



# CMO

---

# Digital

---

# Checklist

---



Marketing is what defines a business and its ability to sell to customers. Developing the right kind of digital marketing strategy is a tough undertaking that requires quick, precise planning for any business. That responsibility often falls on the lap of the CMO, or chief marketing officer, who has the crucial job of driving all marketing initiatives of a company in accordance with the organization's overall strategy and revenue goals.

Being responsible for a company's advertising, public relations, and social media marketing are just a few of the many areas a successful CMO is expected to oversee. All marketing officers have crucial resources at their disposal that will either make or break a company's digital campaign. If you're new to a CMO role or stepping in to fill an interim vacancy, here is a helpful checklist of what to prioritize.



## Digital Marketing Assets

Before anything, efficient CMOs always get an understanding for the digital tools at their disposal. Regardless of what kind of company a CMO is part of, all companies can connect with customers through platforms like Instagram, Facebook, Twitter, and especially their own websites. Developing an active and strong social media presence is what allows your company to connect with all different audiences. Google provides tools such as Analytics and Business to keep track of stats and profits.



---

## **The Digital Marketing Team**

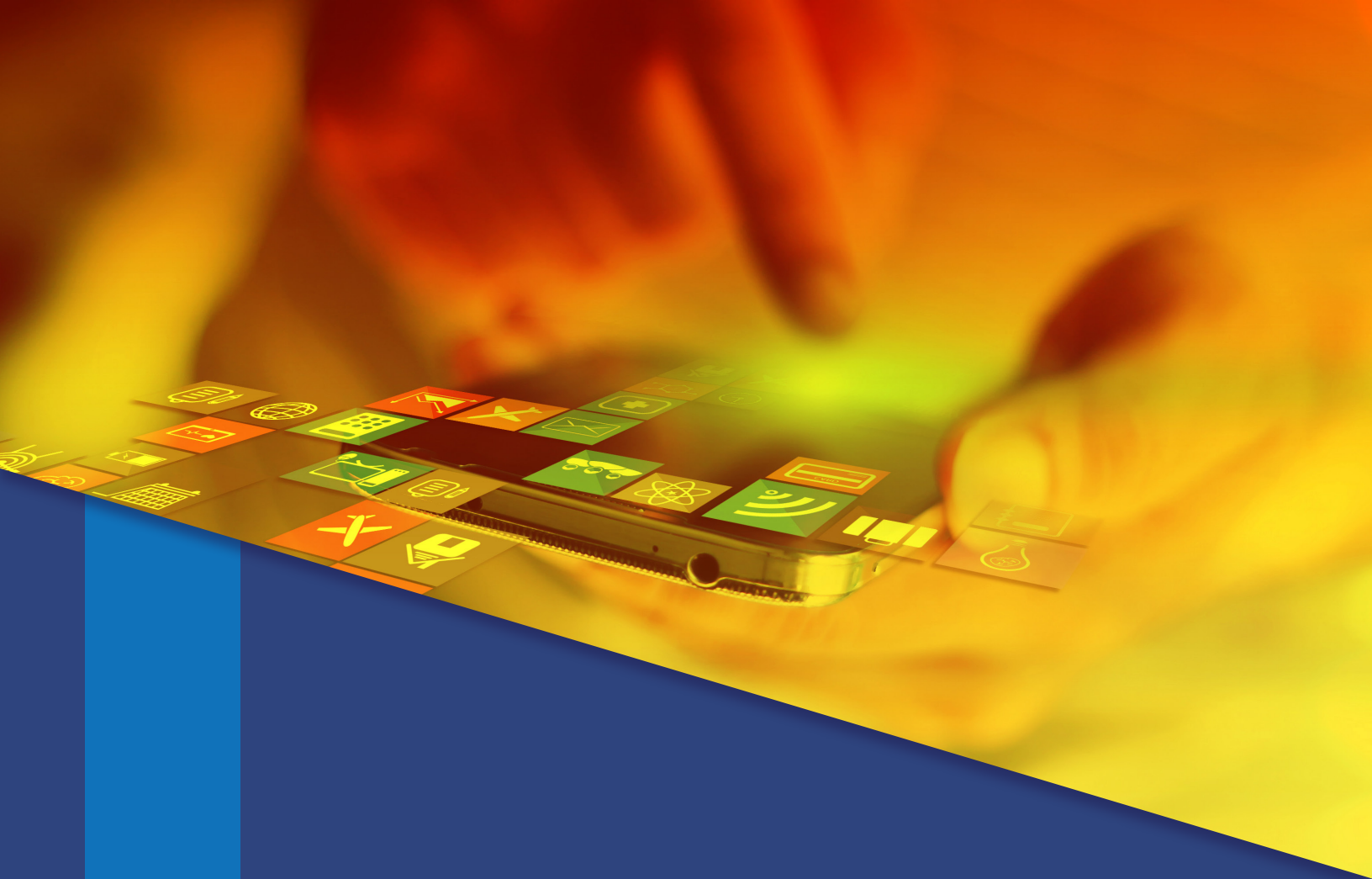
Behind every successful CMO is a successful digital marketing team. Teams come in all shapes and sizes, but a CMO understands the need to build a team that complements each other's strengths and weaknesses. Each member serves as a valuable asset and knowing them on a personal level will allow a marketing leader to take full advantage of the assets that a team may provide. Not only does this help the team work more efficiently, but it ensures a healthy culture exists within.



