

ACCELERATE

SMART Co. Marketing Insights

Do we still believe history favors the brave?

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Ready to Take Off?

A New Plan for a New World

The digital era has changed marketing's role, or at least the way businesses are starting to see its role in the corporate world.

CMOs are embraced or let go, departments expanded or contracted, as businesses scramble to make sense of a global disruption. Structure is in flux.

One CMO colleague reported that 'before now, her Fortune 100 company thought she just made brochures.'

The truth is, good CMOs are **Big Picture**.

They watch the markets, the technology, the demographics, communication, competition, and trends in everything from color and sound to spending and attention span, and how they can have an effect on your sales and the perception of your business.

But that language gets lost in the profit and loss discussions that the C-suite is typically more comfortable with - hard numbers, sharpened pencils and 'who do you know' conversations.

In a virtual world, content, brand, psychology, and marketing matter even more.

Don't look back, we're not going that way!



Phollie

Do we still believe history favors the brave?

MAVERICKS IN THE MARKET



EVERYONE WANTS TO BELIEVE THEY ARE BRAVE

THE MAVERICK IN TOP GUN, GRABBING THAT F18 & CRUISING THE CANYONS, DEFYING HIS SUPERIORS! WINNING THE DAY!
THE ACE, THE HERO - AGAINST ALL ODDS!

You know how I know?

In just its second week *Top Gun: Maverick*, a 30-year-old story starring the same guy as last time, grossed more than \$500 million dollars globally - a Box Office record.

You know what most of us aren't? Mavericks.

Hell, most people won't write an email without copying 30 other people on it - just to be certain their ass is covered. Even sadder, many would cook their best friend's Goose for next week's paycheck rather than stand up for a colleague's unique idea.

The odd part is everyone is craving the BOLD and the BRAVE. True leaders. Someone to stand behind in business, in our community, in our government.

55% of CEOs view developing leaders as being one of the biggest challenges

A 2022 Gallup Survey noted 55% of all CEOs viewed development of next generation leaders as one of the biggest challenges they are faced with today; while 63% of millennials indicated they are not developed as leaders.

I once saw a film on the psychological differences between generations and their perspectives on individualism. The millennial demographic portrayed themselves as 'whoever the moment or person dictated,' a seamless and peaceful blending of the moment. Very cool, very fluid, yet it lacked any real root or identity. I wondered, as a Gen X individual, what 40 would feel like - when that middle age identity crisis rolled around.

"Leadership First" pushes memes on *authentic, brave* and



bold. I share them. People "Like" and "Clap" the effort, but probably not until their friend "Likes" it first.

Korn Ferry posts essays on enterprising leadership and *change* and everyone agrees, 'Change is what we need!' 'Different is what we need!' 'Yay, change!' 'Yay, individualism!'

And Simon Sinek, well, everything Simon Sinek says seems positive, and great, and we clap, of course. But he also heralds the unique, individual and different. It is hard to develop individuality from a pool of collective trophy winners.

If you want to be a leading company, leading companies have leading ideas. Leading ideas come from natural leaders - people that are individual by nature.

Today, you must DARE to be different - a mantra of the 80's, when *Top Gun* first hit the Box Office, because risking being different isn't often popular these days.

In the market, when you get down to brass tacks, having a message that stands out is often synonymous with having a message that is different. So, why do board rooms turn to marketing teams and request ideas that are **"like theirs, only different."**

Continued page 3

MAVERICKS IN THE MARKET *Continued from 2*

If you want to stand out, take a little risk. Where is the Maverick in your mission? The Ace?

It is your marketing CMO, internal or external!

It is the marketer's job is to grab your F18 marketing budget, your F14, okay, your B52 Bomber, if that is what it is; and creatively navigate the course, strategize your mission.

They are the pilot in your dog fight, swerving in and out of the noise and smoke with unique moves that put you on top of your competition. Creative and agile, working with your team (or theirs) so that you can come back victorious.



Need a hero on your team?

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The Fractional CMO

Modernizing communication, minimizing culture shock

CMOs only stay in position 36-42 months according to the Wall Street Journal's year over year survey of the profession. Hiring a CMO or DOM is a difficult. You are hiring someone for CHANGE, but change is often at odds with the human condition.

