



# APEx<sup>IT</sup> Theorem

## The 2023 CMO Guide

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# The 2023 CMO Guide



The 2023 CMO Guide is an excellent resource for marketing professionals who are looking to improve their campaigns. Each year Apex Theorem evaluates the top priorities of consumers and ensures our clients have what they need to succeed. From training to strategy, to implementation we make sure no marketing program is left behind for the new year. This guide covers a variety of topics, including developing a marketing strategy, creating effective ads, and measuring results. It provides step-by-step instructions and helpful tips and will get you started for 2023. So, let's jump in and look at this from the ground up.

## Developing a Marketing Strategy

No matter if your marketing program is seasoned or is starting out, a new year creates new challenges. As you know, the mindset of consumers changes like the wind and with influencers, video networks, and the latest and greatest marketing technologies that help provide AI and ML to move with the times, your strategy needs to be on point. Here are a few things you can do as you're planning for 2023.

1. Define your target audience. Whom are you trying to reach with your marketing campaign?
2. Plan your campaigns and campaign schedule. What are you trying to achieve with your marketing efforts?
3. Create a message that resonates with your target audience. What do you want them to know about your product or service?
4. Choose the right channels to deliver your message. Where will you get the most bang for your buck?
5. Execution. How will you ensure that your message reaches your target audience?
6. Measure the results. How will you measure the effectiveness of your efforts?
7. Make necessary adjustments and improvements. What could you have done differently in 2022 to make your marketing campaigns even more successful?

By following these simple tips, you can create a successful marketing strategy that will help you reach your business goals.

# Create a Budget



## Create a Budget

Marketing budgeting is one of the most important, and difficult, aspects of marketing. It can be tough to know how much money to allocate to various marketing activities, and it's easy to fall into the trap of overspending or underspending. The following tips can help you create a budget that accurately reflects your company's needs and goals.

- 1. Decide what you want your budget to achieve: Do you need more leads? More website traffic? More brand awareness? Define your goals for the year, and then create a budget that aligns with those goals.**
- 2. Allocate funds based on ROI: Assign more money to activities that have a higher ROI and less money to activities with a lower ROI. For example, if you find that paid advertising generates a lot of leads, but email marketing doesn't generate any leads at all, then put more money into paid advertising and less money into email marketing.**



- 3. Consider your company's size: A small company with limited resources should allocate fewer funds to branding and advertising than a large company would. However, every company should still have some level of investment in both areas.**
- 4. Be realistic about what you can afford: Don't try and break the bank with ambition.**

If we had a crystal ball, we would know where to allocate our funds and how much our returns were going to be, but we don't. The best thing to do is ensure that you have the ability to test efforts and adjust at a quick pace to minimize losses. Always be looking for those opportunities that have a low level of effort but great impact to maximize revenue. Also, try automating some of your marketing efforts to ensure that you are putting dollars where they belong.

# Development of KPI's



## Development of KPIs

There are a number of different KPI's that CMOs can track in order to measure the success of their marketing campaigns. Some common goals that can be measured through marketing KPI's include website traffic, leads generated, and conversion rates. It is important to tailor the KPI's to match the specific goals of the marketing program, as well as the overall business strategy.

- CMO's can create KPI's for their marketing programs by determining what they want to measure and then finding the appropriate metric to track.
- It is important to tailor the KPI's to match the specific goals of the marketing program, as well as the overall business strategy.
- By tracking and analyzing these metrics over time, CMOs can assess the effectiveness of their marketing efforts and make necessary adjustments to improve results.



# KPI's to look for in 2023



## KPI's to look for in 2023

As we move into the new year, it's time to start thinking about what our marketing goals are going to be. What worked in 2022 isn't necessarily going to work in 2023, so it's important to stay ahead of the curve and keep our goals relevant. With that in mind, here are some marketing KPIs that you should keep an eye on in 2023.

1

**Sales Revenue:** This one is a no-brainer. Sales revenue is perhaps the most important metric for any business, so it should come as no surprise that it's also one of the most important marketing KPIs. By tracking sales revenue, you can get a clear picture of how effective your marketing campaigns are in terms of generating revenue for your business.

2

**Cost Per Acquisition (CPA):** CPA measures how much it costs you to acquire a new customer through your marketing efforts. This KPI is important because it allows you to track your return on investment (ROI) and determine whether or not your marketing campaigns are cost-effective.

