

MARKET INSIGHT

FRESH GROWTH INSIGHT FROM 50 TOP CMOs

KEY FINDINGS

44%

MIXED IMPACT FROM ECONOMY

44% of CMOs believe business and economic conditions will have negative impact on 2020 business performance while 35% believe there will be a positive impact

61%

PRIVATE EQUITY MORE DEMANDING

61% of CMOs see Private Equity Limited Partners being more demanding of growth in 2020

14%

AMAZON DOMINANCE SOMETIMES POSITIVE

61% of CMOs see Private Equity Limited Partners being more demanding of growth in 2020

In January 2020, more than 50 of Chief Outsiders' fractional CMO consultants – experienced C-level executives from F500-class companies, now serving mid-sized businesses – provided their highly informed perspectives* on what to expect this year.

DIRECT TO CONSUMER

53% of CMOs advise Retailers to take a Direct-to-Consumer strategy to thrive amongst Amazon's dominance in 2020

53%

HIGHLIGHTS

GOING DEEPER DIGITALLY

Digital advertising expected to increase in 80% of businesses in 2020

80%

SAVING ON AGENCY WORK

35% of businesses expected to bring more marketing agency work in-house in 2020, reducing costs

35%

Chief Outsiders has worked on the management teams of over 900 companies



SELECT [GROWTH] TACTICS

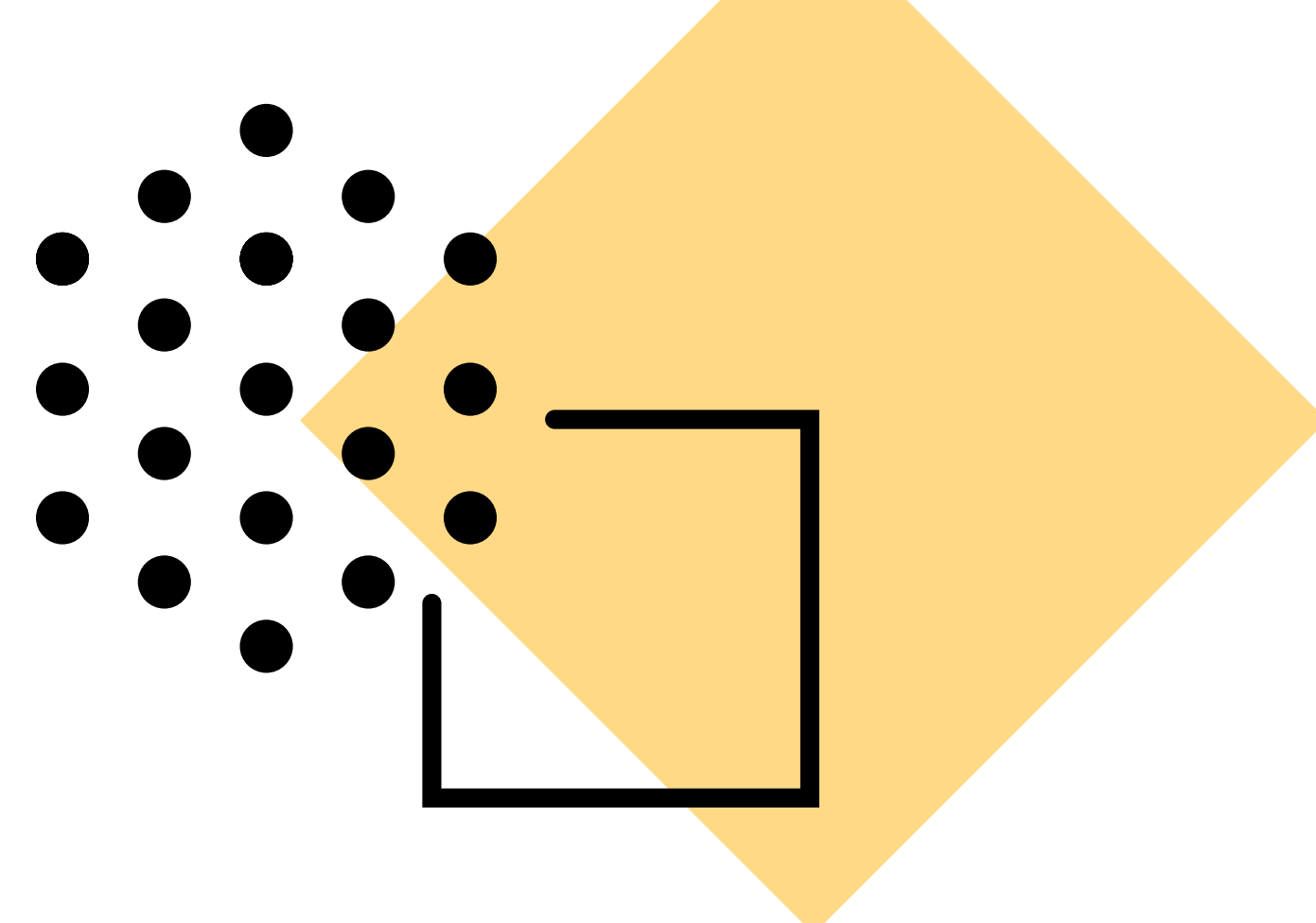
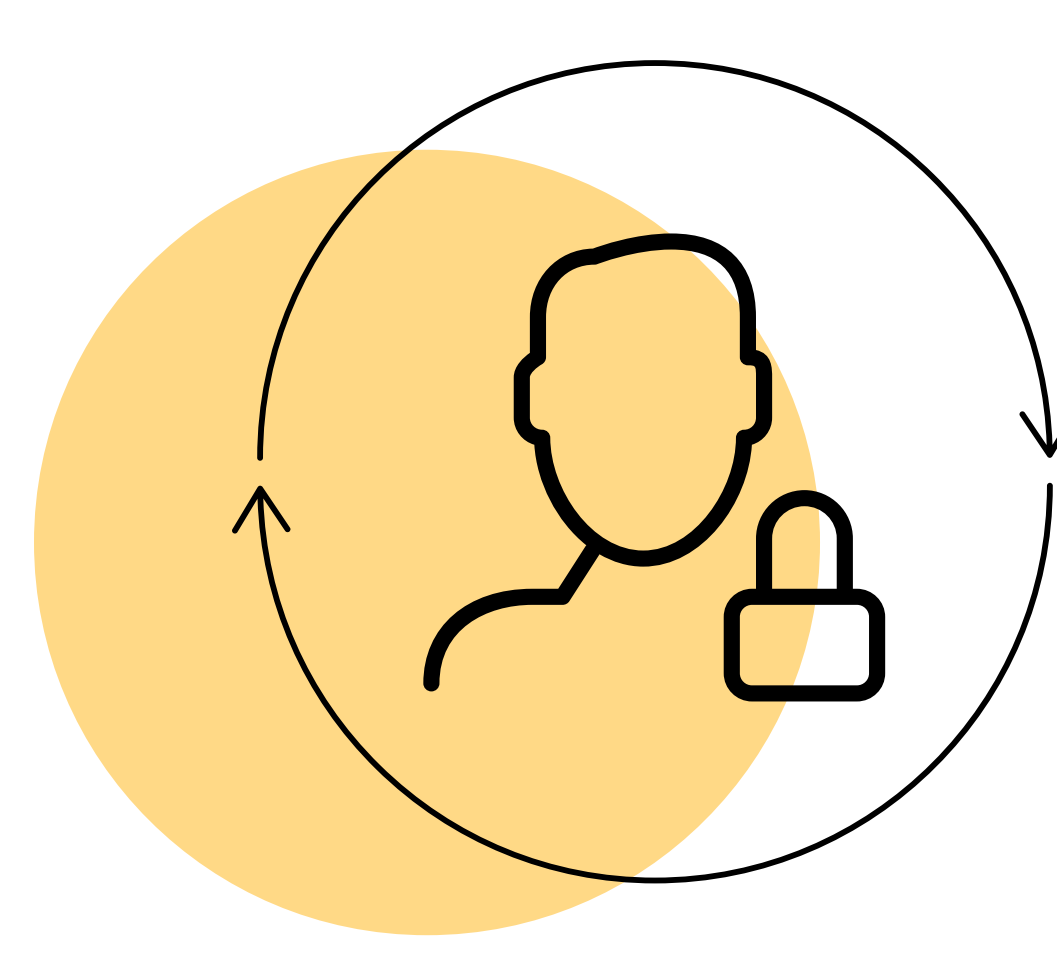
VIDEO

Content

Use of video, blogging and case studies rank #1, #2, and #3 in content focus for CMOs in 2020

