



Digital Marketing

What Next?

CMO

Connect

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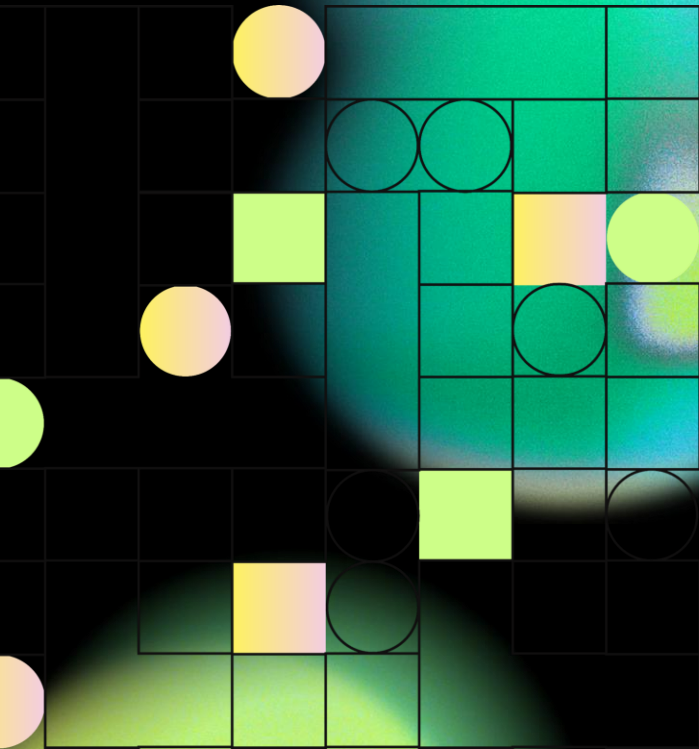
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Executive Summary

CMO Connect is the premier community for Chief Marketing Officers, offering resources and insights on digital marketing, data analytics, customer engagement, and sales strategies. This platform connects industry experts through webinars, workshops, and events that promote collaboration and knowledge sharing. By working together and sharing best practices, they empower CMOs to drive innovation, unlock new opportunities, and stay ahead of the competition. Having achieved outstanding success in the Boston area, the team now faces a strategic decision: expand to additional cities or onboard 200 waitlisted CMOs. The goal is to keep these waitlisted CMOs engaged, deliver continuous value, and guide them toward exclusive membership—allowing them to self-select based on active participation.



CMO – Elements of Value

Growth & Development

Provides professional insights, networking, and career advancement for CMOs.

Information

Offers strategic insights that help drive marketing effectiveness and ROI.

Expertise

Experts in the field provide insights with each other.

Vision

Helps CMOs shape long-term marketing strategies and stay ahead of trends.

Network Expansion

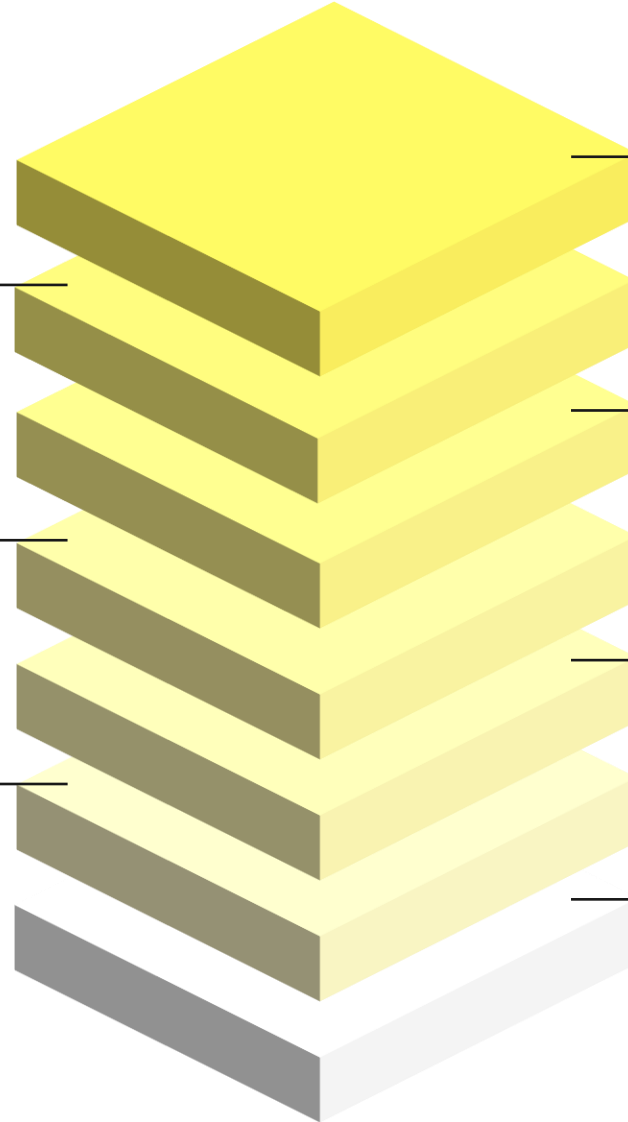
Facilitates connections with industry experts and peers.

