# **Marketing Leadership** & Strategy

#### **Brand Management**

Activation

and outcomes.

**Brand Governance &** 

Drive high-impact brand

awareness, engagement

# **Marketing Channels & Content**

Channel & Campaign

Mgmt.

### **Customer Acquisition** & Growth

# **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

# **Emerging Marketing Technologies**

Deploy disruptive technologies, such as GenAl, 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.

Build marketing operations capabilities that maximize efficiency

**Brand Strategy &** 

Build a brand strategy and

architecture that supports

the organization's values

**Architecture** 

and goals.

#### Operational Excellence

and effectiveness.

# Financial & **Resource Mamt.**

Alian marketing resources to impact strategy in the most effective and efficient way possible.

# Talent Mamt.

Source, develop, and manage marketing talent to meet current and future skill needs.

Advertising & Media

Build and optimize a media

channels and regulations.

**Gartner Priorities Navigator**<sup>™</sup>

for Chief Marketing Officers

Talk with us to learn more about how Gartner

uses this framework to guide your success.

strategy that reflects

changing journeys,

Strategy

# **Organization Design**

Define marketing organizational structure and manage a portfolio of external and in-house agencies.

culture and delivers measurable impact.

# **CX Strategy**

Develop a CX strategy that drives a customer-centric

# Customer

**Marketing Data & Analytics** 

# **Content Marketing &** Mamt.

Orchestrate channels to influence customer decisions across their journeys. customer journey.

Develop a differentiated content strategy that resonates across the

#### **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, marketin and enterprise results.

#### **Marketing Analytics**

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

Marketing **Technology** 

**Marketing Operations** 

**Marketing Organization** & Talent

**Experience**