Gartner Priorities Navigator™
for Chief Marketing Officers

Elevate your strategy with a Gartner membership. **Get Started.**

Marketing Leadership & Strategy

Marketing Strategy Development
Create the objectives, KPIs and plans that connect your strategy with business growth.

Functional Leadership & Collaboration
Lead a marketing function that generates enterprise value.

Brand Management

Brand Strategy & Architecture
Build a brand strategy and architecture that supports the organization's values and goals.

Brand Governance & Activation
Drive high-impact brand awareness, engagement and outcomes.

Marketing Channels & Content

Advertising & Media Strategy
Build and optimize a media strategy that reflects changing journeys, channels and regulations.

Channel & Campaign Mgmt.
Orchestrate channels to influence customer decisions across their journeys.

Content Marketing & Mgmt.
Develop a differentiated content strategy that resonates across the customer journey.

Customer Acquisition & Growth

Demand Generation & Account Growth
Generate demand, manage leads, convert buyers and expand accounts

Marketing & Sales Alignment
Create a more strategic partnership with sales leaders to deliver effective sales enablement.

Product Messaging
Deliver differentiated solution messaging that resonates with buyers and motivates them to act.

Customer Analytics
Use customer data and analytics to drive customer, marketing and enterprise results.

Marketing Analytics
Develop analytical capabilities that measure and optimize marketing plans, programs and performance.

Marketing Technology

Emerging Marketing Technologies
Deploy disruptive technologies, such as GenAI to support marketing innovation.

Martech Vendor Selection
Orchestrate martech vendor and partner selection with stakeholders.

Martech Strategy
Lead development of a martech roadmap and capabilities.

Marketing Operations

Operational Excellence
Build marketing operations capabilities that maximize efficiency and effectiveness.

Financial & Resource Mgmt.
Align marketing resources to impact strategy in the most effective and efficient way possible.

Marketing Organization & Talent

Talent Mgmt.
Source, develop, and manage marketing talent to meet current and future skill needs.

Organization Design
Define marketing organizational structure and manage a portfolio of external and in-house agencies.

Customer Experience

CX Strategy
Develop a CX strategy that drives a customer-centric culture and delivers measurable impact.

Source: Gartner

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