Connection

Provides connections with other CMOs.

Innovation

Shares best practices and frameworks that improve marketing efficiency.



Relative Targeting

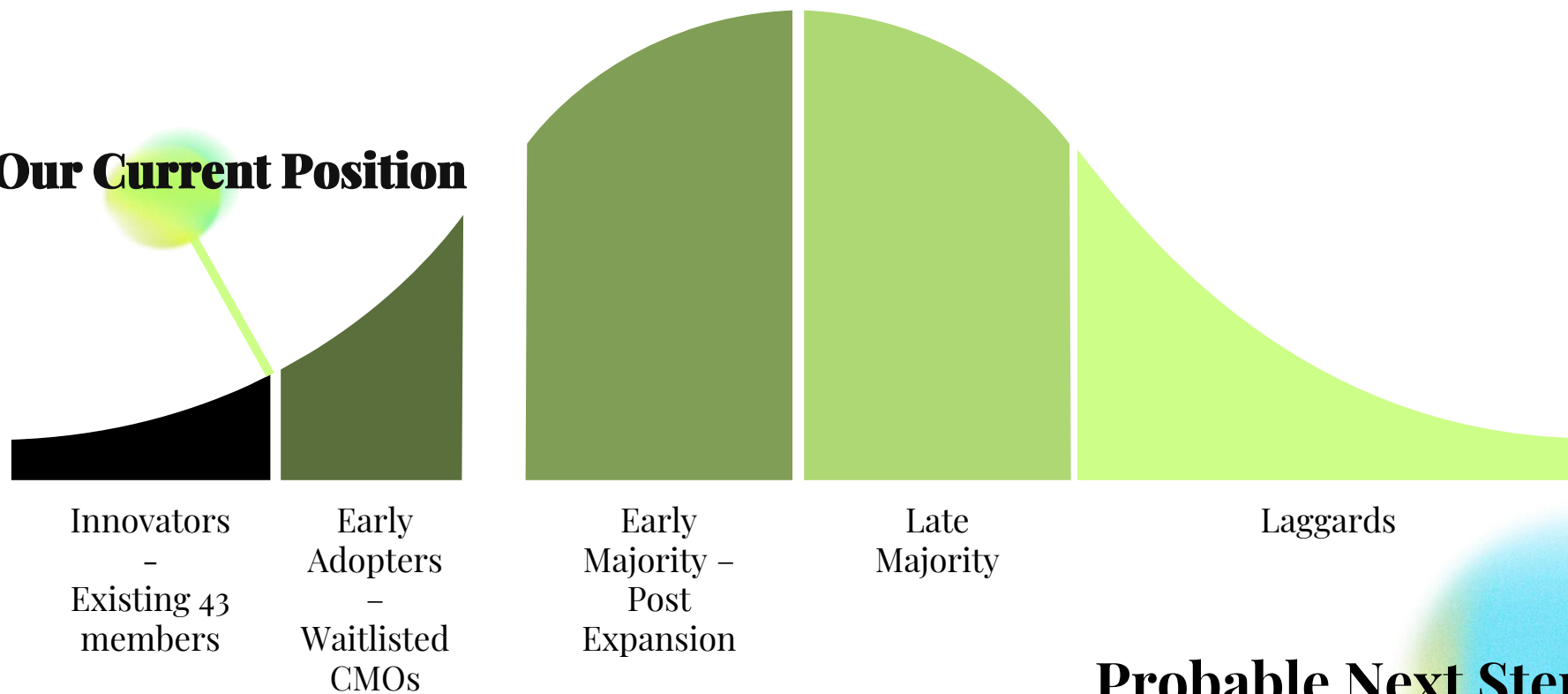
External Factors	Details
Category Spend	Price is not an issue for these CMOs, but the value (even in a lower-tier membership) must remain clear.
Key Trends	They joined the waitlist because they see the need for curated vendor optimization and peer networking.
Competitive Landscape	No direct competitor addresses niche “lower-tier” membership for CMOs at scale.
Leading Company Adoption	The existing high-tier members (including well-known CMOs) validate the program’s credibility.

