


# The Secret to Making Marketing Clients Love You And Your Research

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Kathryn Korostoff  
Research Rockstar Training & Staffing

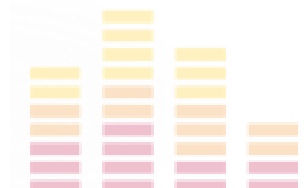


A close-up photograph of a hand raised in a meeting. The hand is dark-skinned and is positioned in the upper right quadrant of the frame. The background is blurred, showing a person with long hair and a white shirt. The overall lighting is soft and warm, with a blueish tint at the bottom. An orange bar is at the top of the image.

**What do we advise our clients  
when they are seeking to build  
brand loyalty?**

# Practice What We Preach

- Speak their language
- Understand their lives/work
- Know their current sources of pain
- **Deliver methodologies, analyses and recommendations that reflect the above**



# Who is in charge? Who is on the team?

## Leadership Roles



How many can  
you name?

## Team roles



How many can  
you name?

Marketing function roles are changing in terms of responsibilities and titles. This reflects corporate initiatives around being customer-centric and data-driven.

# Meet the CMO



# CMO Job Posting: SharkNinja

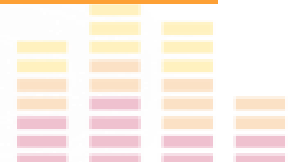
## How does the work of research differ when supporting a D2C focused CMO?

The Chief Marketing Officer is responsible for the **overall marketing execution** for both Shark and Ninja brands across all channels and geographies.

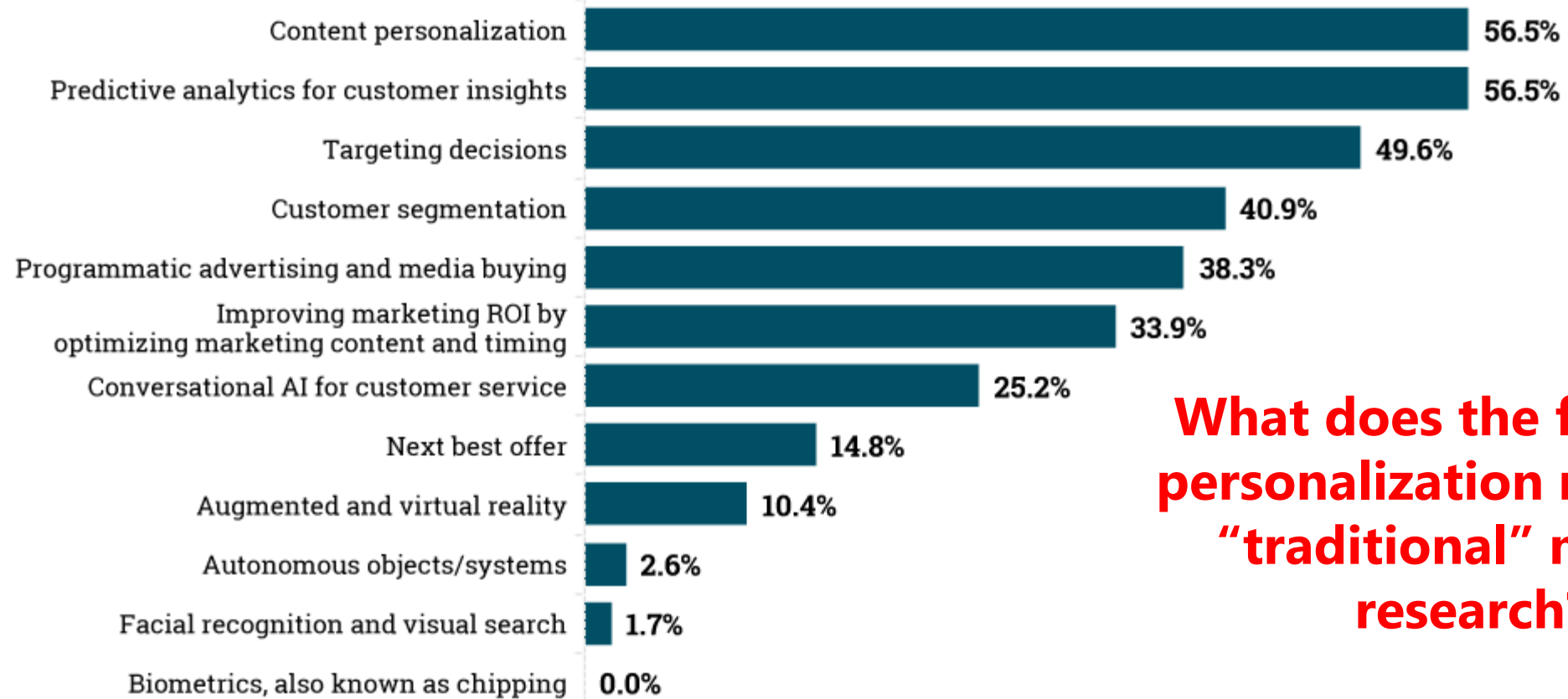
The CMO will define and **drive all branding and commercial activities** for Direct to Consumer and Retail business for SharkNinja globally.

