

Welcome
to
CMO goes TECH
10th meet-up, October 1st, 2020

"How to be or find the CMO that has gone Tech. Or can."

Gül Heper & Ulf Kruse & Alexander Niléhn

#CMOgoesTECH

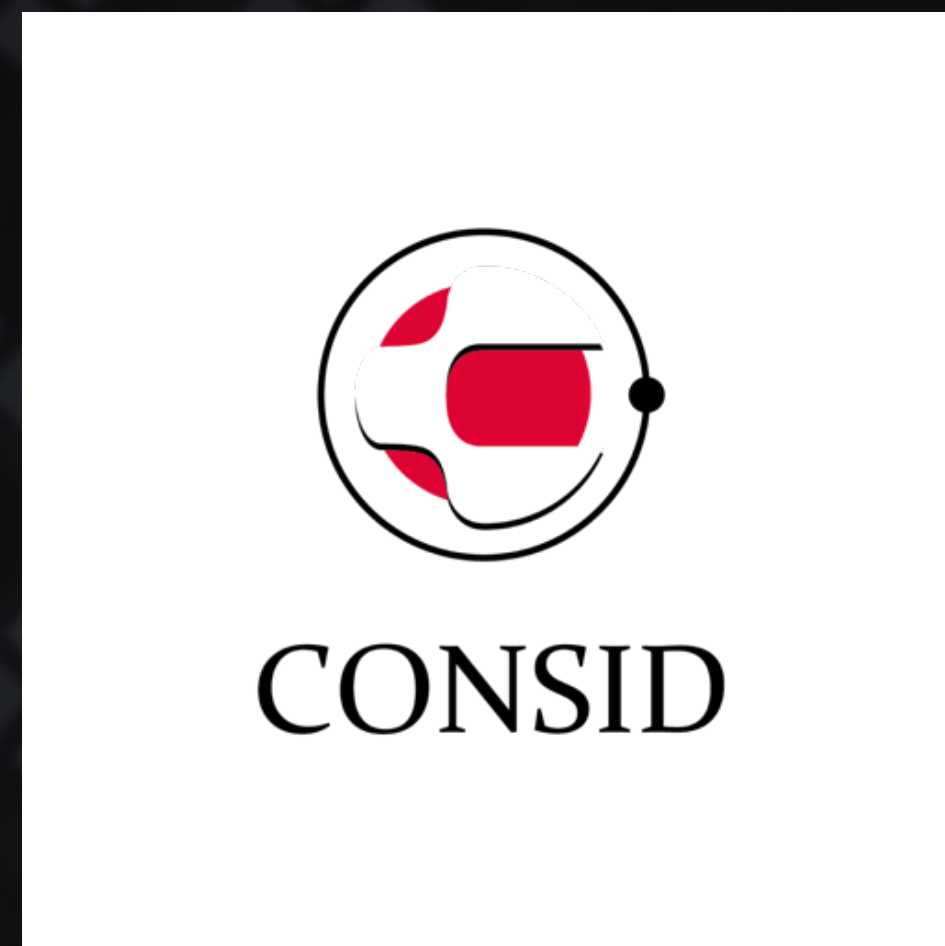
www.CMOgoesTECH.com

10 successful events with
950 attendees
> 3 000 contacts in the teams
network
> 600 members from
> 10 countries



CMO goes TECH

Thanks to our partners!



The role of the CMO has changed dramatically in recent years, and this new breed of CMO is being shortlisted for the top spot. I would argue that the trend is still in its early stage, but as the CMO continues to own the customer across all channels – as well as the data that drives the business – the CMO quickly becomes a logical person to own the company's growth agenda in the CEO role.

David Shrank, Deloitte Consulting.

Sabina Rasiwala

CHRO, CMO and CCO at SVT

Why learning clusters deliver success stories!

How do we secure our place in the minds of our audience?

SABINA RASIWALA, SVT

svt

This is SVT



SVT is found in **38 locations** around the country

and aired **3,271** hours of local news in **2019**.

61% of SVT's programming – general TV – was produced outside of Stockholm.

SVT also airs **1,017** hours of national news. And there's an app, SVT Nyheter. SVT's correspondents report from **80** countries every year.



116 different sports were followed in Sporttrytt and Sportspegeln.

1 802 hours of sport

17 world championships and **6** European championships aired on SVT in 2019, as well as a large number of Swedish championships, including Swedish Championship Week in winter and summer.