3

**Customer Satisfaction (CSAT):** CSAT is a metric that measures how satisfied customers are with your product or service. This KPI is important because it allows you to gauge whether or not your customers are happy with what you're offering them—and if they're not, make changes accordingly.

4

**Net Promoter Score (NPS):** NPS is a metric that measures how likely customers are to recommend your product or service to others. This KPI is important because it allows you to track word-of-mouth marketing and assess the effectiveness of your referral programs.

**5**

**Customer Acquisition Costs:** This KPI measures how much it costs to acquire a new customer. In 2023, businesses will need to be more efficient in their customer acquisition efforts than ever before. Keep track of your customer acquisition costs and compare them to your revenue from those customers. If your customer acquisition costs are too high, you'll need to find a way to reduce them.

**6**

**Lead Conversion Rate:** This KPI measures how many leads are converted into paying customers. In order to increase revenue, you need to generate more leads and convert more of them into paying customers. Track your lead conversion rate and strive to increase it every quarter.

**7**

**Website Traffic:** This KPI measures the number of visitors to your website. In order to increase revenue, you need to drive more traffic to your website. There are a number of ways to do this, such as through SEO, paid advertising, or social media marketing.

**8**

**Engagement Rate:** This KPI measures the number of people who engage with your content (likes, comments, shares, etc.). In order for your content marketing efforts to be successful, you need to make sure that people are actually engaging with your content. Track your engagement rate and look for ways to increase it.

**9**

**Revenue:** This is the most important KPI for any business. All of your efforts should be focused on increasing revenue. track your quarterly revenue and look for ways to increase it year over year.

# Branding and Customer Experience



## Branding and Customer Experience

Branding and customer experience are two aspects that lay the foundation of any business. A strong brand will create loyal customers, while a great customer experience will keep them coming back for more. As a CMO, it's your job to make sure that your company is putting its best foot forward in both of these areas.

One way to do this is by developing a branding strategy. This involves creating a clear and consistent message that represents your company and its values. It's also important to make sure that all of your marketing materials are in line with this message, from your website to your social media posts.

Another key part of creating a great customer experience is providing excellent customer service. This means responding quickly to queries and complaints and going the extra mile to help customers when they need it. It's also important to make sure that your website and other digital channels are easy to use and navigate.

By focusing on branding and customer experience, you can create a positive impression of your company that will keep customers coming back for years to come.



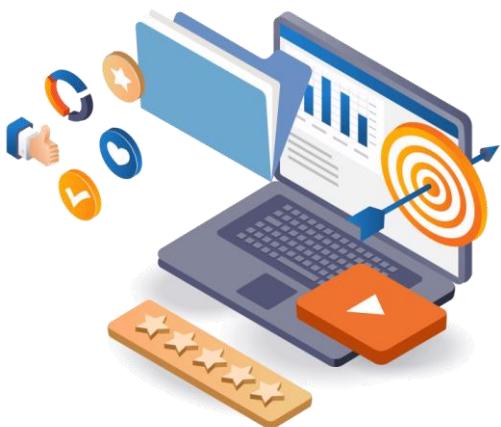
# Marketing Campaigns



## Marketing Campaigns

Campaign design and execution is a critical process for any organization, yet it can be difficult to know where to start. The following steps will help you create a successful campaign.

1. **Define your goals:** What are you trying to achieve with this campaign? Be specific, and make sure your goals are measurable.
2. **Research your audience:** Who will you be targeting with this campaign? What do you know about them already? What do you need to learn?
3. **Create a strategy:** Based on your research, what tactics will you use to reach your target audience? How will you measure success?



4. **Design your materials:** The look and feel of your campaign should reflect the tone and message of your organization. Make sure all of your materials are consistent in style and branding.
5. **Execute your plan:** Make sure everyone involved in the campaign knows their role and what is expected of them. Stay on top of deadlines, and track results regularly to ensure that you're meeting your goals.

# Reporting



## Reporting

Campaign reporting is one of the most important aspects of a CMO's job. It allows them to track the progress and effectiveness of their campaigns and make necessary adjustments along the way. However, it can be difficult to compile all the necessary data into an accurate report. Here are some tips on how to do it effectively.

Ensure you are tracking all the relevant data points for your campaign. This includes things like impressions, clicks, conversions, and ROI. Without this data, it will be difficult to gauge the effectiveness of your campaign.