---

## **The External Suppliers**

Create a supplier list and become familiar with each party involved. Meet with them to see what skills and abilities bring to the table and if their services are worth it. Take advantage of this time to set up a protocol for updates and maintenance, but make a point to familiarize yourself with their support and contact information in the case of an outage or other emergency.



---

## **Mobile Marketing**

Today's marketing is focused on getting to customers on their most used device: their phones. Mobile marketing has skyrocketed, with mobile display ad revenue increasing 96%. Being an effective CMO means being able to promote and sell the products and services of a business to customers through smartphones and other handheld devices. It is important to know how to create the right kind of mobile focused, provocative ads through SMS, email, etc. to reel in potential customers.



---

## **Audit Check**

Financial budgeting is vital for every marketing department. A CMO is responsible for ensuring that a strong audit is conducted to see what is helping and hurting the business. This includes deep dives into your digital marketing activities and examining past campaigns to better prepare for your current campaigns. Use audits to help you better budget and improve your spending.



## Cybersecurity and Digital Marketing

The increased reliance on digital platforms has made cybersecurity threats more numerous and sophisticated, so security is often a high priority for CMOs. This is especially true given the potential threat of a breach for an enterprise with many different customer, sales, and personal information that all could be jeopardized.

You should protect and manage your accounts through Software as a Service platforms (SAAS) so that all of your most sensitive information is accessed with a simple login. Your passwords should be stored within trusted password managers and try not to use the same password twice to prevent exposing private and precious information.

While the cloud is a highly utilized tool, it is not always the best place to store confidential information like cards and documents. Check with your web development team to see if they are keeping backups of your site in separate offsite servers.





---

## Receipts and Reports

One of the upsides to the digital age is greater transparency into how much you spend on ads and what you get in return. You should be reviewing several monthly reports to allow you to better see the results of marketing costs and spending as. Always check and ensure if any key metrics are present in reporting that could be of value.

Agencies usually charge hourly if not you're not engaging on a retainer basis, so make sure you are fully utilizing the reporting and data they provide especially if it involves vital intel. It helps to store the weekly, monthly, annual reports which will greatly save you time if you ever need to pull out an overview in the future.



## The SMART Way

When a CMO understands the company's objectives, a strategic marketing plan should be put in place to achieve them. Use the SMART method when creating your goals. SMART goals are:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Be specific when stating your goals, especially with key numerical units, dates, and statistics. Instead of saying "generate more sales," a SMART approach would specify "generate 25% more sales." Once your goal is set, determine how you will measure against success by knowing your benchmarks and setting key performance indicators (KPIs). Make sure your goals are realistic, attainable, and relevant to your company's mission and objectives.



---

## **Conclusion**

Being a CMO can come with challenges, and it is a role that requires a lot of work to engage with all the shareholders, stakeholders, and team members to create a cohesive marketing strategy to help your business reach its goals. Use our CMO checklist to build out operations that keep your team running smoothly.



---

**Want to See What a Fractional CMO Can Do for Your Business? Call Conversion Pipeline Today.**

If you're In need of a qualified CMO for your organization, Conversion Pipeline can help. We're your trusted partner for the marketing solutions you need to reach more customers and boost your revenue.