



**ROCKSTAR CMO
PRESENTS**

**5 F'IN'
MARKETING
FUNDAMENTALS**

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DOES IT HAVE TO BE SO COMPLICATED?

With all the noise, the acronyms, and the claims of thousands of marketing technology vendors, marketing can appear bloody complicated.



You watching garbage, nothing but garbage, straight up garbage. Yo, why don't you just back up from the TV, read a book or something? Read about yourself, learn your culture, you know what I'm saying? - *She Watch Channel Zero!?* - *Public Enemy*





Since the launch of Rockstar CMO, we've been distilling down our decades of marketing experience into five marketing fundamentals to try and make things simple.

These fundamentals are not pulled from the latest self-published work from a marketing maven (or god forbid a “ninja”), a TikFace influencer who's giddy on Gary Vee, or the dude (it's always dudes) with the shortcut to hustle harder, but has never done the work.

This is marketing street knowledge, learned from bosses, mentors, clients, colleagues and the occasional screw-up from the hard-earned experience of doing it.

A five-piece supergroup, the best from the marketing bands we've jammed with – all brought together to make your marketing a hit.



5

F'IN' FUNDAMENTALS



I take a small step now it's a giant stride. People say I'm loud why should I hide - *Five Man Army - Massive Attack*

#1 THE MASTER PLAN

#2 THE KNOWLEDGE

#3 THE STORY

#4 THE CAMPAIGN

#5 THE MACHINE





#1

THE MASTER PLAN

Where are you going? How are you contributing to the business? Does anyone care about marketing at your company?

Simply put, the masterplan describes where the company aims to go, how marketing can help get there, and how you will know if you've made it.

GOALS

It starts with understanding the company's overall business goal. Some call it a north star, or your "why?".

Or, as we heard one CEO call it "chocolate island" his picture of a land of plenty, his vision of the good life. We guess he liked chocolate.

Then, what are the steps to get there? Is it revenue, customer retention, brand value, awareness, hiring talent or something else?

Then, against each of those goals, ask not what marketing can do for you, but what marketing can do for the C-suite? And, how can you help them deliver business outcomes?



I wanna see you move, movin' on down the track.

And I wanna see you movin', ain't never lookin' back

- The Masterplan - Barry K Sharpe, Diana Brown


OBJECTIVES

Now, you are jamming with a whiteboard full of objectives.

Which is all is fine and fun (and the pizza was delicious), but what makes this the master plan and not a wish list?

Glad you asked, it's the K and the R in OKR, what makes those Objectives real is the commitment to Key Results.



A black and white photograph of a hand holding a dart, positioned in front of a dartboard. The hand is wearing a ring and a watch. The background is dark and out of focus, with some bokeh light effects. A solid red rectangle is in the top left corner.

By understanding the key result, how you will measure it and when it will be achieved, the objective is tangible – showing how you can achieve the master plan.



When everything is a priority, nothing is a priority. - *Karen Martin, Author of “The Outstanding Organization” and CEO, TKMG, Inc.*

5 F'IN' STEPS

Where do you start? Here....

#1 Align with business strategy, objectives and purpose and define what the marketings contribution is to these

#2 Define measurable goals (OKRs) starting with high level goals (ART) and each OKR feeding up to these overall objectives

THE MASTER PLAN

#3 Review resources and dependencies. Create a gap analysis of what budget, people, skills and processes needed to achieve the objectives

#4 Audit technology and tools against requirements

#5 Develop and publish your action plan






#2

THE KNOWLEDGE

Today we all hope that marketing is not hired for its looks, but for its brains, you are no longer running the crayons and coloring-in department.



You are about to witness the power of street knowledge - *Straight Outta Compton - N.W.A*

A black and white photograph of a person in a suit and tie, looking through a magnifying glass. The magnifying glass is held over their eye, and the background is dark and out of focus.

Marketing – and frankly, the whole business – needs insights into the customer, their buying process, the competitive landscape, and external market forces. Without this, you are all flying blind.

The knowledge marketing fundamental is about defining, gathering and sharing the insight that will feed the master plan and inform the strategy of our leadership colleagues in product and sales.

