
2023 Planning: How to Navigate Uncertainty and Plan for Growth

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Expert Contributors



Rajat "Raj" Kapur

Founder & CEO

rajat.kapur@and-marketing.com



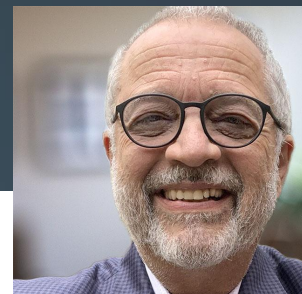
Jennifer Garcia

**Managing Partner of Red
Bamboo Marketing**



Danielle Cantin

**Founder of Creating
Cloud 9 Branding &
Marketing**



Alan Gonsenhauser

**Founder and Principal of
Demand Revenue**

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We Asked. You Answered.



SURVEY:

We recently surveyed a cross section of our Fractional CMOs and partners on what they are seeing in the marketplace as companies prepare for 2023.

We saw the same responses consistently and will discuss in this eBook the five areas business leaders are most concerned about.

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Summary of Survey Findings

The most important challenges companies are facing as they prepare for 2023, based on a September 2022 qualitative survey of &Marketing's Fractional CMOs and partners:

- **Staffing, inflation**, and preparing a **strategy** through uncertainty are the most pressing challenges as companies are preparing for 2023 (each was mentioned by 60+% of respondents).
- Not having enough **data** or not being able to inform key business decisions is also a common challenge (40-50% of respondents).
- **Maintaining revenue:** Thanks to recent changes to privacy settings and an evolving landscape, it's harder to reach new customers.
- **Information overload** makes it difficult to stand out and connect with your audience and differentiate your brand.



Staffing & Talent

85% of respondents said staffing/talent are a top concern (#1 of any response!)

"A successful marketing campaign requires a unique mix of strategic, analytical, technical, and creative expertise. It has never been more difficult to find the right mix of scalable talent in marketing."

- Survey Respondent

Retention

- It's hard to attract and keep good people right now

Flexibility

- You need folks with flexible skills and willingness to ebb and flow how many hours they're working from month to month as needs and campaigns adjust

Technical Skills

- Creative and technical/analytical experts who also have scalable skills are almost impossible to find

Inflation & Uncertainty

75% of respondents said inflation and uncertainty are top challenges as we approach 2023.

- It's hard to justify marketing investment and budgeting with the uncertainty of this economy
- Funding focuses are shifting from a growth mindset to a profitability/survival mindset
- Costs are increasing, and pressure is on to reduce overhead spent on systems and tech

"As a company faces rising costs, it can ultimately short-change marketing investments, R&D, and growth opportunities."

-Survey Respondent

Strategy Shifts

60% of respondents said dramatic strategy shifts are a top concern.

- Old tried-and-true strategies no longer work
- Flexibility of your structure is key
- Teams are doing too much “doing” and not spending enough time on strategy
- Leadership lacks bandwidth to properly manage teams and guide the work

“Without the proper strategy and buy-in from all stakeholders, you will always be chasing the next thing that needs your attention.”

-Survey Respondent

Big Data

50% of respondents said managing data was a big challenge.

- Too much disparate data to sift through, connect, and make sense of
- Gathering insights and using them to make decisions feels overwhelming
- Limited access to quality data
- Unsure how to integrate so many systems to get real value from the data

"The good news is that marketers have better access to data than ever before - that's also the bad news. The challenge is sifting through an almost infinite pool of scattered, disconnected data sources to find what matters: actionable insights."

-Survey Respondent

Audience & Branding

Audience

- Personas have changed - during tough times, align tightly with your customer (50% of respondents!)
- Increased CPA/CPC costs make it harder to find new customers

