

June 5th, 2020 - The Friday Surge: Is Your Marketing Modern?



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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In this issue:

The best day/time to engage with C-Level Professionals

How to be a modern marketers

A great tool to add free vidoes to your content

More words of wisdom from Bill Gates

The survey says...

[NetLine](#), a company that delivers content to business buyers, recently issued a report, based on data collected across their platform indicating that Tuesdays and Wednesdays are the busiest times of the week for content consumption. Even more specifically, 10AM is the sweet spot for time of day. A full report on this consumption activity was summarized by [MarketingCharts](#), which also has a link to the full NetLine report.

In the news

A recent [report by McKinsey](#) studies the operational mindsets that appear to be responsible for transformative marketing:

- Unifier mindset - These leaders work with other members of the C-suite as partners. They consistently adopt the perspective of these other internal stakeholders to demonstrate how marketing meets their needs, and work to illustrate marketing's clearly defined role. Taking it a step further, marketing leaders with this mindset also ensure that other team members collaborate seamlessly and effectively with their peers across the organization.
- Customer-centric mindset - Marketers who succeed in today's environment understand the

complex thoughts of their customers. They use design-thinking in proposing solutions that meet customer needs, they focus on a centralized data platform to make sure they have a comprehensive understanding of their customers, they consistently analyze customer journey data, and they build teams who can take these insights and use them to develop products and services that customers will demand.

- Return on investment (ROI) mindset - Company leadership insists that marketing be held accountable for delivering value, and these modern marketers personalize their departmental budgets. They continuously monitor campaigns and activities to identify which are generating returns by using standards and key performance indicators.

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Helpful tools

[Mixkit](#) has a library of stock videos and music files that can make your content come to life!

Marketing musings

"Successful people ask better questions, and as a result, they get better answers." - Bill Gates

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