews with people holding the top marketing roles within their organizations. Interviewees include CMOs and other top marketers from established companies and organizations—such as Linda Boff of GE, Jeff Jones of Target, and Kenny Brian of the Harvard Business School—to startups—such as Matt Price of Zendesk, Seth Farbman of Spotify, and Heather Zynczak of Domo. Interviewer Josh Steimle (contributor to business publications such as Forbes, Mashable, and TechCrunch and founder of an international marketing agency) elicits a bounty of biographical anecdotes, professional insights, and career advice from each of the prominent marketers profiled in this book. Chief Marketing Officers at Work: Tells how CMOs and other top marketers from leading corporations, nonprofits, government entities, and startups got to where they are today, what their jobs entail, and the skills they use to thrive in their roles. Shows how top marketing executives continuously adapt to changes in technology, language, and culture that have an impact on their jobs. Locates where the boundaries between role of CMOs and the roles of CEOs, CTOs, and COOs are blurring. Explores how the CMO decisions are now driven by data rather than gut feelings. The current realities in marketing are clearly revealed in this book as interviewees discuss the challenges of their jobs and share their visions and techniques for breaking down silos, working with other departments, and following the data. These no-holds-barred interviews will be of great interest to all those who interact with marketing departments, including other C-level executives, managers, and other professionals at any level within the organization.

chief digital and marketing officer: Positioning for Advantage Kimberly A. Whitler, 2021-09-07 Most of us have an intuitive sense of superior branding. We prefer to purchase brands we find distinctive—that deliver on some important, relevant dimension better than other brands. These brands have typically achieved positional advantage. Yet few professionals have had the formal training that goes beyond marketing theory to bridge the “theory-doing gap”—understanding the specific techniques and strategies that can be used to create brands that attain positional advantage in the marketplace. Positioning for Advantage is a comprehensive how-to guide for creating, building, and executing effective brand strategies. Kimberly A. Whitler identifies essential marketing strategy techniques and moves through the major stages of positioning a brand to achieve in-market advantage. Introducing seven tools—from strategic positioning concepts to strategy mapping to influencer maps—Whitler provides templates, frameworks, and step-by-step processes to build and manage growth brands that achieve positional advantage. This book presents real-world scenarios, helping readers activate tools to increase skill in creating brands that achieve positional advantage. Brimming with insights for students and professionals alike, Positioning for Advantage helps aspiring C-level leaders understand not only what superior branding looks like but also how to make it come to life.

chief digital and marketing officer: Strategy That Works Paul Leinwand, Cesare R. Mainardi, 2016-01-12 How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In Strategy That Works, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies: • Commit to what they do best instead of chasing multiple opportunities • Build their own unique winning capabilities instead of copying others • Put their culture to work instead of struggling to change it • Invest where it matters instead of going lean across the board • Shape the future instead of reacting to it

Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

chief digital and marketing officer: Global Cmo Greg Paull, Shufen Goh, 2018-05 Digital Transformation has changed the modern marketing playbook. As the landscape shifts, global marketers have to balance advancing unique organizational initiatives with the transformation of their entire sector. In this new environment, what can a CMO do to stay ahead of the curve? Global CMO features insights from interviews with eighteen leading global CMOs responsible for bringing their brands into the future across drastically different markets. The brands represented in this book span several sectors, from CPG leaders such as Coca-Cola; to financial giants like Mastercard, Bank of America, and Citi; to leading technology companies, including GE and Samsung. Through these detailed discussions with the CMOs, independent marketing consultancy R3 seeks to uncover the common threads, solutions, and best practice to drive effectiveness and efficiency. Any practitioner or observer of marketing globally, regionally, or locally will find this a powerful resource.