This starts with understanding the ideal customer, how they buy, who's involved, who influences them, their needs, the right conversations you need to be and where they happen.



Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust. - Zig Ziglar

5 F'IN' STEPS

5 questions to street knowledge

#1 **What's the market?** Benchmark the demand for your product, understand the category, the competitors and how organizations buy in this market. Then, understand your place in the market and what's your ICP (Ideal Customer Profile)

#2 **Who are they?** Really. Who is your buyer, no not the aspiration to sell to the CMO, who is really making the decisions? And who in the market is influencing that choice?

THE KNOWLEDGE

#3 **What do they need?** It probably doesn't matter if your persona is female or reads the Washington Post. What matters is what they need, beyond a tool that is "easy to use". What is the job that needs to be done or what's their aspiration beyond the requirement?

#4 **How do they buy?** Understand the buyer's journey. How, where and when do you connect with this audience, influence them and help them choose you to solve their problem?

#5 **What do they think of you?** Understand your brand perception, level of awareness, share of voice and more importantly; why people buy from you and why they don't.

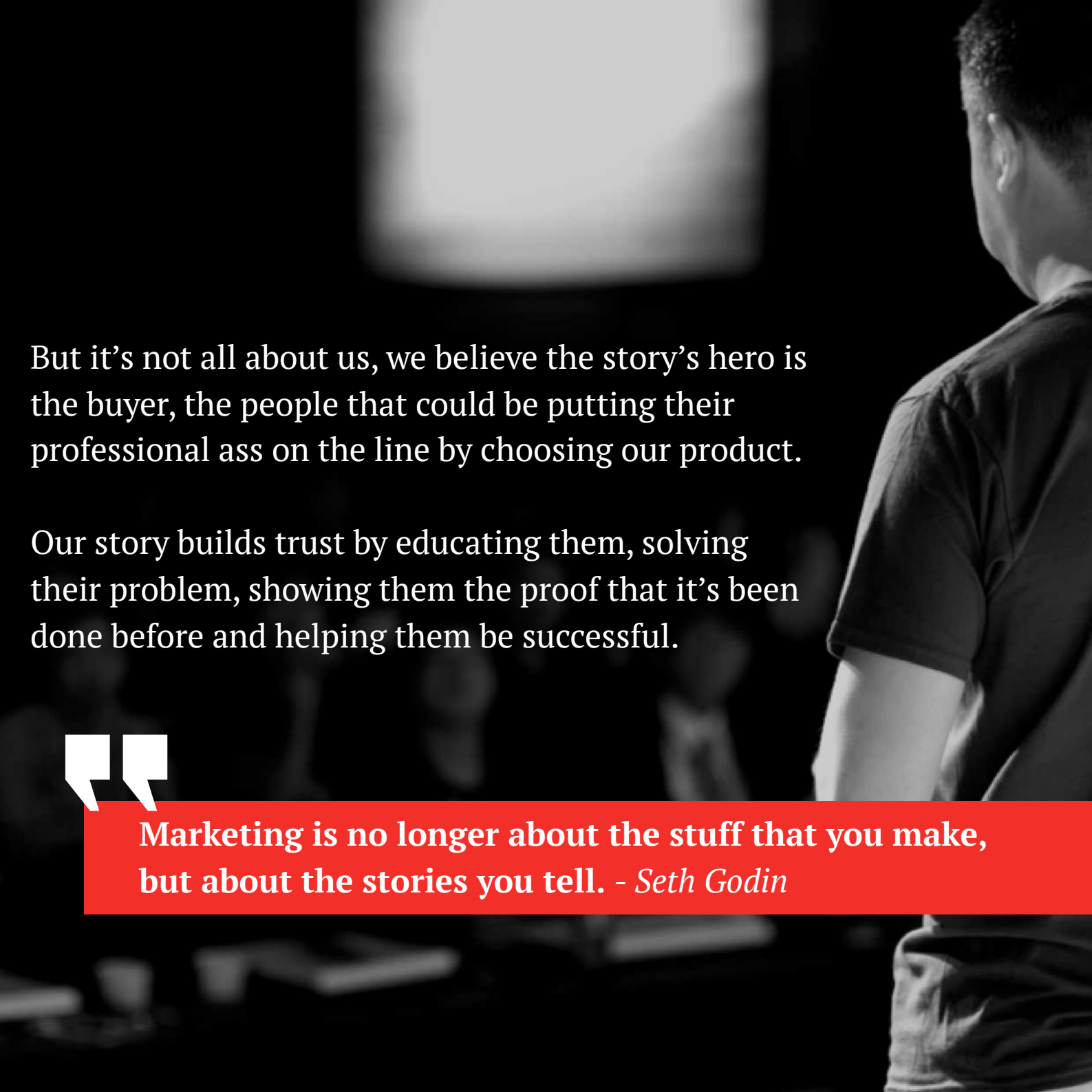


#3

THE STORY

You now understand the goal of your marketing and who you need to be engaging with to achieve those goals and this fundamental is defining the story you want to tell them.

Your story starts with your brand, what attributes your company wants to be known for and what people will say about you when you are not in the room. And dives into our differentiated point of view, consistently told in a language and relevance that engages the audience.

A black and white photograph of a man from the back, wearing a dark t-shirt, looking towards a bright screen in a dark room. The background is blurred, showing other people in the audience.

But it's not all about us, we believe the story's hero is the buyer, the people that could be putting their professional ass on the line by choosing our product.

Our story builds trust by educating them, solving their problem, showing them the proof that it's been done before and helping them be successful.



Marketing is no longer about the stuff that you make, but about the stories you tell. - Seth Godin

CONTENT STRATEGY

This fundamental doesn't end with a whiteboard full of ideas, some fancy words and pretty creative, you need to put this into action, you need a content strategy and a plan to operationalize it.



**Marketing is telling the world you're a rock star.
Content marketing is showing the world you are one.**
*- Robert Rose - Chief Trouble Maker, The Content Advisory,