Enter the Fractional CMO.

The model of a Fractional C-level executive is not new. There have been Fractional CFOs for some time.

A Fractional CMO makes even more sense as the psychology behind marketing is often a little more personal and a role not always fully understood.

CMO Fractional services offer your business:

- Client-centric/business-centric marketing expertise
- Wholistic Marketing Action Plans & campaigns
- Advice, consultation and expertise on new tech, resources and market behavior
- Lower overhead with expert tactical execution
- Trusted support and resources for internal marketing departments or a business-as-needed
- GTM change-based strategies with less internal disruption

SMART is a Fractional CMO Company.



You Can't Get that at the Automat

As a 20+ year veteran of creative strategies and communication, I am constantly amazed at what can and cannot be automated. I am even more baffled by what some businesses try to automate.

Leveling the playing field and staying in business will rely on the ability to connect and find that HUMAN level with your audience and to consistently drive that connection home.

So while you can use programs for everything from micro influencers and coding to art design, resizing, and more, it will be that INTENSE LEVEL OF PERSONALIZATION that will be your difference.

Automation is for scaling at amazing and crazy proportions. It is necessary for growth.

Creativity, psychology and strategy is for communicating EXPERTISE, TRUST and RELATIONSHIP. It is necessary to your competitive advantage.

Understanding where to automate and where to be human is essential in today's market.

THE SHIP THEY ARE BUILDING

Intent marketing

Let's suspend ego for a moment so we can talk about *Intent Marketing*, because it is not the NEXT thing...it's HERE.

Some marketers understand it, some are faking their way through it, some are renaming it, but most importantly, some competitors are using it - and it is a Rocket Ship. (I've taken two of the top vendor programs out for test flights.)

The good news is, both vendors reported most businesses still need to ready their process for this technology. In other words, there is time. It should be on your MAP (MARKETING ACTION PLAN) or at least your radar, as those using it claim as much as an 80% increase in sales.

What is it?

The short definition is that *Intent Marketing* couples your customer data, as it relates to interaction with marketing and sales efforts, with sales analytics and behavior.

Together, this data is used to predictively determine, adjust and automate pre-sale activities, improving the sales cycle.

It is a several step process that integrates a number of systems and activities throughout your business. It may include your marketing stack or your entire enterprise system depending on program.

IN THE NEXT ISSUE

Crisis Control

Where's the MAP

Website Overhaul

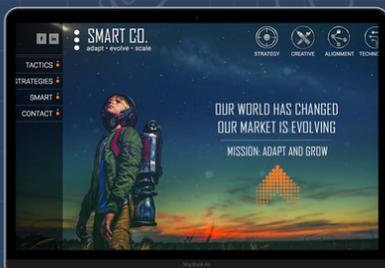
Is it a tactic or a strategy?

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The Basics:

Customer journeys, now mapped through a number of available software programs are analyzed for behavioral patterns as they react to a variety of influences. These influences might include but aren't limited to:

- Content value (video vs. brochure, e.g.)
- Content triggers (pop up, download, sign up, e.g.)
- Content Creative (one campaign vs. another, e.g.)
- Timing or hierarchy (where or when it appears e.g.)
- Actionable event (sales call, direct mail, e.g.)

Activities are A/B tested and adjusted for performance, including factors such as the time from engagement with content to execution of the sale.

Based on the outcome of the metrics, systems map THE INTENT OF THE AUDIENCES INTERACTION, anticipating the best times to advance the sales action and even executing those actions as part of an automated process.

A powerful tool for certain!

Like most tools, it is about how you use it.

- Intent marketing does not take the place of content marketing, quite the contrary. Content and its value are a part of the system
- Data and asset management is also a key component to the successful use of this tool

Understanding new technologies and creating strategies that progressively move towards these new methods in marketing will help businesses design MAPs that will ready them for the new markets to come.

You are not going to be first.

Jeff Bezos, Mark Zuckerberg, they are light years ahead. But, it is a big sky and we can all learn to fly.

THANK YOU FOR TAKING AN INTEREST!
WE APPRECIATE SHARES, LIKES AND ENGAGEMENT!