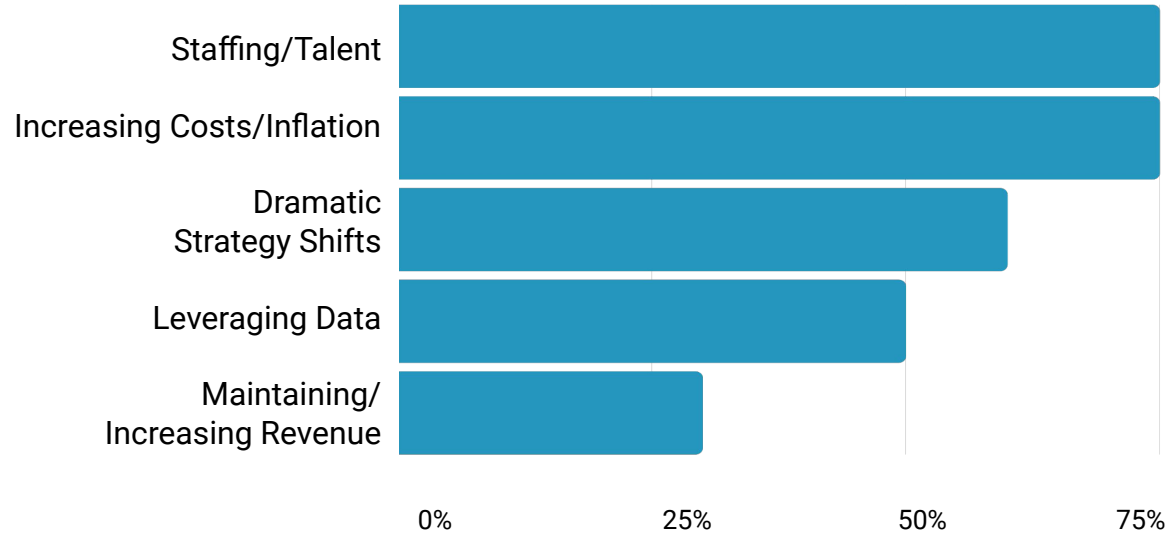
Branding

- There's too much noise to stand out, make a memorable connection and convert audiences
- Creating content customers care about
- Information/content overload

Detailed Breakdown of Survey Findings & MARKETING

What are the top 3-5 challenges you're seeing businesses face as they plan for 2023?

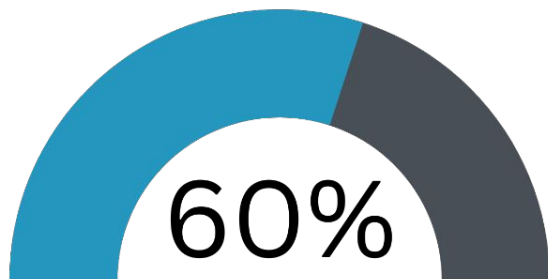
Top Challenges



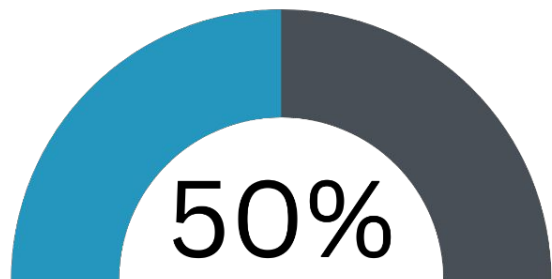
Data Source: Question #1 of the survey

Of those challenges, which is the top challenge?

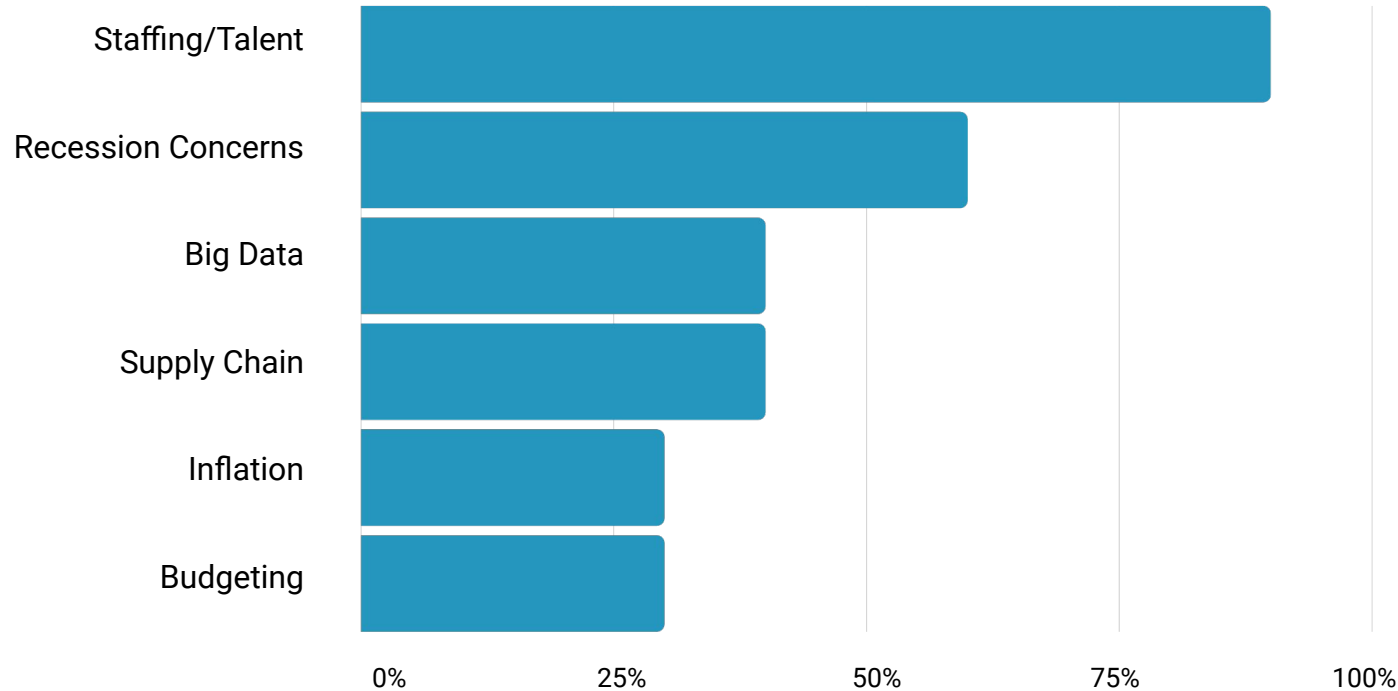
Unable to Prioritize
Strategy/Unsure of Strategy