#1 Customer #2 Strategy

Understanding the customer, plus developing relevant strategy rank #1 and #2 as most vital to growth



DIGITAL

Digital advertising expected to increase in 80% of businesses in 2020

Collaboration

72% of CMOs see greater collaboration in organizations to reach company-wide growth goals

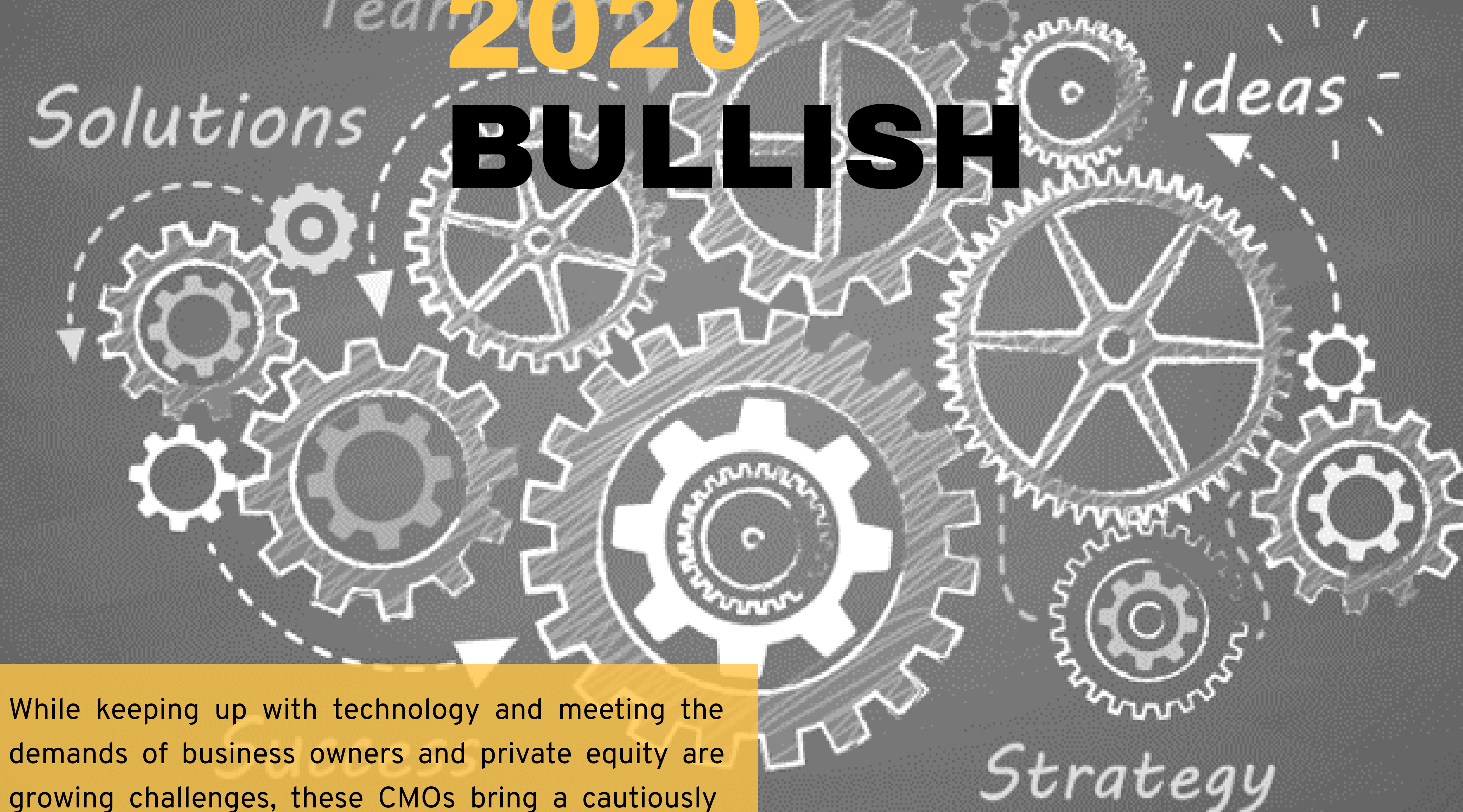


Technology

88% of CMOs see difficulty in staying ahead of technological advancements

CAUTIOUSLY

2020 BULLISH



While keeping up with technology and meeting the demands of business, these CMOs bring a cautiously bullish outlook for a fiscally strong 2020