43 times, SVT broadcast important public announcements, IPAs.

3 100 hours of Swedish cultural heritage available in Ifa **Open Archive**.



In 2019 SVT broadcast **22 333** hours. **16 085** of them were in Swedish, and of those, **4 715** were live.

This included:

- 4 209 hours of drama, culture and music
- 1 699 hours of entertainment
- 1 471 hours from SVT Forum
- 6 673 hours of current affairs, lifestyle and documentary programmes.



1 464 windows have been opened in advent calendars since 1960. **3.3 million** people saw Marianne Mörck as the Christmas host in 2019, julvärd 2019.



988 newly written Swedish songs since the Eurovision trials began in 1958. The 2019 final was viewed by **3.6 million** people.

Sign language-interpreted hours have increased by

585,98%

and visually interpreted hours have increased by **624,37%** since 2014.



Broadcasts in the minority languages Finnish, Meänkieli, Romani Chib and sign language have increased by 61.54% since 2013.



SVT Barn is Sweden's largest TV channel for children, which in 2019 broadcast a total of **5 129** hours for children and youths up to age 15.

An average of **668,000** people used the SVT Barn app each week in 2019.

And of course **1** dragon dance every day.

38 collaborations with cultural institutions in theatre, music and dance in Sweden in 2019.

504 hours of elk migration, 72 elk swimming on screen in 2019. Even more are expected in 2020.



From corporate strategy to communication platform

In early 2020, SVT established its new corporate strategy: “An always-on-going story about Sweden”. Some angles of the corporate strategy are particularly important for those of us who work in communications

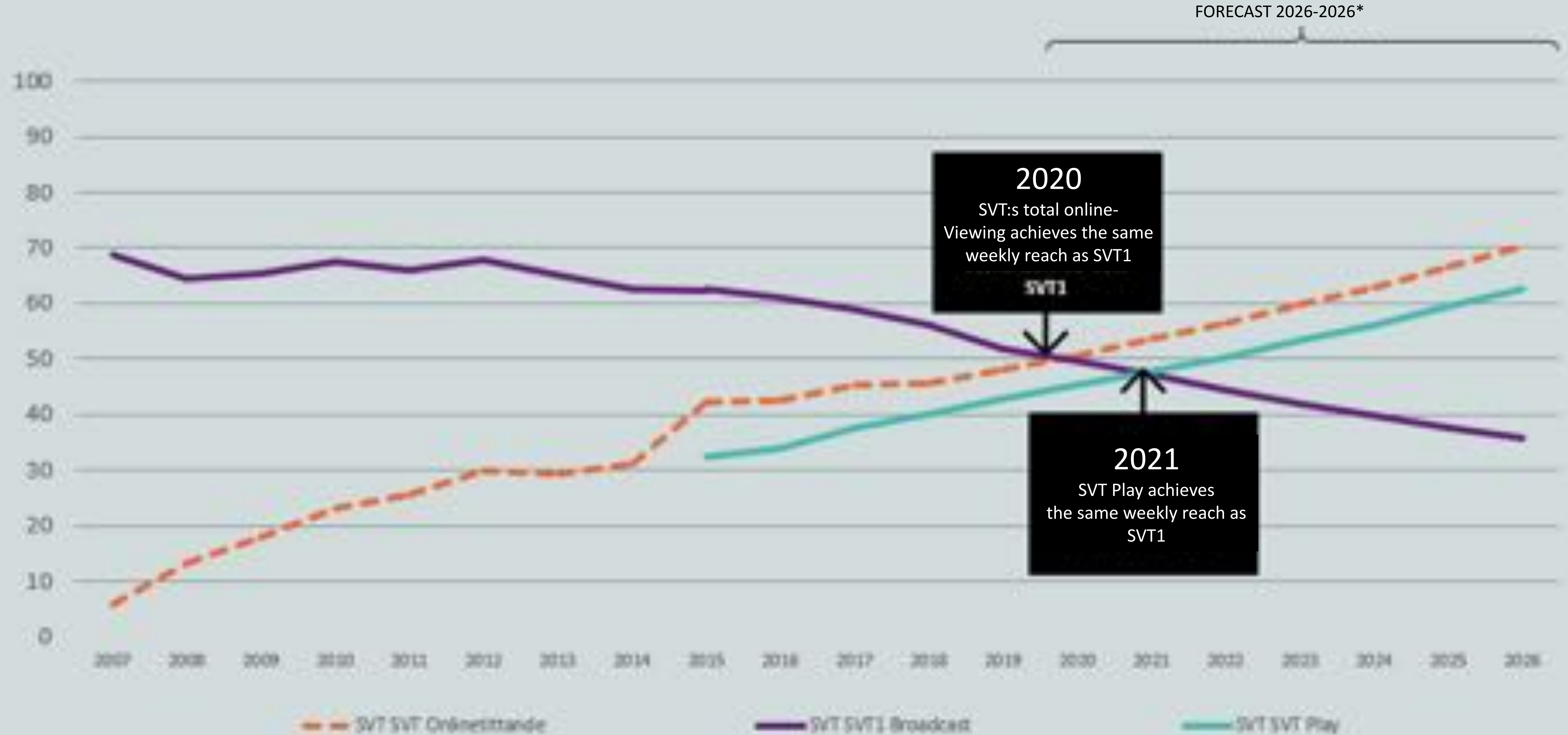
Our **communication platform** will therefore help us to:

- **better get to know our audience (target groups)**
- **build the story of SVT (narrative)**
- **find the right places to interact and engage (arenas)**

Marketing SVT



WEEKLY REACH (%) AND FORECAST SVT 9-99 YRS



Source: MMS panel survey of broadcast (live) and Norstat/SVT self assessment of online

* The forecast is solely based on historical development. The data does not include already known, expected or likely future events.

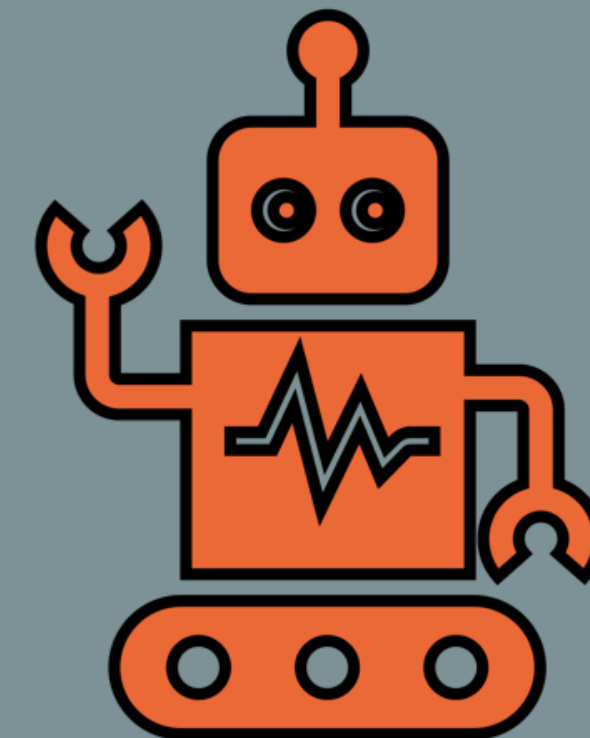
How?



New
knowledge



New teams



New
technology



New knowledge: Skills staircase

Level 1: Basic knowledge

Good theoretical, and some practical, knowledge of the topic.

Level 2: Strategic knowledge

Requires doing the task regularly in their work.

Level 3: Expert level

The skill level we want to achieve in 1–2 years' time.

There may be a choice here: buy in skills or train employees. If we aim for experts among the staff, they are also responsible for further training the group on the step below them.



New knowledge: We need to be specific

	Level 1 – BASIC KNOWLEDGE	Level 2 – STRATEGIC KNOWLEDGE	Level 3 – EXPERT LEVEL
1. Google ads and searches	<p>Basic knowledge of the terms SEO/SEM and why they are elementary in modern marketing.</p> <p>Basic knowledge of keyword advertising and YouTube advertising.</p> <p>An understanding of buying keywords, bidding, advertising groups, advertising copy and optimisation in Google's tools.</p>	<p>Knowledge of keyword analysis and keyword strategies</p> <p>Knowledge of budgets and bidding in Google Ads</p> <p>Good knowledge of the Google Keyword tool</p> <p>Good knowledge of effective copy</p> <p>Can create campaigns in the tool</p> <p>Can compile campaign results</p> <p>This level assumes that the person owns and manages recurrent SEM campaigns</p>	<p>Implement conversion tracking to measure campaign results</p> <p>Knowledge of different ad formats in apps, responsive banners, video, graphic and text banners.</p> <p>High level of knowledge in optimising ongoing campaigns, following up and assessing to achieve the best possible results</p> <p>Establish expected conversion rate, highest cost per click (CPC)</p> <p>Set optimisation goals: clicks, exposure, share of voice, etc.</p> <p><u>-> Final goal, in 1-2 years' time.</u></p> <p><i>Joint expert in DMP, Google and Facebook when all pixels are in place.</i></p> <p><i>Cross-reference data and build segments. In-depth understanding of conversion.</i></p>