chief digital and marketing officer: Quantum Marketing Raja Rajamannar, 2021-02-09 Raja Rajamannar, Chief Marketing Officer of Mastercard, shares breakthrough, frontier strategies to navigate the challenges that result from today's unprecedented disruption. As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination. As Chief Marketing Officer of Mastercard, one of the world's most recognizable and decorated brands, Raja Rajamannar shares the forward-thinking ways all businesses must rethink their entire marketing landscape to remain relevant and be successful. In Quantum Marketing, readers will: Understand the evolution of marketing and how to be at the forefront of future change. Get clarity on the right marketing strategies and tactics to pursue amidst an ever-evolving industry. Achieve breakthroughs in innovative thinking to compete in modern business. Gain perspective from top marketers across industries. Quantum Marketing is for all business people who seek to understand how rapidly marketing is evolving, what marketers are doing to get ready for this shift, and what the new world will look like for companies, consumers, and society as the race to develop revolutionary marketing strategies reaches a whole new level.

chief digital and marketing officer: Marketing for Ceos Ben Legg, 2016-04-11 Adknowledge Group CEO Ben Legg, a veteran of McKinsey, Coca-Cola and Google and one of the sharpest, most innovative minds in digital marketing, delivers a smart, irreverent manifesto sure to put the fear of God into most Chief Marketing Officers! Marketing for CEOs may be compact in length, but it's long on ideas and informed opinions about what works and doesn't work in today's digital marketing world. What works: Directly linking marketing activities to the creation of shareholder value, customer lifetime value, an iterative creative process where lots of ultra-targeted ads are created and tested in real time, systematically ferreting out inefficiency, testing your CMO to see if he or she has the digital marketing chops to get the job done. What doesn't work: Most CMOs, CEOs who ignore their role as brand stewards, using customer data in ways that are creepy or invasive, and CMO/ Chief Information Officer turf wars, among other things. Marketing for CEOs is packed with insights from one of the leading intellects in the ever-changing world of digital marketing and branding. Whether you're in the C-suite or just aspire to be one day, if you want to know how the digital marketing revolution will shape the future, read this book. If you want to know how to run a lean marketing operation that runs smoothly and outsources wisely, read this book. If you want to know how to hire the perfect CMO for your organization-or if the one you have is actually pretty good-start reading. And if you're a Chief Marketing Officer, read it before your CEO does. The job you save might be your own.

chief digital and marketing officer: Driving Digital Strategy Sunil Gupta, 2018-07-24 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of

disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

chief digital and marketing officer: *Lean AI* Lomit Patel, 2020-01-30 How can startups successfully scale customer acquisition and revenue growth with a Lean team? Out-of-the-box acquisition solutions from Facebook, Google, and others provide a good start, but the companies that can tailor those solutions to meet their specific needs, objectives, and goals will come out winners. But that hasn't been an easy task—until now. With this practical book, author Lomit Patel shows you how to use AI and automation to provide an operational layer atop those acquisition solutions to deliver amazing results for your company. You'll learn how to adapt, customize, and personalize cross-channel user journeys to help your company attract and retain customers—to usher in the new age of Autonomous Marketing. Learn how AI and automation can support the customer acquisition efforts of a Lean Startup Dive into Customer Acquisition 3.0, an initiative for gaining and retaining customers Explore ways to use AI for marketing purposes Understand the key metrics for determining the growth of your startup Determine the right strategy to foster user acquisition in your company Manage the increased complexity and risk inherent in AI projects

chief digital and marketing officer: *Why Should Anyone Be Led by You?* Robert Goffee, Gareth Jones, 2006-02-07 Too many companies are managed not by leaders, but by mere role players and faceless bureaucrats. What does it take to be a real leader—one who is confident in who she is and what she stands for, and who truly inspires people to achieve extraordinary results? Rob Goffee and Gareth Jones argue that leaders don't become great by aspiring to a list of universal character traits. Rather, effective leaders are authentic: they deploy individual strengths to engage followers' hearts, minds, and souls. They are skillful at consistently being themselves, even as they alter their behaviors to respond effectively in changing contexts. In this lively and practical book, Goffee and Jones draw from extensive research to reveal how to hone and deploy one's unique leadership assets while managing the inherent tensions at the heart of successful leadership: showing emotion and withholding it, getting close to followers while keeping distance, and maintaining individuality while "conforming enough." Underscoring the social nature of leadership, the book also explores how leaders can remain attuned to the needs and expectations of followers. *Why Should Anyone Be Led By You?* will forever change how we view, develop, and practice the art of leadership, wherever we live and work.

