



wildfire

「Think® Bold」

Think first.

The status quo sucks. Doing what you've always done just isn't going to cut it. But doing something for the sake of doing it, with no foundation in a meaningful strategy, will never deliver the results you want. We believe every campaign needs a brand platform that challenges preconceptions and outsmarts the competition. It's why our team of consultants will always think first, always ask questions, and always...

Be bold.

Being bold isn't about being flashy. It's not about hype. It's about being confident in pushing the boundaries because you've done the hard work. Because when you know what really matters, being bold isn't a risk. It's the only way to truly stand out and deliver the campaigns that will make a real impact on your business.



Getting to know the CMO

A snapshot view of the average CMO

The best campaigns are not designed around your product; they are designed around your target audience. But how much do you really know about the CMO?

Do you understand who they are, what they care about, what drives them, and who influences their decision making?

As part of our Think.Bold process we don't leave these questions to chance — we ask CMOs directly.

This book presents critical insights into the mindset and behaviour of CMOs — drawing on one-to-one interviews, qualitative research and our own survey of 100 decision makers — to inspire campaigns that resonate with this key audience.

40-52

Typical age of a CMO

3-4

Companies worked for

68%

Are the final purchase decision maker

4


Average years in role

26

Average years working in tech

63%

Have stayed in the same industry



“I’m a bit like Tigger on Red Bull. I don’t want to wait six or nine months to find out if our marketing has worked or not.”

- CMO of a UK retail brand

Understanding the CMO

What is the CMO's personality type?

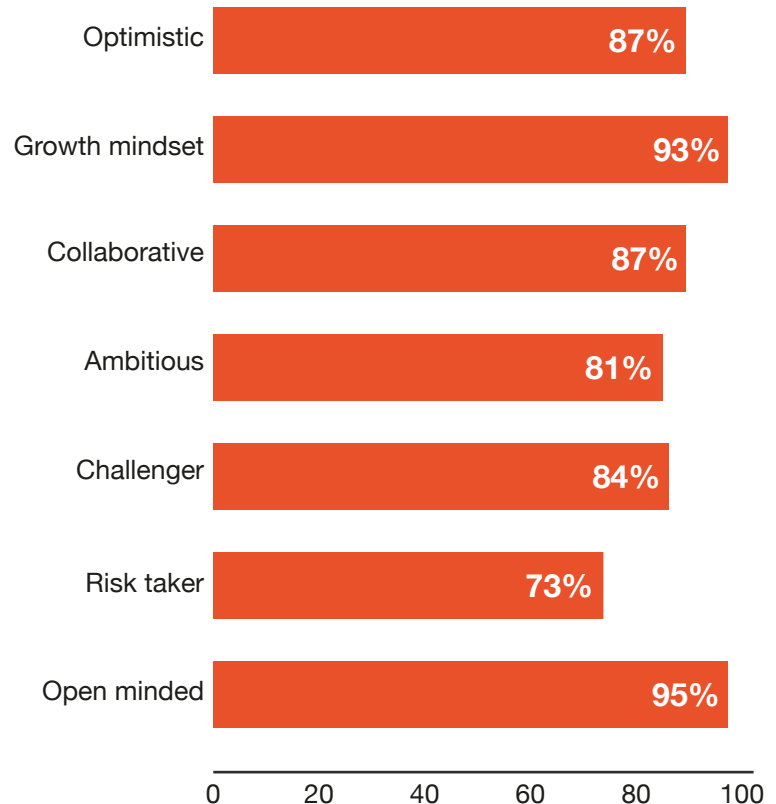
CMOs have a growth mindset. They want to make their mark and aren't afraid to take (informed) risks.

As many as 85% are determined to make a big difference to their business and 87% say that having ambition is key to being successful.

CMOs want a fast-paced role that offers the opportunity to challenge convention and push the boundaries of what's possible.

So if you want to make an impact with the CMO, show them you can help turn their ambition into action.

CMO personality traits





The CMO's focus

Where do CMOs prioritise their time?

Want to grab the CMO's attention? Then don't talk about marketing technology.

CMOs are keen to take centre stage in driving the customer experience strategy. They know the importance of technology and data, but their sights are set on making a big impact... and fast.

So if you want to win them over, show the CMO how your product can empower their team to make things happen.