Make use of software or online tools to help you compile the data into a report. This can save you a lot

Tracking campaign ROI can be tricky, but it's essential if you want to ensure that your marketing budget is being used effectively. Here are a few tips for tracking ROI:

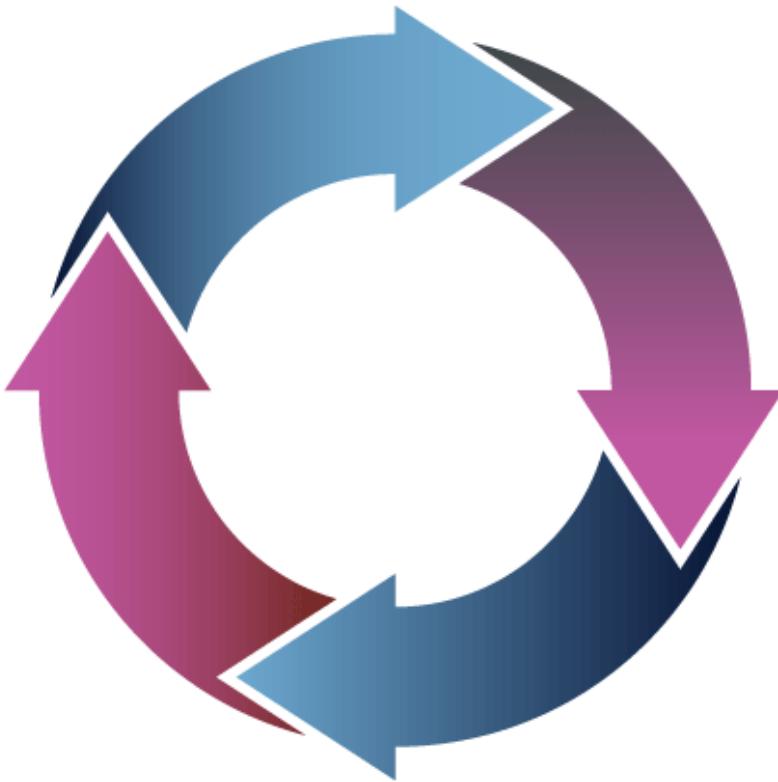
- 1. Use a tool like Google Analytics to track website traffic and conversions.**
- 2. Use a tool like Sprinklr or Sprout Social to track engagement on social media channels.**
- 3. Use a tool like Salesforce Marketing Cloud or Emarsys to track email campaign performance.**
- 4. Use a tool like Pardot or Eloqua to track leads generated from marketing campaigns.**
- 5. Compare the results of your marketing campaigns to the goals you set in step one, and make adjustments as needed.**
- 6. Rinse and repeat! Track your campaign ROI on a regular basis to ensure that you're always making the most of your marketing budget.**

# Customer Life Cycle and Retention



## Customer Life Cycle and Retention

Customer Lifetime Value (CLV) is a metric that measures the average amount of money that a customer spends with your business over the course of their relationship with you. This KPI is important because it allows you to assess the profitability of your customer relationships and make necessary changes to increase CLV.



Retaining customers is always a challenge for businesses, but it can be especially difficult in the current digital age. With so much competition for attention, it's more important than ever to find ways to stand out and connect with consumers on a personal level. One way to do this is through personalization - using data collected about individual customers to create customized experiences that feel unique and relevant. This can be done on a small scale, such as sending personalized emails or recommendations, or on a larger scale, such as tailoring the entire customer experience based on past interactions and preferences.

There are many benefits to personalization. It can help businesses build trust with customers and create lasting relationships. It also helps keep customers engaged and coming back for more, which can lead to increased sales and loyalty. And finally, personalization makes customers feel valued and appreciated, which is an essential part of creating a positive brand image.

# Cross Channel Marketing



## Cross Channel Marketing

Most people think of marketing as a one-way street: you put out a message and hope it's received the way you want. But with cross-channel marketing, you can use different channels to communicate with potential and current customers. This gives you more opportunities to reach your target audience and also allows you to gather data about how they interact with your brand.

There are many different channels you can use for cross-channel marketing, including email, social media, paid advertising, and even direct mail. The key is to find the right mix of channels for your business and then create coordinated campaigns that flow across them.

Creating effective ads is not as difficult as it may seem. There are a few key things to keep in mind when crafting an ad:

First, make sure your ad is relevant to your target audience. If your product or service is not a good fit for the people you're trying to reach, they're not going to be interested.

Second, make sure your ad is eye-catching and stands out from the competition. You want people to see it and be drawn in, so they'll take the time to learn more about what you have to offer.