chief digital and marketing officer: *Hacking Marketing* Scott Brinker, 2016-03-02 Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software—from the growing number of technologies in our own organizations to the global forces

of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design continuous marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything—including marketing—flows with the speed and adaptability of software.

chief digital and marketing officer: Digital Relevance A. Albee, 2018-11-02 Digital Relevance teaches readers the knowledge, strategies, and skills need to create content, instantly engage customers, and compel them to action by sharing ideas so seamlessly matched to each audience's context that they can't help but take next steps toward purchase.

chief digital and marketing officer: CMO to CRO Mike Geller, Rolly Keenan, Brandi Starr, 2021-05-04 As your company's chief marketing officer, you're responsible for your organization's growth and reputation-but you don't have enough control. Your organization works in departmental silos, functional leaders pushing their own solutions and feeling satisfied with functional KPIs. But the kind of exponential growth that creates unstoppable momentum requires your customer-facing departments to fight for the customer instead of their own departmental wins. You're not the only one who notices-but you are the only one in the perfect position to do something about it. Discover how to reach your potential and stand out as more than a marketing professional. In CMO to CRO, industry experts Brandi Starr, Mike Geller, and Rolly Keenan show you how to bring revenue to the forefront and make every team's number one objective a seamless customer experience. You'll learn how to create consistency by reorganizing your business, following the customer, prioritizing revenue, and using CX technology to succeed where your competition fails. This book presents a revolutionary approach to not only unite the silos but position you as an innovative leader and finally uncover what CX is really about: revenue growth.

chief digital and marketing officer: Traversing the Traction Gap Bruce Cleveland, Wildcat Venture Partners, 2019-02-21 Traction. Startups Need It. Learn How To Get It. Vision, groundbreaking ideas, total commitment, and boundless enthusiasm characterize most startups, but they require capital to go from promising product to scalable business. More than 80 percent of all early-stage startups fail. Most of them can build a product, but the vast majority stumble when it comes time to take those products to market due to poor "market engineering" skills. Traversing the Traction Gap exposes the reasons behind that scary failure rate and provides a prescriptive how-to guide, focused specifically on market engineering techniques, so startups can succeed. The go-to-market hurdle is insurmountable to many startups. Just when they most need to establish a foothold in the market, they run short on time and money. This is the Traction Gap, that period of time introducing a new product into the marketplace and being able to scale it during a rapidly closing window of opportunity. Traversing the Traction Gap is a practical guidebook for navigating the tumultuous early life of a startup. Based on real-life examples, the advice from Cleveland and the members of the Wildcat Venture Partners team provides a roadmap and metrics for succeeding where others have failed.

chief digital and marketing officer: The Corporate Athlete Jack L. Groppe, Jim Loehr, 1999-12-28 As Jack Groppe so aptly explains, the rigor of corporate athletics is often even more demanding than that of professional athletes. In my world, one does not have the luxury of an

