

April 24th 2020 - The Friday Surge: The Four Types of CMOs



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

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The survey says...

- Is your brand adopting an [omni-channel](#) approach to marketing? [88% of marketers at major US and UK brands have done so.](#)
- [A smartphone is the place to be when marketing to GenZ, and don't worry about targeting them on wearables and voice assistants](#) - at least not yet.
- Nearly [three in four marketers indicate that social media marketing has been effective](#) for their business.

In the news

Which of the four types of CMO are you, and is your type a good fit for your company? [eMarketer recently interviewed Jeannie Mullen, a veteran CMO on the four types of CMOs, and she gave her thoughts on what makes each successful!](#)

- Brand CMO – Mullen suggests this CMO has a focus on delivering emotional connectedness with a brand. This is someone who views strategy and execution through a persona/personality lens, and is probably most likely to succeed at a company that has the resources and structure to either outsource marketing operations and analytics, or delegate these roles internally.
- Data-Driven CMO – Mullen says that this type of CMO is highly analytical, who thrives at a company where there is a high need to understand the customer. These CMOs typically feel comfortable in a tech environment, and while Mullen suggests that this individual would do best in a company with an established market, I would argue that companies entering new markets would also value this type of professional.

- Hybrid CMO – This is the ideal type of marketer for a company that operates in a rapidly growing, highly dynamic industry. The individual who would succeed in this role is someone who feels comfortable transitioning between lead generation and branding, depending on the need of the business at any given moment.
- Innovative/Creative CMO – When companies have grown, they may need a highly creative individual to identify new markets, determine fresh marketing angles, and develop campaigns that can put a new or unique spin on a product's capabilities and end-user benefits. These professionals may end up needing to push boundaries, so the CMO needs to have a comprehensive understanding of their target audience.

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Marketing musings

"Marketers don't sell products anymore. They sell relationships." - Chris Wallace, President and co-founder of Innerview

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