You will lead Brand Marketing, **Digital, eCommerce, D2C**, Media, PR and Creative teams and will partner with Product Marketing and Sales to **ensure consistent and flawless execution.**

The CMO will be accountable for **building and driving an A+ team** and helping achieve annual **revenue and profit targets.**



# How US CMOs Are Using AI in Marketing



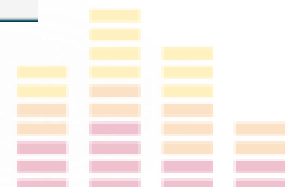
**What does the focus on personalization mean for “traditional” market research?**

Published on MarketingCharts.com in March 2019 | Data Source: The CMO Survey

Based on a survey of 323 top marketers at for-profit US companies

Q: "How is your company using AI in its marketing activities? (check all that apply)"

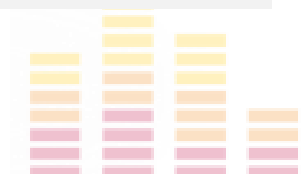
Source: CMO Council, Marketing Charts



# How Do Brands Communicate?



**Communications in modern marketing occurs both with and without a brand's control**





# Meet the Brand Manager



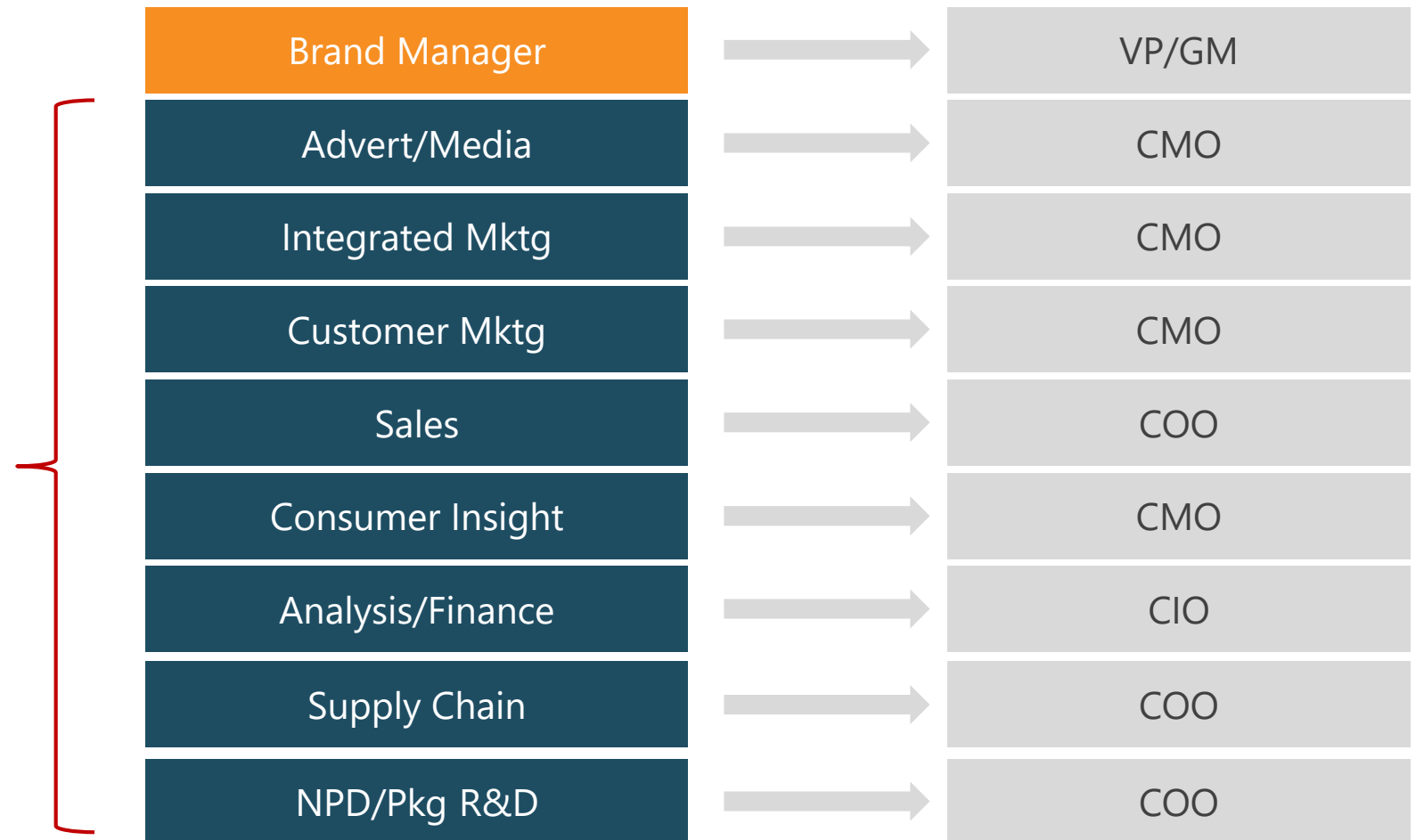
# Brand Manager Job Posting: Tyson Foods

- The Brand Manager is responsible for management of the business activities for the brand and has total responsibility to manage **budget and P&L** to meet company objectives for Annual Operating Plan and Long-Range Planning process. This role develops long and short-term strategies, marketing plans, new products, packaging, advertising, and sales promotion programs that will achieve **corporate profit, volume, and share objectives**. The role also directs the activities of advertising agencies.



# Brand Management: Typically a CPG Role, Though Some Exceptions

- A large CPG company may have many Brand Managers
- **Some functions may be shared across Brand Managers—but not always!**



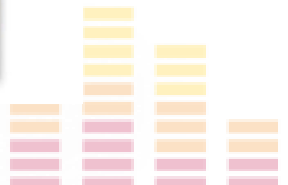
# Meet the Product Marketing Manager



Product innovation can boost sales to both existing and new customer groups



What do these 3 have in common?



And just to make it  
more fun....

A close-up photograph of a hand about to press a circular button. The button is black with a silver metallic ring and a glowing blue inner ring. The text on the button is white and reads "NEW CHALLENGE" above a horizontal line, and "START" below it. The background is a dark, textured surface.