author of "Content Marketing Strategy"*



Yes! But, you can't just say it, man. You've gotta feel it in your blood and guts! If you wanna rock... - *Dewey Finn - School of Rock*



5 F'IN' STEPS

The chapters that will create your story

#1 **Know why.** Creating content is fun and we all think we have to do it - but why? Be clear about your goals and objectives for your content, and how does it contribute to the masterplan?

#2 **Do the knowledge.** From the previous fundamental, know who the audience is, who are the buyers and influencers and what they need. These are the heroes of the story, you need to know their plot.

THE STORY

#3

Be useful. To twist the famous Steve Jobs quote about people not giving a shit about your products and services, buyers don't care about your content, they care about the content that helps them and solves their problems.

#4

Understand why you? Your audience has no shortage of content to choose from. So, why would your audience choose content from you? What unique perspective, research or experience can you bring that makes your content compelling?

#5

Launch it like a product. You can build it, but they ain't coming. Think like a media company or a publisher, your content is a product, how do launch it, market it and reach your audience?



#4

THE CAMPAIGN

This is marketing's job to be done; to deliver against the masterplan.

The first three fundamentals are primary inputs to when and how you communicate to your customers and prospects, and this fundamental is where the rubber hits the road as you use that insight and content to engage with relevant, customer-centric campaigns.

Mapping content with the customer journey, targeted to the communication channels, using the tactics that are most effective with this audience segment to create awareness and, let's be honest, the only thing our commercial colleagues care about; generating and influencing opportunities.

The job is not a one-and-done short-term quick fix. Campaign planning and execution delivers consistent, ongoing air cover of brand activation, the mid-funnel targeted and segmented campaigns, and gives those colleagues in business development and sales help to bring the story home.

And of course, it needs to be agile. You must be able to course correct based on insight into its performance.



Time for some action, just a fraction of friction
I got the clearance to run the interference
- How Could I Just Kill A Man - Cypress Hill

5 F'IN' STEPS

Great campaigns start here

#1 **Focus on a customer need.** The campaign theme, account segmentation, and how you build the story start with a focus on the customer's needs.

#2 **Define business goals.** Campaigns must be designed to meet your business goals, including building awareness, generating demand, building trust, and enabling sales.

