



Marketing Ecosystem

What does a CMO do? What things are they in charge of?

Branding & Design	Reviews & Testimonials
Strategy & Planning	Sponsorships & Endorsements
Data, Research & Analytics	Sales Support & Promotions
Reputation Management	Radio, TV & Satellite
Website Management	Magazines, Publications & Newspaper
SEO, Blogs & Directories	Direct Mail
E-commerce	Trade Shows & Events
Social Media Management	Print Collateral & Merchandise
Paid Search	Software Promotion/Usage
E-Mail & Newsletters	3rd Party Partnerships
PR & Press Releases	Employee Reward Programs
Video & YouTube	Consumer Programs
Webinars, Podcasts & Workshops	Company Culture
Inbound Marketing & Content	CRM & Automation