ID Intelligent Demand

10 Proven ways to defy the odds as a CMO.

And become a bada$$ revenue leader.

With the average CMO tenure at 40 months, the pressure is on to prove marketing is worth the investment. But how? What do you need? You need to succeed is possible. Follow this roadmap to wow your fellow C-suiters.

1. Break down revenue growth goals.

Set deeper revenue goals by breaking them down into acquisition, retention, and expansion. Do until you can connect your revenue goals to your go-to-market reality. Until you've expressed your revenue goals in terms of how you'll achieve them, you still have work to do!

Marketing budgets as a proportion of company revenue have fallen from **11% in 2020 to 6.4% in 2021, their lowest point since the history** of Gartner's CMO Spend Survey.

Connect your revenue goals to your go-to-market strategy.
Use this chart as an example:

	Total Goal: $100M		
	$20M Acquisition	$65M Retention	$15M Expansion
Tier 1 Accounts	$12M	$30M	$10M
Tier 2 Accounts	$6M	$15M	$5M
Tier 3 Accounts	$2M	$20M	$0M

2. Clarify your go-to-market strategy.

Be honest—do you truly understand how your audience buys, what their goals are, or how to meet their needs? Explore segments in your target account list to define who your buyer really is.

46% According to CDI professionals, **46% identified developing a customer-centric culture** as their main focus to meet future customer expectations.[1]

3. Drive the right integrated demand approach for the job.

Determine the right demand approach for achieving each goal as one size doesn't fit all. Pass this on to your growth teams so they can successfully implement strategies backed by data and in direct alignment with revenue goals.

42% of companies that missed their account based objectives don't have dedicated leadership.[1]

42%

ID's Demand Continuum

1:1CP/TAM	1:1CP/TAM	1:Many	1:Few	1:One
Brand Awareness	**Demand Generation**	**Account Based**	**Account Based**	**Account Based**
Target market	Target market segments	Target verticals / use cases	Target similar account clusters	Target single accounts
Less		Targeting	More	
Less		Personalization	More	
Less		Budget Per Account	More	

4. Champion cross-functional integration.

A seamless customer and prospect experience comes down to cross-functional integration across channels, technologies, customer journey stages, revenue process steps, and more. Companies that develop an integrated marketing management strategy deliver a 50% higher return on marketing investment (ROMI) than those that don't.[1]

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5. Create an aligned revenue team.

Ensure all cross functional leaders, stakeholders, teams, departments, and processes drive revenue goals and KPIs because **highly aligned organizations are 15% more profitable.**[1] With tight alignment in strategy and execution, you can achieve it together.

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6. Be bold creatively and strategically.

Strong, bold creative drives higher sales—it's that simple. If you want to get eyes on your brand, have your point of view and dare to show up differently than the rest of the pack. Companies that combine the power of creative, analytics, and purpose **achieve 2.3x higher growth rates** compared to companies that don't use these elements.

2.3x higher growth rates.

7. Turn your brand into a growth driver.

70% of B2B buyers cite company reputation as the most influential factor when choosing who to do business with. By moving to a "deep brand" you can better connect to your prospects, customers, and internal team. Define your purpose and core values and apply this in your go-to-marketing strategy—something competitors can never copy.

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8. Move toward Revenue Operations (RevOps).

RevOps isn't some paradigm-shifting approach. It's about building a champion-relay team using Martech, AI/Bots, Salesbots, Analytics, and Data measurement to align around a singular goal: sustainable revenue growth driven by data.

Did you know? B2B companies that teamed on RevOps to accelerate their growth **experienced 10% to 20% increases in sales productivity.**[1]

9. Develop effective SDR teams.

SDRs are responsible for producing between 30-45% of the sales pipeline in B2B SaaS companies.[1] When you have a dedicated team that's motivated (and compensated) to prospect, your organization will explode with leads and generate more revenue than ever.

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10. Remember your impact on CX.

Marketing is key in creating a cohesive customer experience. Today, **CX drives over two-thirds of customer loyalty, more than 'brand' and 'price' combined.**[1] Ask yourself: What areas of friction are you asking for your customers, and how can you anticipate their needs?

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ID
The Art of Integrated Growth

CMO today.
CGO tomorrow.

Tired of marketing being criticized for driving activity instead of measurable impact? Intelligent Demand changes that. We leverage integrated growth strategies backed by a bada$$ team of experts to drive irrefutable ROI. Let's reach your goals together.

Let's Connect

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