THE CAMPAIGN

#3 **Create the A team.** Developing multi-faceted, multi-channel campaigns is a collaborative process across teams, from comms and digital to sales and marketing ops.

#4 **Define the mix.** Decide the tactic mix against the Buyers' Journey. Where do you buyers go for information? What type of info are they looking for? When and how do they like to engage?

#5 **Decide the ROI.** Define the intended outcomes, ensure they are measurable and then look at how much it costs to achieve. This should give insight into whether it's repeatable.

#5

THE MACHINE

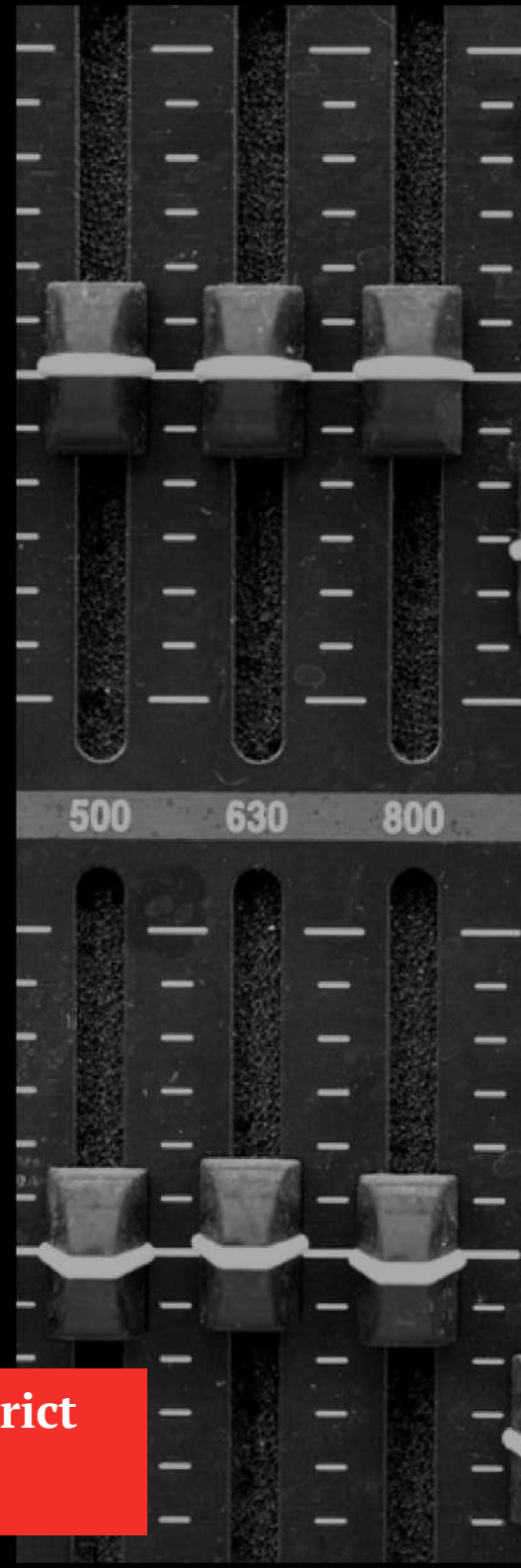
You need a marketing machine of the moving parts of people, processes, technology, and data to do the job, operationalise our fundamentals, and execute the CMO vision.