off-season. . . . This book is a must read for all those striving for the gold.-Arthur M. Blank, CEO and President, The Home Depot Wow! This is an incredible book. Every person in business should read The Corporate Athlete from cover to cover and apply it every day.-Brian Tracy, author of Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers to Succeed Today's corporate world is much like the world of professional sports-it is fiercely competitive and mentally and physically demanding, and it requires constant, vigilant training. More than ever, to maintain health, happiness, and career success, executives and employees must become Corporate Athletes. In this book, top business consultant, trainer, and lecturer Jack Groppe shows you how to use the training mentality of elite professional athletes. Based on the latest scientific research, The Corporate Athlete shows corporate competitors how to achieve maximum performance levels-both inside and outside the corporate world. Drawing on the parallels between sports and business, Jack Groppe reveals the integral roles that nutrition, fitness, and self-improvement-mental, physical, and emotional-play in giving Corporate Athletes their winning edge. It's an edge that's crucial if you need to come to a meeting fresh off the plane, pull out all the stops on a big presentation, cut the major deals-and still have the energy to enjoy time with family and friends. This practical and beneficial 21-day program will give you, no matter how overworked you are, the stamina and commitment to develop a world-class career. Learn to: * Have as much energy for your family at 8 p.m. as you have at the office at 8 a.m. * Be on when you need to be on * Respond to change, adversity, and crisis more constructively * Display more positivity and confidence * Eat properly on the road, in the air, and before and during business meetings * Slow down the aging process Take advantage of the same secrets that Dr. Groppe has used to help high-stress professionals-from Olympic athletes and NHL stars to fast-lane executives at major companies like Morgan Stanley Dean Witter, Estée Lauder, and Bristol-Myers Squibb-get themselves in fighting shape. Here is the program that will train you to perform at the highest possible levels in both your professional and your family life-because taking optimum care of yourself, mentally and physically, is the best way to take care of business. Outstanding . . . The Corporate Athlete is a truly comprehensive program to help you achieve both your personal and your professional goals. It will help you take control of your life and effect positive physical, mental, and spiritual change.-Darlene Hamrock, Regional Vice President, Clinique Why do so many top performers call themselves Corporate Athletes? Today's challenging business climate requires every top executive to be perfectly fit both mentally and physically. The Corporate Athlete is must reading for everyone who wants to manage his or her business, career, or profession effectively while living a balanced life. Buy it-it's a great investment.-Leonard Lauder, Chairman and Chief Executive Officer of the Estée Lauder Companies, Inc. This is the book to teach you how to perform your job at the highest level possible while maintaining maximal health and happiness.-Jim Courier, French Open champion and former world No. 1 tennis player

chief digital and marketing officer: Pioneers of Promotion Joe Dobrow, 2018-06-14 The average American today is bombarded with as many as 5,000 advertisements a day. The sophisticated and persuasive marketing tactics that companies use may seem a recent phenomenon, but Pioneers of Promotion tells a different story. In this lively narrative, business history writer Joe Dobrow traces the origins of modern American marketing to the late nineteenth century when three charismatic individuals launched an industry that defines our national culture. Transporting readers back to a dramatic time in the late 1800s, Dobrow spotlights a trio of men who reshaped our image of the West and earned national fame: John M. Burke of Buffalo Bill's Wild West, Tody Hamilton of the Barnum & Bailey Circus, and Moses P. Handy of the World's Columbian Exposition in Chicago. Drawing on scores of original source materials, Dobrow brings to light the surprisingly sophisticated techniques of these Gilded Age press agents. Using mostly newspapers—plus a good deal of moxie, emotional suasion, iconic imagery, and to be sure, alcohol—Burke, Hamilton, and Handy each devised ways to promote celebrities, attract huge crowds, and generate massive news coverage. As a result, a plainsman named William F. Cody became more famous than the president of the United States, a traveling circus turned into the Greatest Show on Earth, and a world's fair attracted more than 27 million visitors. Tapping his practitioner's knowledge of marketing and promotion, Dobrow

reintroduces readers to Buffalo Bill and his Wild West show, P. T. Barnum and his circus, and the greatest of all world's fairs. Surprisingly, the promotional geniuses who engineered these enterprises do not appear in history books alongside other marketing and advertising legends such as Ivy Lee, Edward Bernays, or David Ogilvy. *Pioneers of Promotion* at long last gives these founders of American marketing their due.

chief digital and marketing officer: Digital Marketing Strategy Simon Kingsnorth, 2016-05-03 The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. *Digital Marketing Strategy* covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization, display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. *Digital Marketing Strategy* is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

chief digital and marketing officer: Play Bigger Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney, 2016-06-14 The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In *Play Bigger*, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, *Play Bigger* is transforming business once again, showing us how to create the market itself.