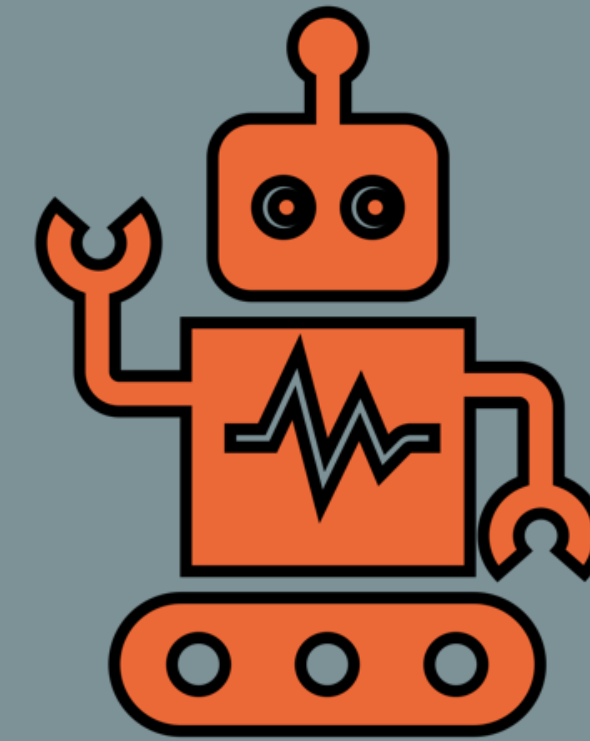
How?



**New
knowledge**



New teams

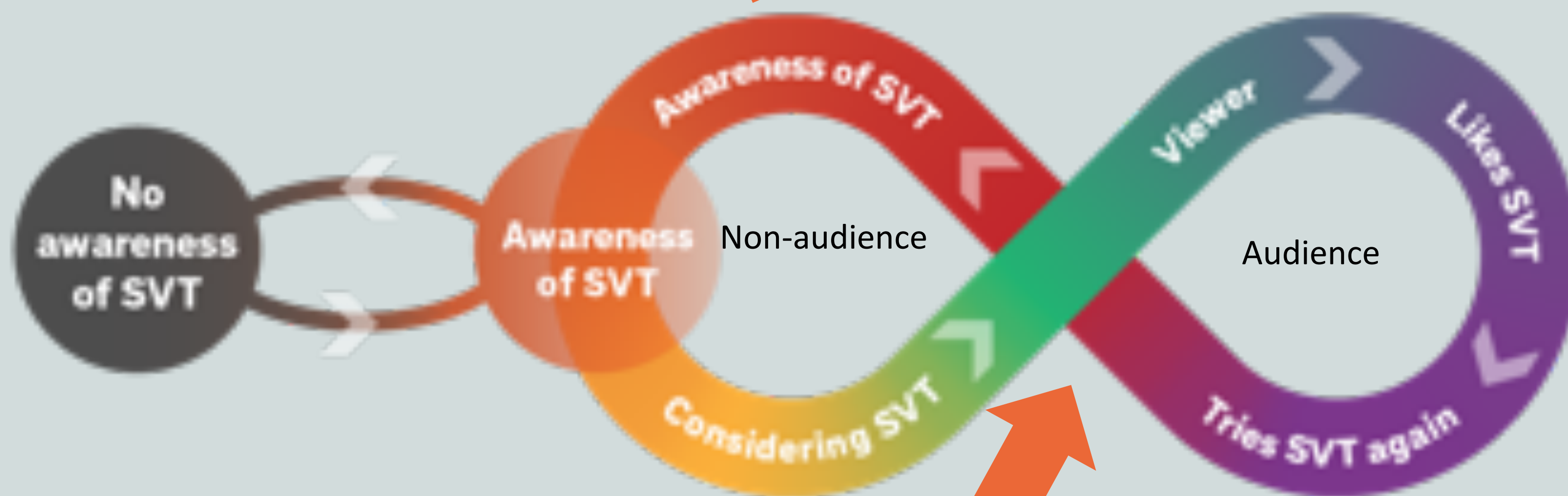


**New
technology**



New teams

Building knowledge requires effective narration



Building loyalty and recurring traffic requires greater technical expertise and data analysis



New team with new roles

Communicator
and marketer

Knowledge of different
channels, formats and
algorithms.

