



THE GREAT MARKETING DECLUTTER

VIDEO TRANSCRIPT

Marketing is more complex than ever.

Years of accumulated technology,
new customer behaviors,
and a relentless pace of change
have left marketers feeling the pressure.

To do everything, be everywhere,
And use every tool, persona, channel, tactic,
platform, technology and touchpoint.

Keeping up is exhausting.

***[Crescendo and pause for on screen text:
70% of CMOs say their teams are burned
out]***

So how does marketing move forward
and break through instead of break down?

It starts with changing mindsets and
methods,
and replacing complexity with simplicity.

It's time to declutter marketing.

To focus on what matters most...

Discard the things that don't...

And rewire the tasks that no one wants to
do.

Marketers that have already made the shift
are thriving;

Delivering more engaging customer
experiences.

Doing more rewarding work.

And driving greater results.

***[On-screen text: The Great Marketing
Declutter: Focus. Discard. Rewire.]***