Top motivators for the CMO

- Owning the customer experience
- Driving change to deliver impact
- Making things happen through fast, informed decision making
- Developing and empowering teams and young talent
- Harnessing tech and data to build meaningful brand relationships



“I was given some very wise advice. That was to make sure that you establish yourself first as a peer to build credibility and second as a marketer.”

- CMO of a UK building society

The CMO's influencers

Which C-suite members impact CMO decisions?

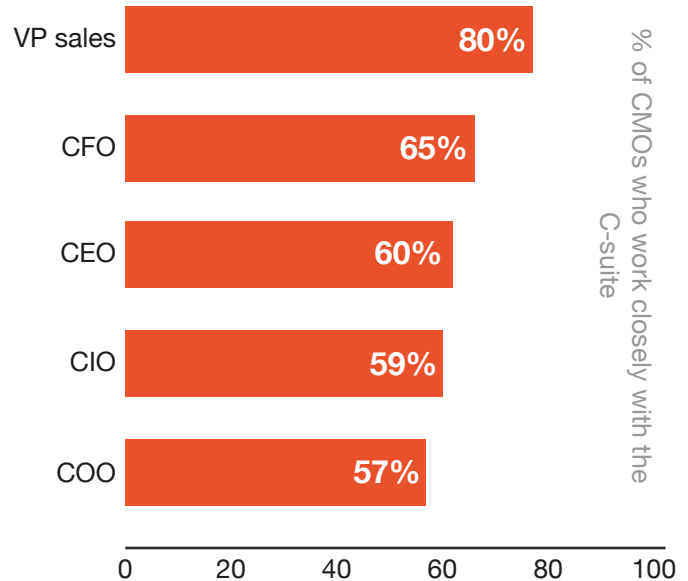
CMOs want to make a difference, but they're not in it for themselves, as the vast majority (81%) say they have a collaborative mindset.

CMOs not only focus on developing their teams — they are relationship builders with the C-suite.

Two thirds of CMOs involve their senior colleagues in technology decision making, so ignore their peer group at your peril.

Expand your brand's reach to prime the whole C-suite.

Who works closely with the CMO?





Why CMOs buy martech

What's most important when buying technology?

CMOs might be risk takers, but they don't buy marketing technology on a whim.

They need reassurance that martech is not only cutting edge, but proven in practice.

Recommendations from other CMOs and examples of work with similar businesses are key. But CMOs also care about the type of company they do business with.

Highlight how you match their ambition and business ethics to become a strategic partner.

What's most important when choosing a tech partner?

- Proven capabilities (95%)
- Partner matches the CMO's ambition (93%)
- Cutting-edge technology (92%)
- Partner matches the business's ethics (91%)
- Experience with a similar business (91%)
- Recommendation from other CMOs (84%)
- The people in the sales process (76%)
- What analysts recommend (66%)



How CMOs find martech

What sources do CMOs trust?

When it comes to technology, CMOs know what they want and look to expert sources to inform their decision making.

