Playing Offense Into the Recession

An Excerpt from the 2022-2023 Playbook for Marketing Leaders
Top CMO Questions We’re Tackling for Clients

1. How do I benchmark my budgets against those of peers and competitors?

2. How do I understand the impact of economic headwinds on the behaviors and attitudes of consumers and customer?

3. How do I prove the value of marketing investments so I can minimize the impact of enterprise budget cuts on marketing?

4. How do I define the marketing costs I can afford to cut and those I can’t afford to lose?

5. How do I optimize marketing’s investments in media, martech and agencies?

6. How do I protect brand investments to deliver results today and growth tomorrow?
Nine Actions to Play Offense Into the Recession

1. Create a prioritized list of the trade-offs you will make in your budget, with a story about why.

2. Accelerate movement to the cloud, while paying attention to shifting pricing strategies from software providers as prices rise.

3. Radically challenge workflows and processes to make them faster, simpler and more agile for the long term.

4. Fundamentally rethink the way your company leverages humans (locations, hours, part- vs. full-time, in-house vs. outsource).

5. Clarify your employee value proposition (EVP) so you are positioned to attract and retain the right digital talent.

6. Aggressively source key digital talent that will shake loose and help accelerate your digital plans.

7. Develop a future vision of the customer and employee to accelerate the right digital investments for 2025.

8. Invest in predictive and autonomous digital projects that will make the organization faster and leaner.

9. Narrow the metrics you use to measure and manage digital initiatives to the few that align to outcomes.
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