Talent Scarcity &
Retention

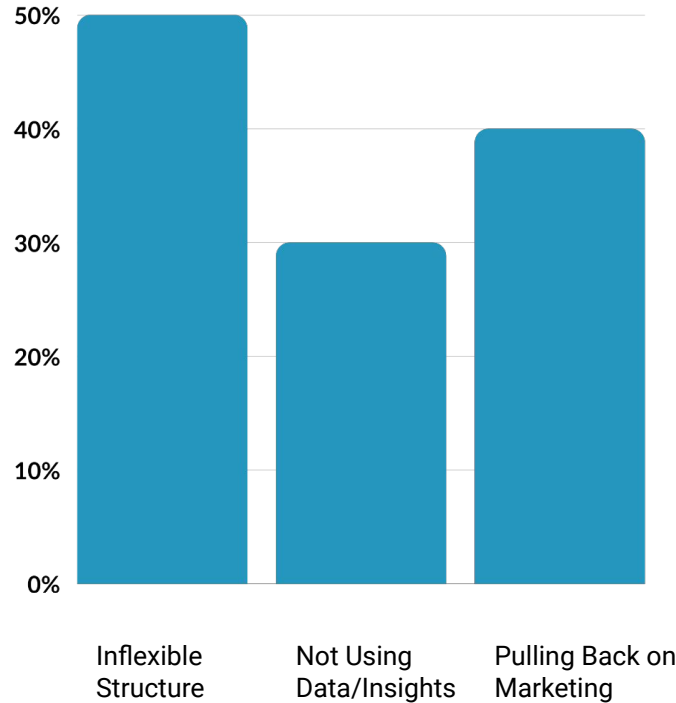


Which of the challenges listed are you seeing the most of when planning for 2023?



Biggest Risks

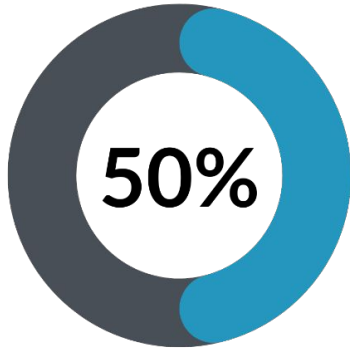
Relative to the trends listed, what are the biggest risks that must be avoided when planning for growth?



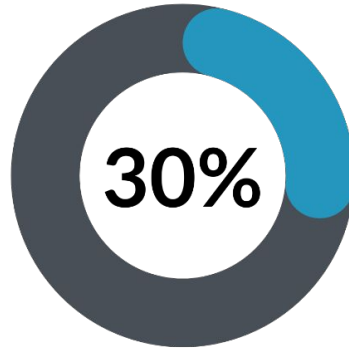
Data Source: Question #4 of the survey

What actions or plans can businesses take to capitalize on the current trends in the marketplace?