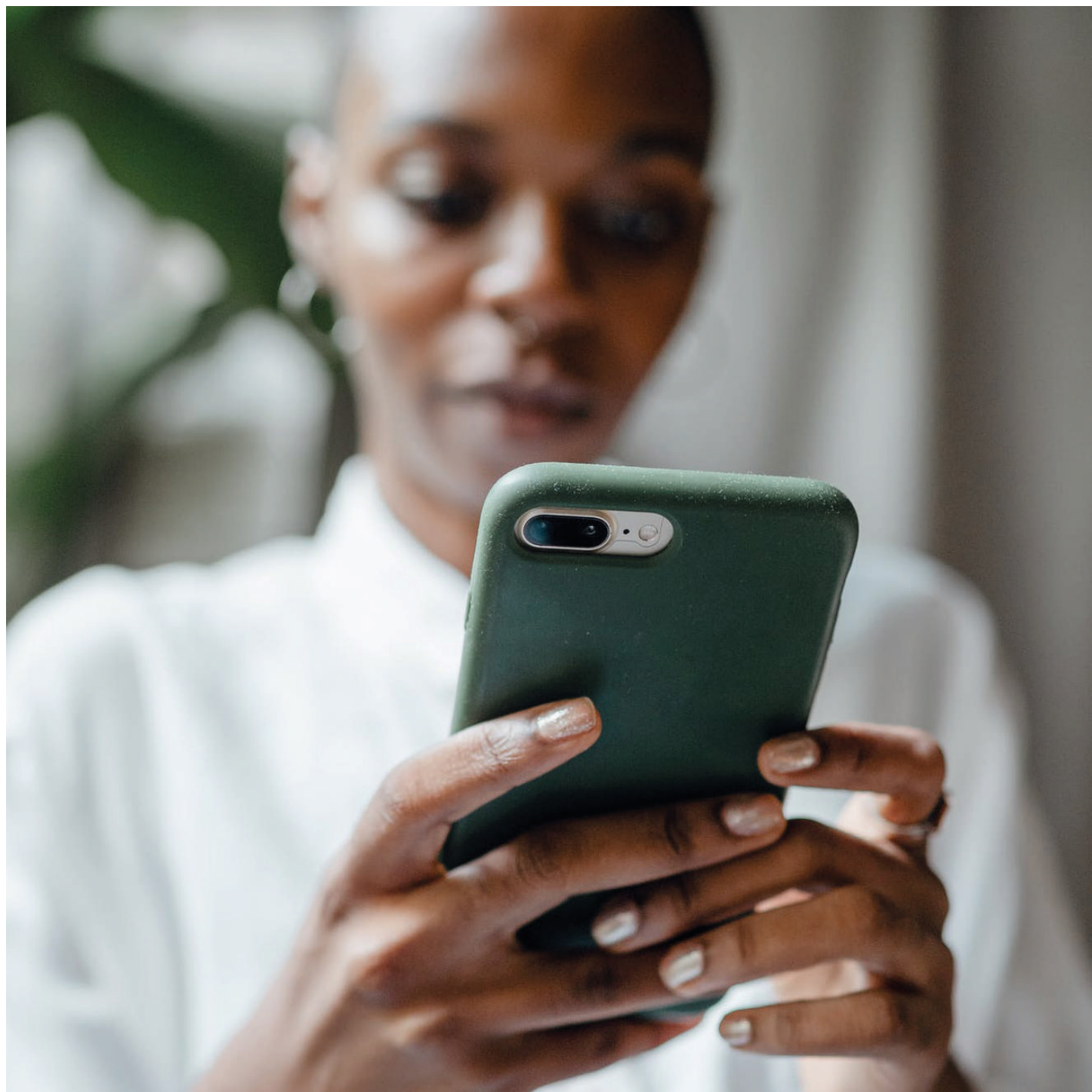
As such, a few appearances on TV or in national newspapers will do little to build your brand's reputation with the CMO.

Events, industry media and recommendations are their go-to sources of information (and they are just as likely to be speaking at an event as attending!)

CMOs use multiple sources to find the best marketing technology, so cast your net wide to really get their attention.

Where do CMOs go for tech recommendations?

- Online events (66%)
- Web searches (59%)
- In-person events (58%)
- Industry media (57%)
- Personal recommendations (57%)
- Vendor websites (53%)
- Networking (51%)
- LinkedIn (50%)







The social CMO

How do CMOs use social media?

If you're looking to grab the CMO's attention, then you shouldn't overlook social media. The majority of CMOs are on Twitter, LinkedIn, Instagram and Facebook — but how they use these channels varies dramatically.

LinkedIn is where they are the most engaged. They post, comment, follow CMO groups and connect with industry pros. Many CMOs are on Twitter, but follower numbers and engagement levels are low. They listen, rather than actively participate.

				
Reads content	72%	77%	66%	75%
Publishes content	31%	45%	38%	34%
Searches for connections	43%	61%	55%	57%
Shares content from others	39%	53%	55%	44%
Comments on posts	35%	50%	48%	49%

Do something bold

The question now is: what next?

The whole point of having these insights is to do something beyond the humdrum. To put these insights to work. To do something BOLD.

Great campaigns don't come from following the herd or doing something that any brand could replicate.

From changing the plot of Hollywood blockbusters to holding actual funerals for software, we put our in-depth insights into action to create campaigns that really stand out.

Check out these examples for yourself on our website:

www.wildfirepr.com/work

 emarsys

AcQUiA

 CONTENTSQUARE

salesforce

 dotdigital

● Econsultancy

 elasticpath

qualtrics^{XM}

 BlueVenn

acxiom[®]

epi

magnolia[®]

wildfirepr.com
+44 20 8408 8000
enquiries@wildfirepr.com

「Think® Bold」

wildfire