

# Working with Gartner for Marketing Leaders

Sample one-year engagement

## Months 1-2

### Expert Guidance

#### Service Planning Kickoff Call

Meet your service team. Identify initial Gartner support — advisory conversations, diagnostics, etc.



Account Executive

### Decision Tools

#### Gartner Score Assessment

Conduct an assessment that shows Marketing's current capabilities and receive a prioritized roadmap for next year.

### Expert Guidance

#### Address your mission-critical priority

Meet with a Gartner Executive Partner to review obstacles and opportunities to address your team's mission-critical priorities and discuss implications for your organization.



CME Executive Partner

### Must-Attend Events

#### Live Marketing Webinars and Q&As

Hear from and engage with Gartner experts as they address market insights and trends and provide strategic direction on how CMOs should address these trends.

## Months 3-5

### Expert Guidance

#### Review Score Assessment Results

Speak with a Gartner Advisor and Executive Partner to review Gartner Score results. Use information to inform 2023 strategy and execution plan.

### Decision Tools

#### Ignition Guide: Strategic Planning for Marketing

Leverage the self-service guide to help establish strategic marketing objectives, prioritize action steps to achieve corporate goals and communicate the strategic marketing plan to key stakeholders.

### Peer Connections

#### Virtual Executive Retreat

Discuss with peers Gartner's latest insights and findings for CMOs and their teams on top-of-mind initiatives in roundtable-style meetings.

### Expert Guidance

#### Marketing Team Conversation

Gartner Executive Partner facilitates CMO and team meetings to discuss ignition guide progress and key priorities and provide insights and support.



CME Executive Partner

## Months 6-9

### Must-Attend Events

#### Marketing Symposium/Xpo

Connect with various Gartner experts and industry-leading CMOs and marketing executives by attending Gartner Marketing Symposium/Xpo™.

### Expert Guidance

#### Marketing Technology Session

Speak with Gartner Martech analysts to review vendors, discuss your needs and select/negotiate/implement the best system.



Distinguished VP Analyst

### Decision Tools

#### Benchmark Marketing Budget and Resources

Benchmark your budget and function structure against other organizations to make the case for investments or changes.

## Months 10-12

### Expert Guidance

#### Prepare for Board Meeting

Meet with a Gartner Executive Partner to craft a compelling board presentation that outlines Marketing's successes and clear strategy forward.



Distinguished VP Analyst

### Decision Tools

#### CMO Strategic Planning Template

Articulate how Marketing strategy, priorities and metrics support the business strategy clearly and concisely.

### Expert Guidance

#### Year-End Business Review

Meet with your Gartner service team to review Gartner support and impact driven across the business and set next steps based on current and upcoming critical priorities.



Account Executive