chief digital and marketing officer: Content Chemistry Andy Crestodina, 2012 The result of thousands of conversations about web marketing with hundreds of companies, this handbook is a compilation of the most important and effective lessons and advice about the power of search engine optimization, social media, and email marketing. The first and only comprehensive guide to content marketing, this book explains the social, analytical, and creative aspects of modern marketing that are necessary to succeed on the web. By first covering the theory behind web and content marketing and then detailing it in practice, it shows how it is not only critical to modern business but is also a lot of fun.

chief digital and marketing officer: From Ball Girl to CMO Melissa M. Proctor, 2020-08 Whenever a young child is asked, What do you want to be when you grow up? the answer will undoubtedly include childlike wonder, optimism, and unbridled imagination. A future-traveling astronaut, a fashion designing veterinarian, a doctor for stuffed animals, and the list goes on and on. Unfortunately, as we age and settle firmly into adulthood, that wonder dissipates and we swap our childhood dreams for life's demands. Our days feel prescribed and responsibilities rule our minutes and how we prioritize what matters. As adults, we are taught to believe the question is somehow

invalid because we are functioning as a grown-up. Even though Melissa M. Proctor did not play basketball or have extensive knowledge of the game, her dream as a child was to be the first female coach in the NBA. Instead, her unconventional path has taken a number of twists and turns, starting with being the first ball girl for the Miami Heat and ultimately, earning the position of Executive Vice President and Chief Marketing Officer for the NBA's Atlanta Hawks and State Farm Arena. However, some would be surprised to learn that even at this stage of her career, Melissa still doesn't know what she wants to be when she grows up?and she's okay with it. From Ball Girl to CMO includes relevant themes of hope, persistence, empowerment, and courage to help readers navigate everything from the personal to the professional. Throughout the pages, Melissa shares lessons learned, guiding principles, and a means of comfort for those not quite sure what to do next. With her laid-back style and down to earth attitude, she offers acceptance at a time when many are confused and hope when uncertainty distorts the light at the end of the tunnel. From Ball Girl to CMO urges us to consider if we have in fact been asking ourselves the right question, or if perhaps, we've been expecting an answer from the wrong version of ourselves.

chief digital and marketing officer: *Founder Brand* Dave Gerhardt, 2022-02-15 You're part of an elite group of builders, creators, and innovators who have accomplished something few can claim: you've founded a company. Now the challenge of standing out in the crowd begins-and how you differentiate yourself counts. Building a brand and growing a business can be expensive and time-consuming. But you have a key advantage and secret strategy, one that will set you apart no matter your industry, product, or company size. You have a story, and it's one of your most valuable assets. In *Founder Brand*, marketing expert Dave Gerhardt reveals how to build your brand by positioning yourself as the story, heart, and soul of your business. This is a tactical guidebook that first shows you how to tell your story, then how to put your story to use as a marketing strategy. You'll learn how social media provides a bridge between you and your customers, the platforms that are appropriate for your business, and how to measure results to truly determine value. This book is the ultimate resource for founders, CEOs, and marketing teams trying to find their company's niche, strategize for the future, and create brand awareness that establishes the credibility and trust your products deserve.

chief digital and marketing officer: Managing Digital Transformation Andreas Hinterhuber, Tiziano Vescovi, Francesca Checchinato, 2021-05-26 This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies - Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others - explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits *Managing Digital Transformation* is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

chief digital and marketing officer: *Category Creation* Anthony Kennada, 2019-10-08 Lessons from HubSpot, Salesforce, Gainsight and Other Iconic Brands The Uber of this The Salesforce of that It's like Instagram, but for... There is no such thing as an original idea anymore - right? Actually, it turns out that the world's most innovative companies have created so much more than just brand new products and technology. They've created entirely new market categories. The challenge is that successfully building new categories requires a perfect storm of luck and timing. Or

does it? *Category Creation* is the first and only book on the topic written by executives and marketers actively building new categories. It explains how category creation has become the Holy Grail of marketing, and more importantly, how it can be planned and orchestrated. It's not about luck. You can use the same tactics that other category-defining companies have used to delight customers, employees, and investors. There's no better strategy that results in faster growth and higher valuations for the company on top. Author Anthony Kennada, former Chief Marketing Officer at Gainsight, explains how he led Gainsight in creating the "customer success" category, and shares success stories from fellow category-creators like Salesforce, HubSpot and others. It requires much more than just having the best product. You have to start and grow a conversation that doesn't yet exist, positioning a newly discovered problem in addition to your company and product offerings. The book explains the 7 key principles of category creation, including the importance of creating a community of early adopters who will rally around the problem they all share—especially if someone will lead them.