Internal Factors	Explanations
Domain Expertise	The team can moderate partial-tier programs with quarterly or biannual meetups/webinars.
Messaging	Must clearly differentiate lower-tier perks (fewer meetups, newsletters) while retaining enough value to keep waitlist CMOs engaged.
Database	We must assess the waitlisted CMOs to see who aligns well with the new tier.
Solutions Delta	The lower-tier membership still solves a portion of the “find vetted vendors + peer references,” but at a lighter service level.
Sales Enablement	Provide immediate success stories and sample content to ensure these waitlist CMOs see tangible benefits, even at the lower tier.

SPICED Element	Key Attributes
ICP Summary	<p>Firmographic: \$100M–\$2B revenue, strong marketing budgets, HQ in Boston/major hubs</p> <p>Demographic: CMOs/Heads of Marketing with ≥ 1 year in role</p> <p>Behavioral: Already expressed interest by joining the waitlist; willing to accept partial perks until capacity expands.</p> <p>Engagement: They value staying connected, even if the full membership is temporarily unavailable.</p>

Scoring Outcome	Description
Strong Fit (High Priority)	Eager for any immediate engagement, want partial benefits now, eventually upgrade.
Possible Fit (Medium Priority)	Less urgent, but open to staying warm until capacity for the full membership is available.

Our Current Position



Probable Next Steps:

Primary Target: The current Boston-based ICP, ensuring rapid adoption and strong local case studies.

Expansion Next: Launch in a second marketing hub (NYC, Chicago, or DC) via referrals from your Boston members, backed by success stories that prove ROI.

170+

Events Hosted
- Club Alliance

11

Countries presence
- Club CMO

\$100M+

Minimum Revenue Threshold
- Club CMO

Unique Offerings:

CMO Alliance:

- Broad Content & Reports: Publishes frequent playbooks, eBooks, and research for marketing leaders.
- Slack-Based Peer Community: Real-time Q&A, idea exchange, and Slack-based networking for CMOs.
- Cross-Industry Perspectives: Being part of The Alliance, they have synergy with 12 other communities, enabling cross-functional insights (e.g., Finance, Tech).

Club CMO:

- Exclusive Peer Dinners: Local in-person gatherings several times a year for intimate conversation and networking.
- Summits & Clubhouses: Deeper knowledge-sharing, panels, and philanthropic “Club CMO Cares” initiatives.
- Executive-Only Membership: Focuses on top marketing decision-makers, creating a close-knit community of peers.

Competitor Analysis

Website Upgrades

- **Exclusive Resource Library**
 - Curated case studies, best practices, and frameworks contributed by top-tier CMOs.
 - Downloadable toolkits and templates for marketing strategy, budget planning, and ROI analysis.
- **Mentorship & “Office Hours”**
 - Dedicated virtual Q&A sessions or small group discussions with seasoned CMOs
 - Paid tier includes direct access to mentors and personalized feedback on marketing challenges
- **Member-Only Roundtables & Forums**
 - Private discussion boards where up-and-coming CMOs can exchange ideas, moderated by experts
 - Monthly “virtual roundtables” featuring guest speakers from the exclusive membership

- **VIP Content & Events**
 - Early access to new research reports, thought-leadership articles, and podcast episodes featuring senior CMOs.
 - Special invites to closed-door networking sessions, in-person dinners, or annual summits.
- **Path to Full Membership**
 - Clear progression plan showing how engagement, event participation, and community contributions can unlock higher-level membership
 - Simplified payment or subscription structures that scale with the user’s level of engagement and access
- **Considerations**
 - What content should be free vs low-tier? Concierge service will remain high-tier
 - Where is new content coming from? Would current high-tier members like to contribute content?

