

The CMO Cheat Sheet:

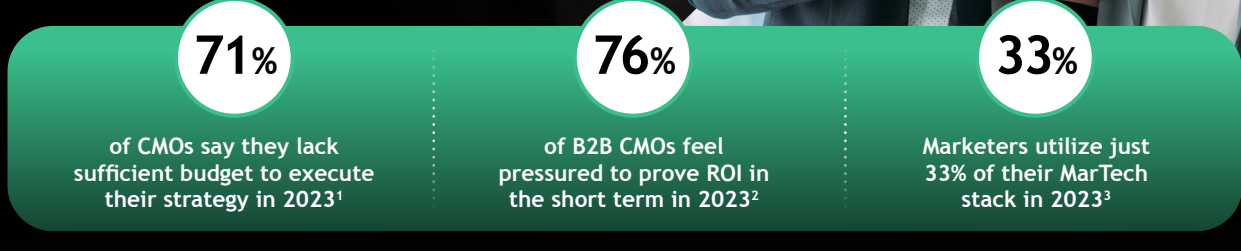
How to Create More Impact with Fewer Resources



Marketing leaders today are faced with an impossible task: tighten the belt but generate more revenue impact than ever.

But how do you create more impact without sufficient headcount, budget, capacity, or skills? And how do you justify acquiring more resources without having made sufficient impact on engagement, pipeline, revenue, or ROI?

Sound familiar?



At 2X, we call this the Marketing Resource Paradox.



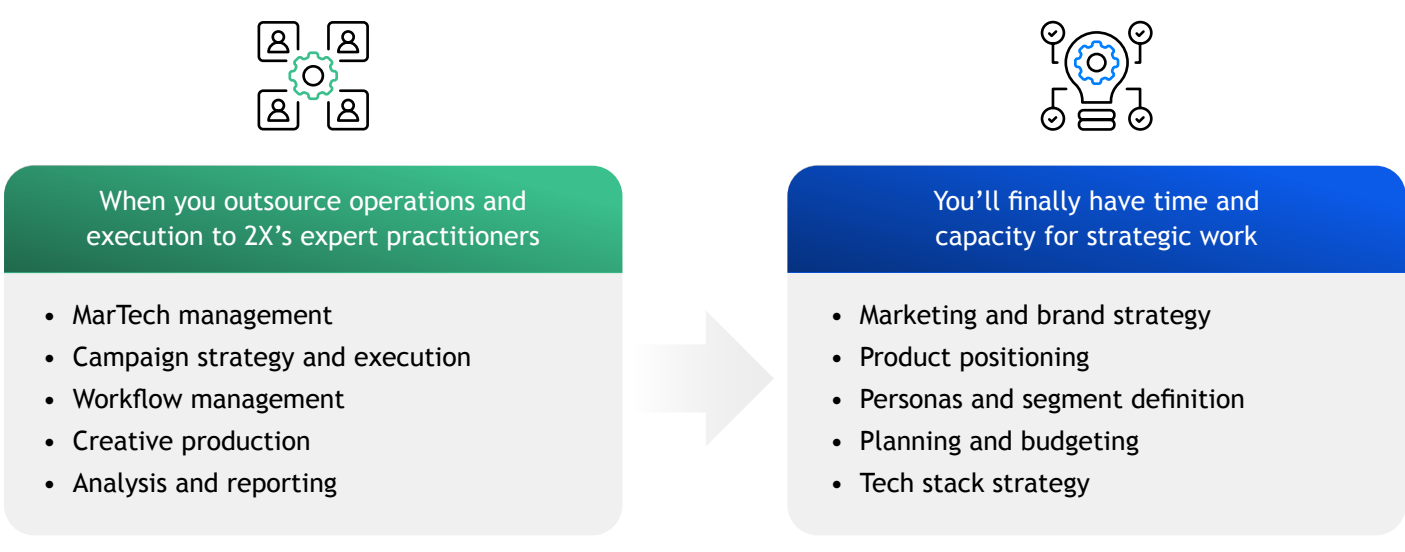
As economic headwinds continue to blow, this vicious cycle—where a lack of resources results in low-impact marketing, and in turn results in even fewer resources—is here to stay ... until the cycle is broken.

Breaking the Cycle: Marketing as a Service (MaaS)

Gartner’s “Recession Playbook for Marketing Leaders” called out the need to “fundamentally rethink” the operating model, particularly around how an enterprise leverages talent and labor, whether in-house, outsourced, part-time, or full-time employees. Organizations that are using MaaS, shared services, and outsourcing as part of their operating model transformation have reported success¹.

How 2X’s MaaS Model works

MaaS brings the concept of managed services—which has been used by a host of functions including IT, HR, Finance, and Accounting for years—to marketing, where non-core execution and operational tasks are outsourced to extend the capacity of your workforce, while internal staff focus on the core strategic work that you need to be the best in the world at.



¹ <https://www.gartner.com/en/newsroom/press-releases/2023-05-22-gartner-survey-reveals-71-percent-of-cmos-believe-they-lack-sufficient-budget-to-fully-execute-their-strategy-in-2023>
² https://www.linkedin.com/pulse/76-b2b-cmos-feel-pressure-deliver-results-were-introducing/?utm_source=share&utm_medium=member_loss&utm_campaign=share_via
³ <https://www.gartner.com/en/newsroom/press-releases/2023-08-23-gartner-survey-finds-63-percent-of-marketing-leaders-plan-to-invest-in-generative-ai-in-the-next-24-months>
⁴ <https://www2.deloitte.com/content/dam/Deloitte/ie/Documents/Consulting/global-shared-services-2021-150621.pdf>

Our Service Capabilities – B2B Marketing



<p>MOPs, Tech & Analysis</p> <ul style="list-style-type: none"> • MarTech Optimization • MOPs Support • Analytics, Reporting & Research 	<p>Campaigns & Demand</p> <ul style="list-style-type: none"> • ABM Campaign Planning Management • Multi-Channel Campaign Execution • Intent-Driven Marketing
<p>Content & Creative</p> <ul style="list-style-type: none"> • Core Asset Creation & Rebranding • Document Beautification • AI-Supported Writing 	<p>Strategy & Consulting</p> <ul style="list-style-type: none"> • Assessments • Interim Leadership • Campaign Strategy & Messaging

Our four service pillars are underpinned by our proprietary incubator, the 2X COE (Center of Excellence) Lab, which constantly stress-tests the latest MarTech and explores new frontiers in B2B marketing.

The Results

Our clients experience both an increase in impact and a decrease in cost

- 1.6X more engagement rate
- 55.6% reduction in cost per account engaged
- 48.6% labor cost savings

- \$1: \$112 marketing spend to pipeline ROI
- \$1: \$14 marketing spend to revenue ROI
- 67% reduction in headcount cost

Transform your marketing operating model today

2X’s Revenue Marketing Resource Center (MRC) allows you to share your marketing impact by supplementing your team with a pool of trained, multi-disciplinary marketers—comprising writers, designers, MOPs specialists, campaign managers, and more—out of our delivery centres in KL and Manila.

Interested to know more about the 2X MRC and our services, pricing, and customer impact? Visit 2x.marketing/services