- Identify the "go" and "no go" signals for category creation in your business
- Activate customers and influencers as brand ambassadors
- Grow a community by investing in live events and experiences
- Prove the impact of category creation investments on growth, customer success, and company culture

Written for entrepreneurs, marketers, and executives from startups to large enterprises, *Category Creation* is the exclusive playbook for building a category defining brand in the modern economy.

chief digital and marketing officer: China Cmo Greg Paull, ShuFen Goh, 2013-06 China is, all at once, the world's most dynamic, frustrating, confusing, inspiring, and challenging marketplace. As companies invest more and more in marketing, raising the country to second behind the US in advertising spending, there have been many white papers, books, and reports on how to win. This book is different - it comes straight from the mouths, heads, and hearts of sixteen of the leading CMOs (Chief Marketing Officers) based in China. From Coca-Cola, Starbucks, McDonald's, and Visa to local companies such as Lenovo and Bank of Communications. This is their story. These are their ideas.--Back cover.

chief digital and marketing officer: *Digital Marketing* Annmarie Hanlon, 2021-12-15 An unbiased, balanced guide to all aspects of digital marketing, from social media, mobile and VR marketing to objectives, metrics and analytics. Covering all aspects of digital marketing planning and the latest models, the book also offers a range of tools to help implement your own digital marketing plans and strategies. The second edition has been expanded to include new discussions and research on areas including digital privacy, types of influencers, social listening and the gig economy. Key features: Supported by case examples from 28 global companies and brands including IKEA, Uber, Klarna and TikTok. A brand-new case study on Strava runs throughout the book to help you apply what you've learnt to real-world scenarios. 'Ethical Insight' boxes provide a reflective and challenging look at social issues and the negative side of marketing. 'Digital Tool' boxes introduce professional tools, such as 'Spot the Troll', Hootsuite and Padlet. The 'Smartphone Sixty Seconds' feature provides super-quick online activities using needing only your phone. Includes a new 'Journal of Note' feature in each chapter, to direct you to a key source of further reading. Worked digital marketing plan. Complimented by online resources, including PowerPoint slides, and Instructor's Manual, quizzes, recommended video links and free SAGE Journal articles. Suitable for digital and e-marketing courses at all levels, as well as professional courses for anyone interested in gaining a holistic understanding of digital marketing.

chief digital and marketing officer: *Everything I Know about Marketing I Learned From Google* Aaron Goldman, 2010-08-20 Want Market Share? Google It! "Google is a once-in-a-generation company. Aaron Goldman has written an essential book that goes beyond telling us how Google became so important to explaining why the revolution it's leading will affect everyone in media and marketing." —Brian Morrissey, Digital Editor, Adweek "An insightful tour of the elements that have made Google successful combined with a usable guide on how to apply this learning to your business." —Rishad Tobaccowala, Chief Strategy & Innovation Officer, Vivaki About the Book You know you've hit it big when your name becomes a verb—and no one knows that

