In January 2020, more than half of Chief Outsiders (a fractional CMO) reported that their companies’ growth strategy has been negatively impacted due to the global economic slowdown.

44% of CMOs believe businesses and economic conditions will have a negative impact on 2020 business performance while 35% believe there will be a positive impact.

Mixed Impact from Economy

PRIVATE EQUITY MORE DEMANDING

44% of CMOs and private equity Limited Partners believe more demanding of April 2020.

35% believe there will be a positive impact

Direct to Consumer

53% of CMOs advise Retailers to take a Direct-to-Consumer strategy to thrive amongst Amazon’s dominance in 2020.

Going Deeper

Digital advertising expected to increase in 80% of businesses in 2020.

Saving on Agency Work

35% of businesses expect to bring more marketing agency work in-house in 2020, reducing costs.

Content

#1 Customer Strategy

Understanding the customer, plus developing relevant strategy rank #1 and #2 as most vital to growth

Collaboration

72% of CMOs report greater collaboration in organizations to meet company-wide growth goals.

Technology

88% of CMOs report difficulty in keeping up with technology and meeting the demands of business owners and private equity investors.

CAUTIOUSLY BULLISH

While leaning on analytics, technology, and marketing the ‘human’ component of CMOs is more critical than ever, and fractional CMOs are being called on to ‘buckle down’.