**NEW  
CHALLENGE**  

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**START**



# What is Agile Marketing?



**How might agile marketing be different from traditional marketing?**

Sources:

1: <https://www.emo.com/features/articles/2018/6/4/agile-is-the-mindset-of-the-modern-marketing-organization.html#gs.khl.BaY>, "Agile Is The Mindset Of The Modern Marketing Organization", 6/20/18

2: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/agile-marketing-a-step-by-step-guide>, "Agile marketing: A step-by-step guide", 11/18

<https://www.forbes.com/sites/avidan/2018/01/18/how-michelle-peluso-is-redefining-marketing-at-ibm/#1ad77d891940>, "How Michelle Peluso Is Redefining Marketing At IBM", 1/18/18



# Mega Trend Alert: Agile Marketing

## ■ Key Components in Agile Marketing

- Cross-functional team collaboration focused on achieving specific goal and removing the silo effect of vertical team structures
- Focus on speed and creating a cycle of learning to improve real-time customer experiences
- Capable of running hundreds of marketing ideas and communications tests across teams simultaneously
- Reliance on digital data obtained through the customer journey
  - i.e. click through rate, site tagging related to ecommerce/ ad testing

“Agile allows us to match the clock-speed of our customers... With agile, we can **test** and **learn** and **get things to match the speed** of our diverse set of industries to which we market”<sup>1</sup>

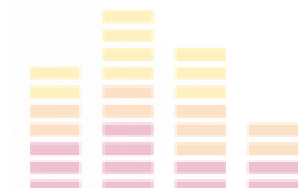
– Paul Acito, 3M CMO

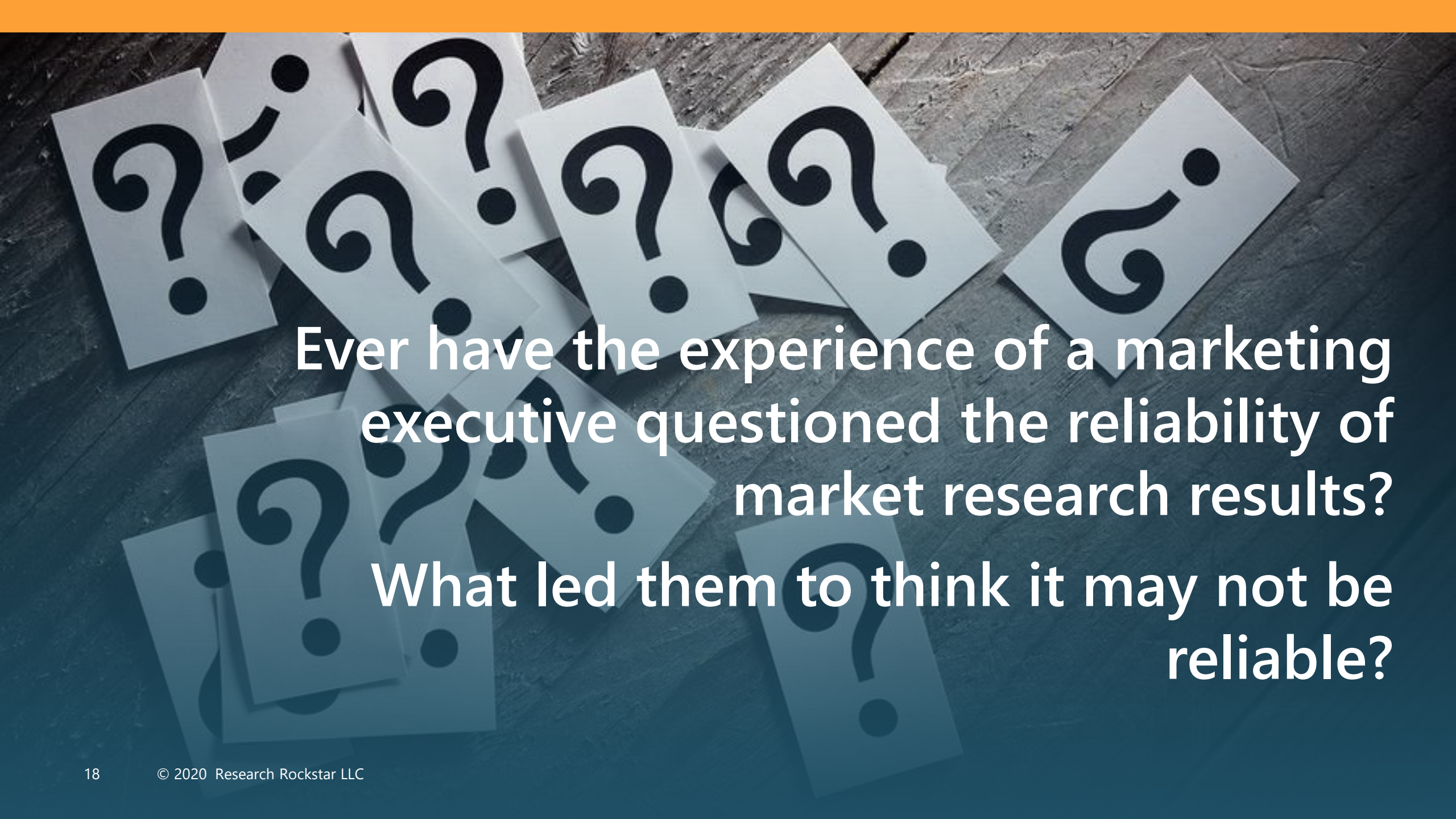
Sources:

1: [https://www.cmo.com/features/articles/2018/6/4/agile-is-the-mindset-of-the-modern-marketing-organization.html#gs.kh1\\_BaY](https://www.cmo.com/features/articles/2018/6/4/agile-is-the-mindset-of-the-modern-marketing-organization.html#gs.kh1_BaY), “Agile Is The Mindset Of The Modern Marketing Organization”, 6/20/18

2: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/agile-marketing-a-step-by-step-guide>, “Agile marketing: A step-by-step guide”, 11/18

<https://www.forbes.com/sites/avidan/2018/01/18/how-michelle-peluso-is-redefining-marketing-at-ibm/#1ad77d891940>, “How Michelle Peluso Is Redefining Marketing At IBM”, 1/18/18





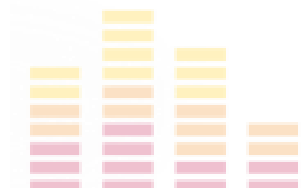
Ever have the experience of a marketing executive questioned the reliability of market research results?  
What led them to think it may not be reliable?

# Marketing Leaders Know: No Data is Perfect

## Pain is High

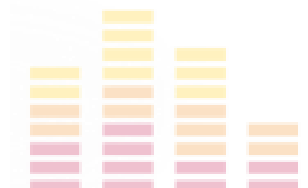
- Brexit and US election polling failures
- Big data failures
- Survey failures
- Sample quality concerns
- Conflicting “expert” advice
- **No data is perfect!**

Market researchers can leverage this widely held perception by showing how combined data strategies can mitigate the risk of over-relying on any one single data type or source.



# To Earn Marketing Client Love...

- Understand their lives/work
  - Changing job titles
  - Changing organizational structures: who do they report to? collaborate with?
  - Changing job performance metrics: tougher financial metrics
- Speak their language
- Know their current sources of pain, including (among others):
  - D2C
  - Personalization
  - Agile
  - Digital WOM
- **Deliver methodologies, analyses and recommendations that reflect the above**



# Map What You Know about YOUR Customers



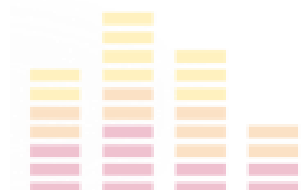
**Job Responsibilities**

**Sources of Pain**

**The CMO**

**The Brand  
Manager**

**Your  
Marketing  
Client**



# THANK YOU



[www.ResearchRockstar.com](http://www.ResearchRockstar.com)



[KKorostoff@ResearchRockstar.com](mailto:KKorostoff@ResearchRockstar.com)



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