Plan on a Page

Campaign Theme		Accelerate Growth With Scalable Digital Resources		
Campaign Audience and Needs		Existing Backlog (~200 waiting members)		
Marketing Goal(s) Supported		Monetize currently non-paying backlog of waiting members		
	Program Family Goals	Program Family Personas/Needs	Program Family Plan Summary	Dependencies and Risks
Reputation	Establish CMO Connect as a flexible, inclusive community: paid members can instantly access quality resources	Mid-Market External Credibility – Access to recognizable peer-group forums, visible endorsements of strategy Enterprise: Industry Leadership – Opportunities to present or co-brand thought leadership; peer recognition Rising Marketing: Professional Visibility – Public alignment with top CMOs to showcase readiness for the next career step	Promote success stories of current digital members (blog, LinkedIn) Run “virtual open house” events to highlight resource library, brand credibility	Dependencies: Content creators & consistent brand messaging Risks: Overstretching brand if new tier is perceived as lower-value or lacking exclusivity
Demand Creation	Rapidly onboard backlog members through automated enrollment workflows and welcome campaigns	Mid-Market: Practical, Budget-Friendly Insights – Turnkey frameworks, quick-win playbooks for ROI on limited budgets Enterprise: Scalable Solutions – Advanced best practices and broad marketing programs to handle large, complex demands Rising Marketing: Immediate Access to Resources – Lower-cost membership tier that delivers training, templates, and networking to build pipeline	Onboarding campaigns: Automated emails guiding backlog members from waitlist to paid digital tier Targeted ads and lead-nurturing sequences for new geographies, emphasizing immediate ROI of “Lite” membership	Dependencies: Well-executed digital marketing campaigns; robust content library for new members Risks: Low conversions if “Lite” tier is unclear or unappealing vs. established competitor offerings
Sales Enablement	Provide self-service membership sign-ups and immediate access to online content portals	Mid-Market: ROI Proof Points – Metrics, case studies, and peer success stories to justify budget approvals Enterprise: Business Cases – Enterprise-level total cost of ownership analyses, data-driven insights for cross-functional buying committees Rising Marketing: Guidance on Stakeholder Buy-In – Tools and scripts to align internal teams quickly when proposing marketing initiatives	Self-sign-up platform integration with CRM for frictionless membership conversion Sales scripts and collateral illustrating side-by-side value differences (Lite vs. Premium)	Dependencies: CRM automation for streamlined signup; well-trained membership reps Risks: Slow processing or onboarding frustrations could drive backlog members to disengage

Buyer's Journey

Buying Phase			Education			Solution			Selection				
Buying Decision Stage			Loosen Status Quo		Commit to Change	Explore Possible Solutions		Commit to a Solution	Justify the Decision		Make the Selection		
Chief Marketing Officer	Interaction	Non-Human	Search Internet	Read Blogs	CMO Report Download		CMO Connect Membership page	Success Stories	Executive Panel		ROI Summary	Competitor Comparison	Event Invite
		Human				Attend Webinar	LinkedIn Discussion		1:1 Membership Consultation	Virtual Roundtable	Peer Referral		Speak w/ Ambassador
	Content	Asset Type	1. Industry Report 2. Blog 3. Gated Whitepaper		4. Live Webinar 5. Q&A		6. Membership Overview 7. Case Study 8. Pre-Recorded Video		9. Consultation Call 10. Networking Event 11. Direct Recommend.		12. ROI Breakdown 13. Competitive Analysis 14. Peer Conversation		15. Special Invite 16. Onboarding Guide
		Delivery Channel	1. Landing Page 2. Web Site 3. Web Site		4. Sales Call 5. Reference Call 6. Web Site		6. CMO CNCT Website 7. Webpage 8. YouTube		9. Email 10. Zoom 11. Email		12. Website 13. Web page 14. Reference Call		15. Email 16. Webform
	Engagement	Presence	60%			83.3%			100%				
		Authority	40%			83.3%			100%				

Waterfall Analysis

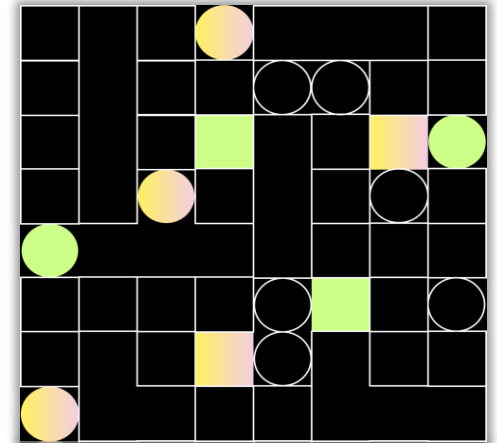
This shows the percentage of inquiries that meet marketing's criteria to be passed to sales

Indicates how many MQLs are accepted by sales as valid leads.

