

# CMO FIRST 90-DAY CHEAT SHEET

PERFECT STORM

Welcome to your new role.

We all know that there's no 'silver bullet' for marketing success, but building strong foundations will help you to create the perfect conditions to succeed! We've developed this simple framework as a guide to help you through those crucial first 90 days – we hope it helps.

## Phase 0.5

### Start before you start.

Play mystery customer and make some assessments. Conduct industry research by looking at competitors, tradeshow and chat with industry contacts. Get a feel for the customer journey before you see behind the scenes.

Continue networking and get some opinions from peers before announcing you've taken the role for some home truths.

## Phase 01

### Absorb it all.

- Get to know your counterparts in Sales, IT, HR, Legal etc and understand the strategy, goals and ambitions in the short and long term.
- Stay humble with regards what's been done prior to you and get clarity on the goals and ambitions.
- Audit and research the channel mix, past planning documents, budgets, board reports and market analysis –What's worked? What hasn't?
- Understand your internal teams' strengths and weaknesses.
- Get regular feedback from new, current and past customers on what they think, feel and do.
- Ensure your clear what's going to be your KPI for success as well as the softer metrics.

#### Output

Aim to have an initial audit report and plan completed by the end of week 5, at this stage you should try to compile insights into a customer empathy map.

← Weeks 1-5 →

## Phase 02

### Refine, Refine, Refine.

Aim to have these elements in place by the end of 8 weeks:

- Who is our target audience? Define the personas + pain points in the words your clients would use.
- What message do we want to get in front of them? Less is more, keep it tight and clear.
- What channels will we use? Think about core vs experimentation and how the mix will flex.
- (Assuming we get all three items above right) what results should we expect? What's the measurement strategy and how will we know if we are on track, or need to adjust?
- How much will it cost and who's doing what? Budget, technology, team structures and agency partners.

#### Output

At week 8 you want to have a pretty robust plan ready to start to share, if you've had good chemistry with your counterparts, don't be afraid to bring them in to validate things before the ta-da moment.

← Weeks 5-8 →

## Phase 03

### Unveil, co-ordinate and adapt.

- Welcome feedback and manage your ego. It's time for the consultative sell to all the key stakeholders – you'll no doubt get push back, but also good builds from those with experience.
- Start with clear KPIs and numbers and be transparent with what you're trying to achieve – everybody wants you to win and being open and honest will help you. Do as much of this in person to stress-test and workshop your plan.
- It might be sensible to suggest an 80/20 split to your budget. 80% for core activity and 20% for innovation. and testing.

← Weeks 9-11 →

## Phase 04

### 90 days done. onwards & upwards.

Here's your checklist for success...

- Clarity around goals and objectives with metrics in place that everybody has given the green light to.
- Healthy relationships across the organisation.
- An understanding of the market, competitors, and where your organisation sits.
- A clear handle on the skills, tool-set, and processes running in your department.
- A road-map for measuring success to build the marketing function you need to succeed.
- A budget your CFO is happy with.

We think it's a good idea to work in 3 month sprints so you have clear checkpoints for reviewing and testing the success of your strategy.

← Week 12 →

More tips to add? Let us know at: [www.perfect-storm.co.uk/cmocheatsheet](http://www.perfect-storm.co.uk/cmocheatsheet)