Analysts

To be data and
analysis-driven,
assess ROMI

Developers

To allow
automatic
segmenting

Creators

Content, staging,
angles, editing.

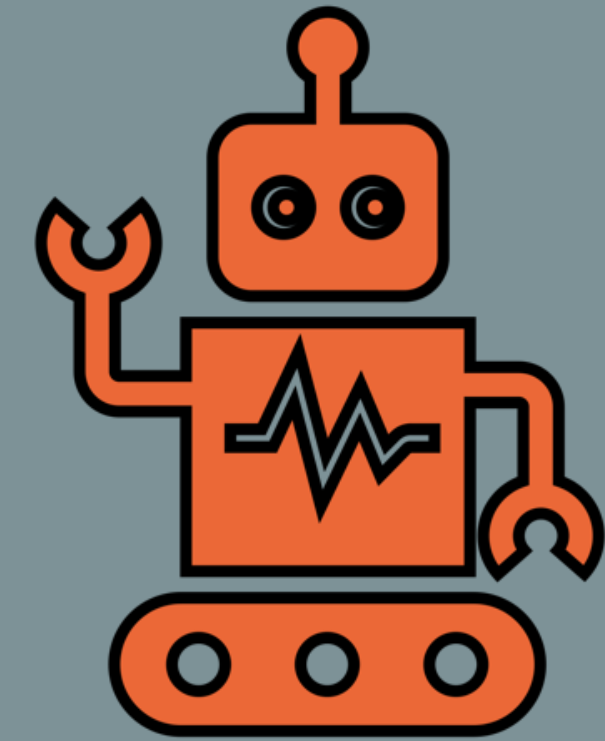
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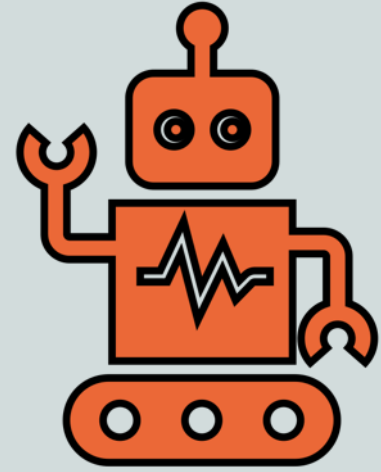
**New
knowledge**