Measures how many Sales Accepted Leads move forward as Sales Qualified Leads.

how many SQLs become closed deals.

Stages	Industry Average	# of Inquiries	Industry Best	# of Inquiries2
INQ to MQL	12%	151.3	15.00%	70.41
MQL to SAL	51%	18.16	69.80%	10.56
SAL to SQL	45%	9.26	54.70%	7.37
SQL TO Close	24%	4.17	24.80%	4.03
Closed		1		1



Campaign Calendar

Program	Description	1	2	3	4	5	6	7	8	9	10	11	12
Brand & Thought Leadership	Build top-of-funnel awareness by publishing thought-leadership content (blog posts, whitepapers, keynote panels). Position CMO Connect as the go-to resource for innovative marketing leadership.												
Waitlist Onboarding	Convert 200 waitlisted CMOs into partial-tier members via an automated welcome series. Emphasize urgency, highlight “cost of inaction,” and showcase quick wins to prompt them to join immediately.												
CMO Trend & Insights Webinars	Host regular webinars (or short digital sessions) focusing on timely marketing trends, emerging regulations, and data privacy changes. Keep CMOs engaged and demonstrate fresh, valuable expertise.												
ABM for High-Value CMOs	Use Account-Based Marketing tactics to target premium-tier prospects. Deliver personalized messaging and ROI proof points to show how CMO Connect addresses their unique strategic needs.												
Predictive CRM / AI Positioning	Roll out content and demos showcasing AI-driven or predictive marketing tools. Help CMOs see how advanced analytics can elevate their strategies and prove the ROI of membership.												
Upsell Initiatives	Nurture partial-tier members with success stories, exclusive offers, and easy upgrade paths. Remove final barriers and simplify the decision to move from “Lite” membership to full premium status.												
Lead Training & Onboarding	Offer structured onboarding, training sessions, and peer support. Make it easy for new (or upgrading) CMOs to quickly adopt platform features, ensuring they see immediate value and success.												
Long-Term Retention & Advocacy	Drive ongoing usage by highlighting advanced features, success stories, and referral incentives. Encourage satisfied CMOs to become brand advocates, further expanding the community organically.												
IT & Marketing Tech Development	Continuously refine platform capabilities—improve integrations, analytics dashboards, and user experience. Strengthen the technical foundation to support future expansions and advanced use cases.												

Reputation

Demand

Engagement

Enablement

Valuation Considerations

Companies Evaluated

World 50 Datas Insights
IC4P GlobalLERN
Gartner Collage Group
Forrester Alium
SiriusDecisions CMO Club

Key Metrics

Net Retention	100% +
Gross Retention	85% +
CAGR (ARR)	30%
ARR Mix	70% +
Gross Margins	65% +
Min Rev	\$5M

Sale / Investment Ratio

EBITA Multiple	16-18X
Revenue Multiple	3-5X

* Forward Revenues

PE Firms Consulted

Pamlico
MC Partners
ABS Capital
JMI Equity
Wavecrest

Key Requirements

- Offering Portfolio (more than on product)
- Offering Deliverables (data, content and network)
- Demonstration of Scale (industry and location)
- Web Delivery
- High NPS
- Must Have vs Nice to Have