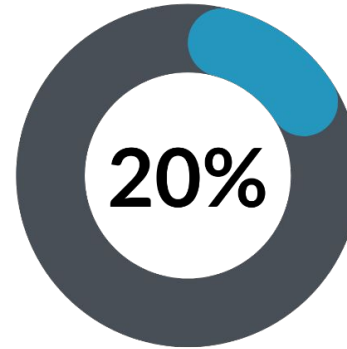
Tightly Align with
Customer



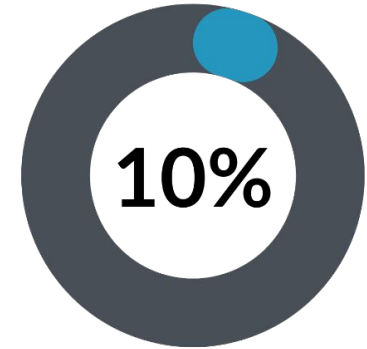
Successfully
Leverage Data



Double Down on
Marketing Efforts



Scenario Planning &
Contingency Planning



Tips for Tackling These Challenges in 2023

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Strategy Shifts

- Learn how to increase market share and communicate higher value
- Think holistically, be innovative, learn new ways to do business
- Budget for ops and branding
- Plan for variety of scenarios and pivoting quickly
- Create contingency plans



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Audience & Branding

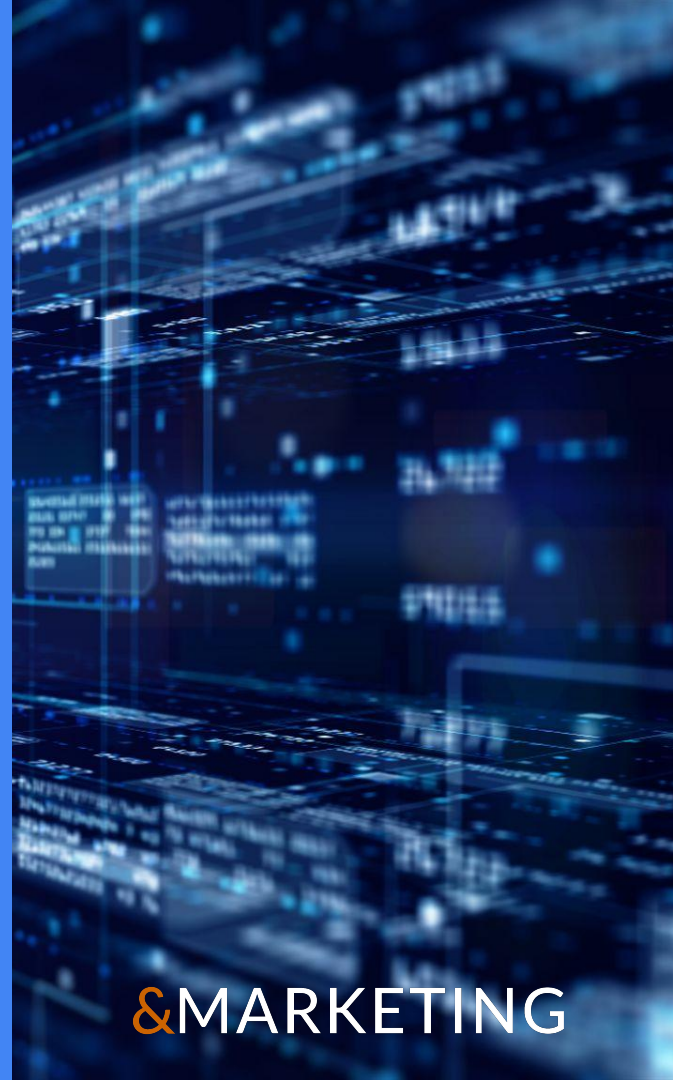
- Take the time to learn more about your customer and realign business objectives to solve their problem
- Right-size your inventory to match customer forecasts
- Create a remarkable customer experience journey
- Get a better pulse on customers and competitor activity
- Social listening



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Big Data

- Leverage big data and AI
- Find untapped ecosystem channels
- Learn how to better understand performance data
- Create a strong, cohesive process for aligning and interpreting insights



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Who is &Marketing?

&Marketing provides the robust outsourced marketing department growing companies need without the high overhead costs of big agencies or full-time employees. Send us an email at arealhuman@and-marketing.com for a complimentary consultation to discuss your 2023 plan.



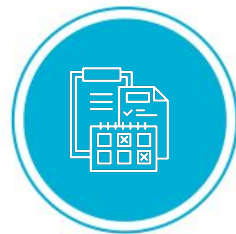
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