better than Google. In just over 10 years, Google has become the world's most valuable brand, consistently dominating its category and generating \$6 billion in revenue per quarter. How does Google do it? In a word: marketing. You may not think Google does much marketing. Indeed, it doesn't do a lot of what has traditionally been viewed as marketing. But in today's digital world, marketing has taken new shape—and Google is at the cutting edge. In *Everything I Know about Marketing I Learned from Google*, digital marketing expert Aaron Goldman offers 20 powerful lessons straight from Google's playbook. Taking you deep into the inner workings of the Googleplex (which are simpler than you think), Goldman provides the knowledge and tools you need to build and grow your brand (which is also simpler than you think). Along the way, he shows how Google's tactics are being used by a wide range of successful corporations, from Apple to Zappos. Key principles include: Tap into the Wisdom of Crowds: Get the signals you need directly from your customers Keep It Simple, Stupid: Craft messages people can grasp in a nanosecond and pass along Don't Interrupt: Join the conversation—but avoid disrupting it Act Like Content: Provide value, not sales pitches Test Everything: Take no detail of your program for granted; you can always improve Show Off Your Assets: Distribute your brand everywhere The beauty of it all is that these Googley lessons can be applied to every aspect of marketing, in organizations of any size. Whether you run a PR department in a multinational corporation or serve as the sole marketer in a small business, these tactics work. In its mission to "organize the world's information," Google has rewritten the book on marketing. Use *Everything I Know about Marketing I Learned from Google* to remake your own organization's marketing—and engage more customers than ever.

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chief digital and marketing officer: The On-Demand Brand Rick MATHIESON, 2010-05-01 Call it the digital generation. The iPhone-toting, Facebook-hopping, Twitter-tapping, I-want-what-I-want, how-I-want-it generation. By whatever name, marketers are discovering that connecting with today's elusive, ad-resistant consumer means saying goodbye to "new media," and hello "now media." Featuring exclusive insights and inspiration from today's top marketers—as well as lessons from some of the world's most successful digital marketing initiatives—this eye-opening book reveals how readers can deliver the kind of blockbuster experiences that 21st century consumers demand. Spanning social networking, augmented reality, advergames, virtual worlds, digital outdoor mobile marketing, and more, this book presents an inside look at digital strategies being deployed by brands like Coca-Cola, Burger King, BMW, Axe Deodorant, NBC Universal, Doritos, and many others. Revealing ten essential secrets for capitalizing on the right mix of digital channels and experiences for any brand, this book reveals how to demand attention...before the audience hits the snooze button.

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The longtime chief marketing officer for Chick-fil-A tells the inside story of how the company turned prevailing theories of fast-food marketing upside down and built one of the most successful and beloved brands in America. *Covert Cows* will help you... Discover unexpected, out-of-the-box marketing methods and new ways of approaching business problems. Understand the positive impact of building a business based on biblical principles. Receive an insider's look at the evolution of one of America's most beloved brands. Learn key marketing and business insights from the man who was the chief marketing officer for Chick-fil-A for thirty-four years. During his thirty-four-year tenure at Chick-fil-A, Steve Robinson was integrally involved in the company's growth--from 184 stores and \$100 million in annual sales in 1981 to over 2,100 stores and over \$6.8 billion in annual sales in 2015--and was a first-hand witness to its evolution as an indelible global brand. In *Covert Cows and Chick-fil-A*, Robinson shares behind-the-scenes accounts of key moments, including the creation of the Chick-fil-A corporate purpose and the formation and management of the now-iconic Eat Mor Chikin cow campaign. Drawing on his personal interactions with the gifted team of company leaders, restaurant operators, and the company's founder, Truett Cathy, Robinson explains the important traits that built the company's culture and sustained it through recession and many other challenges. He also reveals how every aspect of the company's approach reflects an unwavering dedication to Christian values and to the individual customer experience. Written with disarming candor and revealing storytelling, *Covert Cows and Chick-fil-A* is the never-before-told story of a great American success.

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and Woodrow Wilson, two apparent opposites. Paul's procession of suffragists resulted in her being granted a face-to-face meeting with President Wilson, one that would lead to many meetings and much discussion, but little progress for women. With no equality in sight and patience wearing thin, Paul organized the first group to ever picket in front of the White House lawn—night and day, through sweltering summer mornings and frigid fall nights. From solitary confinement, hunger strikes, and the psychiatric ward to ever more determined activism, *Mr. President, How Long Must We Wait?* reveals the courageous, near-death journey it took, spearheaded in no small part by Alice Paul's leadership, to grant women the right to vote in America. "A remarkable tale" (Kirkus Reviews) and a rousing portrait of a little-known feminist heroine, this is an eye-opening exploration of a crucial moment in American history one century before the Women's March.