Finally, make sure your messaging is clear and concise. You want to capture people's attention and give them a reason to act, without bombarding them with too much information at once.

The use of multiple channels like email, paid ads, SMS, social media, and more, can make a seamless and more personalized customer experience. For example:

- 1. Use ads and emails to create a seamless Omni channel experience for your customers.**
- 2. Use ads to create awareness for your brand and products, and use emails to drive conversions and sales.**
- 3. Segment your email list so that you can target specific groups of customers with tailored messages.**

**4. Test different ad and email combinations to see what works best for your business.**

**5. Continuously optimize your marketing campaigns to improve results.**

Digital transformation is the process of adapting to the digital age. As more and more people move to digital channels, businesses need to adapt their strategies to meet the needs of modern consumers. This can involve changes in technology, processes, or even culture.



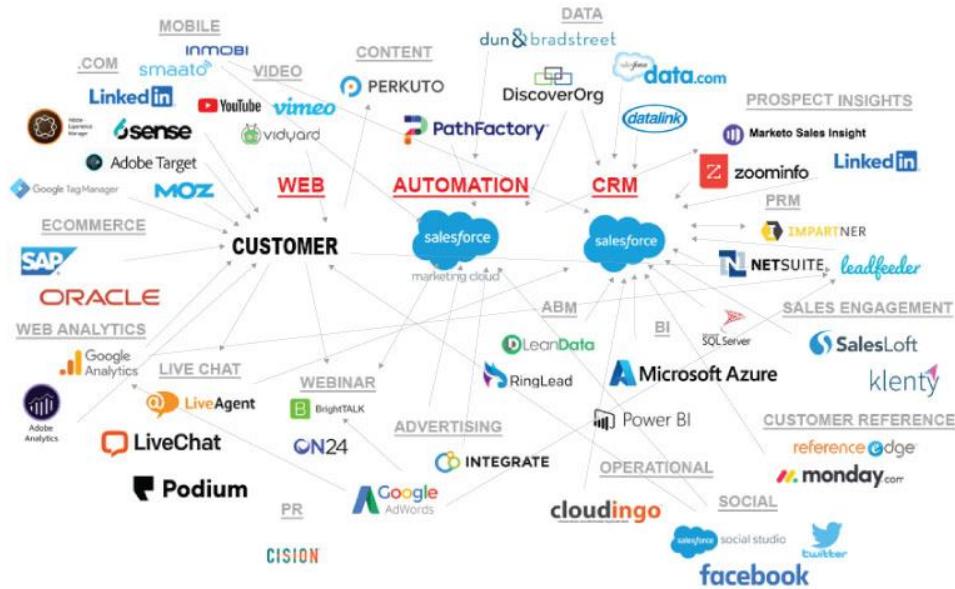
## Optimization Through Digital Transformation

Digital transformation presents challenges for businesses, but it's also an opportunity to create new ways of doing things and reach new markets. It's important to have a clear goal in mind and a plan for how you're going to achieve it.

There are many different aspects of digital transformation, so it's important to focus on the areas that are most important to your business. You may need to invest in new technology, update your processes, or train your employees in new ways of working.

Whatever you do, don't try to do everything at once. Start by identifying the areas that are most important and then take small steps towards achieving your goal. Rome wasn't built in a day, and your digital transformation won't be either.

# Enterprise Integration Map



## Reevaluation

In order to prepare for 2023, you need to look back at your marketing program and see where the shortcomings are. In today's pace digital era CMO's must stay ahead of the game to succeed. If you're unsure where you are Apex Theorem has a Digital Transformation Analysis (DTA) that can help you understand your organization's marketing maturity level and help fill the gaps where needed.

The DTA begins and ends with your customers in mind. With our flexible evaluation process, we create a proprietary roadmap that optimizes your current marketing efforts and innovates your organization's future state. It provides:

- Current state inventory of processes and technologies
- Detailed Capability Maturity Model evaluation and recommendations
- A gap analysis of marketing processes
- Recommendations and a roadmap to accelerate your Digital Transformation program
- Marketing technology recommendations/selections

There you have it. The guide to succeeding in 2023. You are on your way to generating more leads and optimizing your marketing program. In 2022, Apex Theorem helped many organizations enhance their marketing programs. From Strategies, Implementations, Process and Business modeling, we have the resources to fit every business need. [Learn more](#) about Apex Theorem and see how your company can grow in 2023.