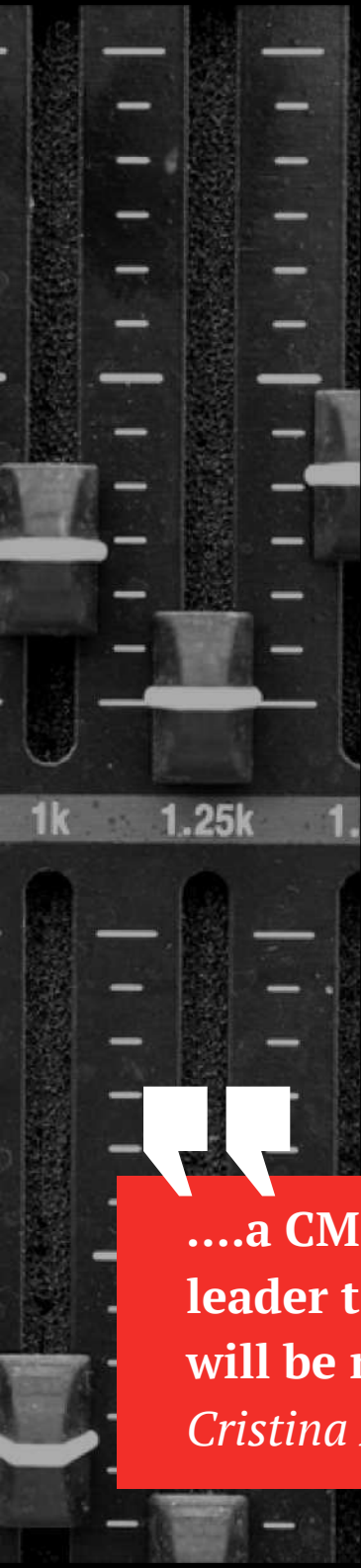
To maintain it, you need analytical tools and skills to answer questions about how your technologically-enabled human machine is working.

That's the job of marketing operations.



I'm in love, I'm in love, I'm in love with a strict machine - *Strict Machine - Goldfrapp*






Ideally, you have built your marketing machine guided by your master plan, with everything in place to succeed. But strategies change, companies grow or maybe you were hired to fix a broken machine.

Regardless of where you start, you must constantly evaluate your capabilities to ensure the machine is humming and your team can do the job.

A strong Marketing Operations function can identify execution gaps, processes, data, technology or skills across the team and then propose the roadmap to optimizing the machine.



....a CMO who empowers their marketing operations leader to be their go-to-person to get things done will be much more likely to succeed against plan. -

Cristina De Martini - Forrester

5 F'IN' STEPS

Our marketing machine has 5 cylinders

#1 **Data.** The first fundamental capability of marketing is data. Who are our customers and our prospects? Can we email them? Did anyone respond to our campaign?

#2 **Technology.** Today, the primary means of audience engagement is digital and we record off-line interactions in the CRM and event systems. It's all technology, it's not all in IT and someone needs to manage it.

THE MACHINE

#3 **Analytics.** Having data is great, but we need actionable insights and Marketing Ops can provide unbiased reporting of your team's progress, i.e., "What are the numbers telling me?"

#4 **Process.** Everything runs on a process from creative production to opportunity tracking. Marketing Ops can help assess and optimize processes, as well as orchestrate cross-team processes.

#5 **People.** People are marketing's critical capability. With a more specialist lens than HR, Marketing Ops can provide the skills gap analysis and the enablement plan for the team.



5

FINAL VERSE

Marketing is complex, but it doesn't have to be complicated.

If we focus.

And that's a challenge when you are in a business discipline that is so open to disruption, whether it's a new channel, trend, change in a big-tech algorithm, market changes or a CEO that's just read something in an in-flight magazine or is dazzled by a competitors tail lights.

Nobody tells accounting how to calculate EBITDA as that's not changed since the 70's. But, everyone has an opinion about marketing.

Our advice is to find that focus in our 5 f'in' fundamentals.

And aside from finding focus, we'd love you to take these ideas, the 5 fundamentals, the 5 steps within each of them and make them into **your** masterplan.

That's the power of marketing street knowledge.

Ian Truscott & Jeff Clark
Rockstar CMO



**I know what I came to do
And that ain't gonna change
So go ahead and talk your talk
Cause I won't take the bait**

- Focus - Ariana Grande

SLEEVE NOTES

ABOUT ROCKSTAR CMO

Our jam, whether on our blog, podcast or through our advisory services, is to share the marketing street knowledge we've gained over our years on the marketing stage to enable ambitious marketers, CMOs, founders and CEOs to find their inner marketing rock star.



SAY HELLO

When you next spin the dial on the interwebs, drop by our website at <https://rockstarcmo.com>, where you can find our podcast, newsletter and blog. We are also on LinkedIn, or email us at hello@rockstarcmo.com

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