New teams



**New
technology**

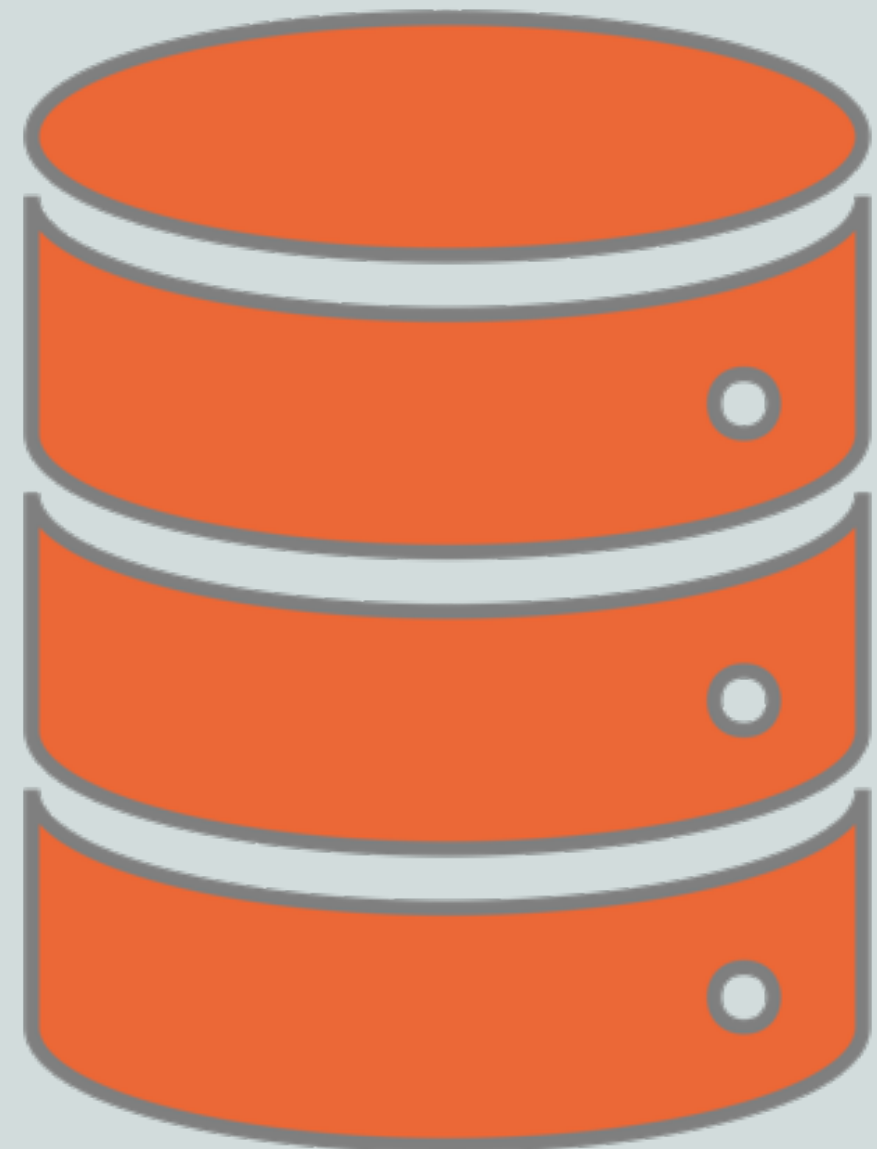


New technology: Needs-based tool development



Helix:

A democratisation of data at SVT



Contribute to an increase in data-driven decisions at SVT by providing trustworthy, easily available and actionable usage data.



A look forward 

svt

Appendix



New knowledge: What areas do we need to master?

1. Google ads and searches
2. Digital storytelling
3. PR, opinion shaping and influencer marketing (a new era of PR)
4. The internal communications of the future
5. Strategic marketing
6. Continuous analysis of ongoing campaigns
7. Advertising through FB ads manager
8. Marketing automation
9. Motion graphics
10. Strategic advert purchases
11. Concept visualisation and concept design
12. Strategic knowledge of prioritized SOME platforms
13. Public meetings and events
14. Partnerships with third-party platforms
15. Newsletters
16. CRM marketing
17. YouTube

Fire-side chat with

Henrik Fontin

*CHRO & Head of Communication
Jernhusen*

F2 Which of these traits do you have as a CMO? Please select all that apply.



The Survey

CMOs are:

Team players, curious, brave and big picture thinkers.

But not technically adept.

Most have a curious mind (93%) but sense a lack of tech adeptness as well as data literacy.

(only 39% says they are tech adept)

The Survey

Differences in traits between small and large companies

Small variations but some observations:

Larger companies CMOs are more

- More revenue and customer focussed
- Claim to have a better multichannel understanding
- Trend watchers

Smaller companies CMOs have fewer traits generally but

- An eye for design stands out
- All claim to have a curious mind (!)

Time for Panel discussion!



**1500 Swedish marketers
lost their jobs since March**

Arbetsförmedlingen report
September 2020

Register your interest!

www.cmogoestech.com/recruitment

Dare to take on more responsibility!

Be curious and learn more!

Focus on the Customer and Business results!

CMO goes TECH

Stay in touch at
WWW.CMOGOESTECH.COM

*We are looking forward to seeing you all at the next meetup in December
and you decide on the agenda.*

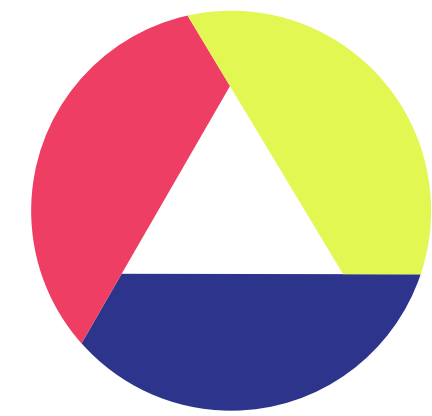
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 **Jernhusen**



CONSID

CH
INTERIM SEARCH



STACC
TECH ACCELERATOR



HEAD AGENT



MARCHER MARKHOLT

TRIB