

## CEO's Guide to Marketing

### What Marketing Can Do for Your Organization

- Build awareness and reputation
- Generate leads / drive traffic – bring people in
- Influence current customers to “do more”

### CEO's Role

1. Clearly communicate the end result you want to accomplish
2. Ask marketing to track metrics that align with your goals and provide recommendations based on results
3. Define roles and the approver for marketing plans and collateral – and stick to them

### 4 Primary Resource Types

1. Internal Team - Leader and implementers
2. Consultants - Strategy and/or implementation experts
3. Agencies & Freelancers – Full-service or specialists
4. Media Firms – Buy media directly

### Exercise

What stage is your business in?

What do you want to accomplish?

How are you measuring marketing effectiveness?

What are the roles and who are the approvers for marketing?

What resources are you using for marketing?

### About CMO-OnLoan

With CMO-OnLoan you gain marketing experts who:

- Are trusted and valued members of your team
- Provide expertise to help grow your business
- Have an entrepreneurial and problem-solving spirit
- Provide leadership from planning through execution
- Can connect you to a network of trusted, expert resources

### We're Here to Help!

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