

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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Mary Firth – Interactive Agenda Video Transcript

Video Transcript

How can a CMO grow their brand most effectively?

It has never been so difficult for a CMO to actually grow their brand. The issue that we have today is the fragmentation the media and the fragmentation of the marketplace.

Yes there are still some 30 second spots that will give you that bang for the buck, but the media owners have actually increased the pricing so only a few different advertisers can afford that. And then there is such a long tail that you have to be a lot more intelligent about the way that you use your content and how you reach out to your audiences.

Micro-segmentation is something that is happening across the board and it means that instead of going for a much more broad reach, you're actually only targeting the customers that will buy your products. So, social media is a great way of being able to really, really, get to the right audience at the right time, but it's still in its infancy.

What are the complexities around data?

The complexities around data are twofold. One is customers are sometimes reluctant to give away their data, but in the UK this is less so than in mainland Europe. But then also one of the issues is just that marketing departments are the same as any other department within a large organisation. They're reliant on old infrastructure and old technology which is just being built and built upon, which means there are a number of databases and different software's that just don't talk to each other.

That's why the word digital transformation gets buzzed around but it's vital for our clients to be able to play against the digital natives and to be able to have real-time and agile decision making skills.