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developed visual content marketing campaigns for businesses such as Google, IBM, Kronos, and LinkedIn. Fishburne is a frequent keynote speaker on marketing, innovation, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. Fishburne lives and draws near San Francisco with his wife and two daughters. All of his cartoons and observations are posted at marketoonist.com. Advance Praise for Your Ad Ignored Here If marketing kept a diary, this would be it. --Ann Handley, Chief Content Officer of MarketingProfs Laugh and learn at the same time. BTW, if you don't laugh, you're clueless, and the cartoon is about you. --Guy Kawasaki, Chief evangelist of Canva, Mercedes-Benz brand ambassador Tom Fishburne has a knack for marketing humor (and truth) like no other. --Lee Odden, CEO, TopRank Marketing Any great piece of comedy is funny because its true. Well, no one has gathered marketing truths through painfully awkward insights and hilarious delivery the way Tom has. --Ron Tite, Author, Everyone's An Artist (Or At Least They Should Be)

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marketer by following this playbook.

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Digital Marketing: Integrating Strategy and Tactics with Values is an easy-to-understand guidebook that draws on the latest digital tactics and strategic insights to help organizations generate sustainable growth through digital integration. It provides a roadmap to adopt a digital mindset, incorporate digital trends strategically, and integrate the most effective digital tactics and tools with core values to achieve competitive advantage. Bringing the reader through its five-step Path to Digital Integration (Mindset, Model, Strategy, Implementation, and Sustainability), Digital Marketing seeks to Outline the key drivers of change and leading digital marketing trends executives need to understand and incorporate to drive business opportunity. Evaluate the digital channels and technologies management teams can leverage to execute a successful Integrated Digital Marketing strategy. This includes insight into the latest digital tactics (website, social, mobile, search, content, and email marketing; data analytics) and social tools (Facebook, Twitter, YouTube, LinkedIn, Instagram, Pinterest, and Google Plus). Discover the impact of digital transformation on the organization, from the effect of digital tactics on the customer experience (CX) to the value of integrating internal digital strategies to facilitate collaboration and innovation. Guide aspiring leaders on how to combine core values and business goals with progressive digital strategies, tactics, and tools to generate sustainable outcomes for all stakeholders. This interactive guidebook provides a truly Connected Digital Experience (CDE): the Zappar augmented reality mobile app allows the reader to activate the Discover More and Play Video icons found throughout the book, instantly connecting the reader, via their mobile device, to additional content housed on our companion website, Digital Marketing Resource Center (www.dmresourcecenter.org). Play Video icons incorporate point-in-time video commenting solution Vusay to enable interactive social conversations around each video. Digital Marketing is the ideal guide for aspiring leaders - executives, instructors, owners, entrepreneurs, managers, students - at all stages of digital literacy. To request access to the resources in the Digital Marketing Resources Center, please contact Ira Kaufman at ira@entwinedigital.com.

chief digital and marketing officer: The Indispensable Brand Mitch Duckler, 2019-03-26
According to market research conducted on more than 6,000 brands over a 10-year period, the proportion of people willing to endorse any brand as different from other brands is extremely low. Over the past two decades, a relentless focus on digital activation--without equal effort on establishing differentiated positioning--has made even once-great brands indistinguishable from the pack. The result: an environment that can only be described as brand monotony, which underwhelms and disappoints customers, and negatively impacts top- and bottom-line business performance. In The Indispensable Brand, Mitch Duckler draws on 25+ years of brand strategy experience to provide a wake-up call for any modern-day marketer or business leader--and a roadmap to more effective brand differentiation. Leveraging empirical market research and dozens of case studies, this book provides a 360-degree view on brand-building, focusing on strategy (e.g., positioning, architecture, and extendibility) as well as development (e.g., experience, story, and activation), and helping marketers transform their brands from indistinguishable to indispensable.

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