

What to Do First When Your Marketing is a Mess: A CMO's Prioritization Playbook



A prioritization framework to restore order and drive growth.

If your company is struggling to drive business results with marketing, it's not necessarily because you aren't doing enough. You may simply be doing things in the wrong order. More content, stronger SEO, and updated campaigns are easy targets, but they won't fix unclear positioning. Here's how a CMO diagnoses what's wrong and decides what should come next.

The Marketing Hierarchy

1



Foundation

Clear positioning, audience definition, and value proposition.

2



Insights

Real data on what's working, what's not, and why.

3



Strategy

Decisions about where to focus and how to win.

4



Execution

Campaigns, content, and programs brought to market.

5



Optimization

Refinement based on performance and feedback.



How CMO-Level Leadership Changes Things

A Chief Marketing Officer can diagnose exactly where the breakdowns are, re-establish the correct order of work, align leadership around clear priorities, and ensure execution is built on a logical, repeatable foundation. They've done it before, and they know how to do it again.

Common Ways Companies Get This Wrong

- Scenario:** You need more leads, so you launch campaigns immediately.
Problem: Without clear positioning or strategy, you get volume at the expense of quality.
- Scenario:** You're publishing content constantly without knowing what drives revenue.
Problem: Your activity increases, but its impact does not.
- Scenario:** You take on a rebranding without customer or market insight.
Problem: This is a very expensive change with a very unclear outcome.
- Scenario:** You know you need expert help, so you hire agencies but haven't defined internal direction in detail.
Problem: Your execution might improve, but your results will not.
- Scenario:** Your team is obsessed with metrics, but there's no strategy behind them.
Problem: You're measuring everything and learning nothing.



It's Time to Fix Your Marketing Foundation First

If any of this feels familiar, you may be focusing your efforts on doing things in the wrong sequence. CMO-level leadership steers you toward making the right decisions at the right level, in the right order.

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&Marketing helps CEOs and leadership teams make confident marketing decisions when the stakes are high. We believe the future belongs to marketing leaders who thrive in moments of massive change. Our mission is to FUEL those leaders by equipping them to turn uncertainty into competitive advantage and become trusted strategic partners in times of transformation.



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