

Marketing Leadership & Strategy

Marketing Strategy Development

Create the objectives, KPIs and plans that connect your strategy with business growth.

Functional Leadership & Collaboration

Lead a marketing function that generates enterprise value.

Emerging Marketing Technologies

Deploy disruptive technologies, such as GenAI, to support marketing innovation.

Martech Vendor Selection

Orchestrate martech vendor and partner selection with stakeholders.

Martech Strategy

Lead development of a martech roadmap and capabilities.

Brand Management

Brand Strategy & Architecture

Build a brand strategy and architecture that supports the organization's values and goals.

Brand Governance & Activation

Drive high-impact brand awareness, engagement and outcomes.

Marketing Channels & Content

Advertising & Media Strategy

Build and optimize a media strategy that reflects changing journeys, channels and regulations.

Channel & Campaign Mgmt.

Orchestrate channels to influence customer decisions across their journeys.

Content Marketing & Mgmt.

Develop a differentiated content strategy that resonates across the customer journey.

Customer Acquisition & Growth

Demand Generation & Account Growth

Generate demand, manage leads, convert buyers and expand accounts.

Marketing & Sales Alignment

Create a more strategic partnership with sales leaders to deliver effective sales enablement.

Product Messaging

Deliver differentiated solution messaging that resonates with buyers and motivates them to act.

Customer Analytics

Use customer data and analytics to drive customer, marketing and enterprise results.

Marketing Analytics

Develop analytical capabilities that measure and optimize marketing plans, programs and performance.

Gartner Priorities Navigator™ for Chief Marketing Officers

Talk with us to learn more about how Gartner uses this framework to guide your success.

Marketing Technology

Marketing Operations

Marketing Organization & Talent

Customer Experience

Marketing Data & Analytics