Recommended Actions

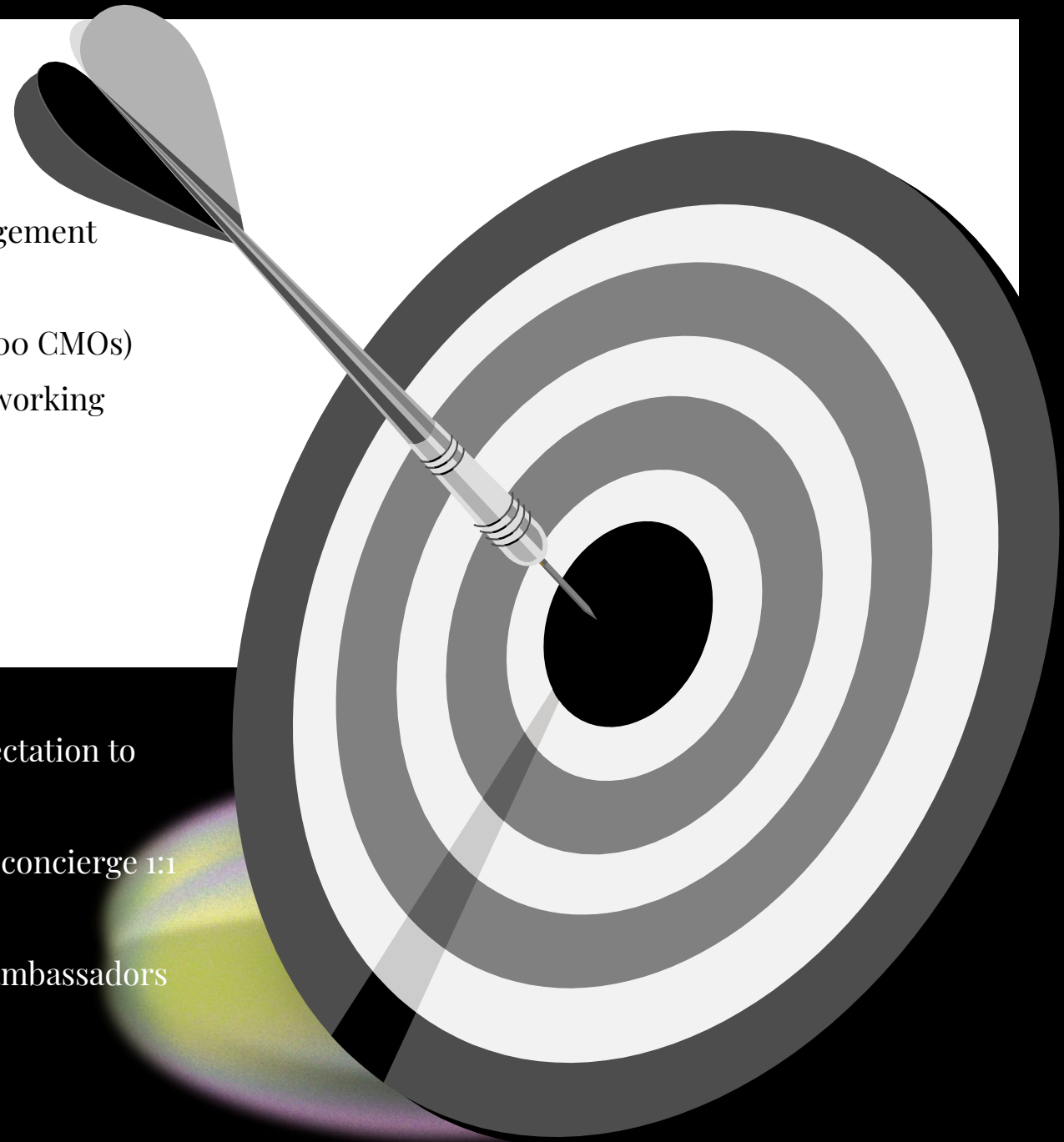
- Build out key deliverables
- Demonstrate new city expansion
- Illustrate industry diversity
- Plan for additional offerings
- Track key metrics
- Focus on website / service delivery
- Ensure concierge service quality

Recommendations

Primary: Onboard 200 CMOs on the Waitlist & Enhance Member Engagement

- Strengthen the website content.
- Provide lower-tier for the members currently on the waiting list. (200 CMOs)
- Leverage peer referrals, conduct targeted virtual and in person networking events to drive engagement
- Develop custom web content for all paid members, including:
 - Webinars, Virtual Meetups, and Keynote Speakers
 - Access to in-person meetups and networking events
- Bring over 25 new members onto the waitlist each quarter.
- Require a 20% down payment for waitlist registration, with an expectation to onboard within 12 months.
- Create an onboard kit that includes a recorded video from Jamie, a concierge 1:1 meeting, and a portal of content to explore.
- Experiment with CMO Ambassadors (current clients): pilot with 2 ambassadors engaging 3 prospective clients, then assess performance.

Secondary: Expand into new cities



**Stay
Connected**



**Thank
You.**

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- © Copyright Showeet.com – Creative & Free PowerPoint Templates
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