

BEST PRACTICES FOR REVENUE GROWTH

SOLUTIONS FOR ACHIEVING MARKET SHARE GROWTH AND NEW BUSINESS IN A HIGHLY COMPETITIVE ENVIRONMENT

- **FOR CFO AND CRO: 5 BEST PRACTICES FOR REDUCING COSTS AND OPTIMIZING REVENUES**
- **FOR CORPORATE COMMUNICATIONS: 5 BEST PRACTICES FOR OPTIMIZING SHARE-OF-VOICE AND ENGAGEMENT**
- **FOR CORPORATE RESEARCH: 5 BEST PRACTICES FOR MARKET LEARNING, TEAM EDUCATION AND STAKEHOLDER INFLUENCE**
- **PLUS EXECUTIVE SURVEY: 10 QUESTIONS--ARE THESE YOUR B2B MARKETING & SALES REALITIES?**

**LEARN MORE ABOUT MEDIAVILLAGE
MEMBERSHIP RESOURCES & BENEFITS**

FIVE BEST PRACTICES FOR REDUCING COSTS AND OPTIMIZING REVENUES

1. RESTRUCTURE ORGANIZATIONAL SILOS

Although transforming from siloed hierarchies to horizontal collaboration is difficult, silos are an obsolete model originally designed to foster independent thinking and budget control. As industry walls crumble and integrated partnerships become the norm, siloed organizations operating with legacy models cannot compete effectively with agile, collaborative ones.

Replace organizational silos with ICOs — integrated collaborative organizations — for greater efficiency and competitive effectiveness

2. ZERO-BASE B2B MARKETING INVESTMENTS

Legacy B2B solutions have declined in effectiveness and scale. Your B2B communications and public relations priorities and success-metrics require updating. Update B2B solutions and zero-base legacy trade advertising and ESPECIALLY conference sponsorships. It's essential to assess B2B marketing investments and reallocate budgets to *improve* proprietary business intelligence, *target* integrated business partnerships, *fill* knowledge gaps among stakeholders, and proactively *address* obstacles to growth.

3. INVEST IN SOLUTIONS-BASED B2B TARGETING AND EDUCATION

Integration of capabilities across B2B marketing disciplines improves organizational efficiency and agility. Resources can be allocated and integrated quickly to respond most effectively to business growth opportunities without the complications of organizational inertia. Build strategies with *defined KPIs*. Step One: Review your B2B marketing database. Without a constantly updated and high-quality database, targeting is inefficient and ineffective.

4. ATTRACT, RETAIN AND EMPOWER “NEW MAJORITY” TALENT

As difficult as it may seem, the problem of hiring and *retaining* “new majority” talent is solvable. The resources available through AdvancingDiversity.org enable you to optimize experiences, facilitate collaboration, and apply proven practices for diversity, equality and inclusion across teams.

5. EFFECTIVELY PREPARE FOR MEETINGS AND SUCCESS

Growth requires investments in turn-key tools and educational resources dedicated to ongoing intelligence gathering and rapid response to marketplace shifts. MediaVillage GUARANTEES that following our model and optimizing our tools and resources will reduce your B2B marketing, sales, research, communications and talent development overhead by 15% to 35%, while measurably improving your effectiveness and growth.

INCLUDED WITH ALL MEMBERSHIPS IS AN AUDIT OF YOUR TEAM'S PREPAREDNESS AND ORGANIZATIONAL EFFECTIVENESS.

FIVE BEST PRACTICES FOR CORPORATE COMMUNICATIONS TEAMS:

1. ACTIVATE AND OPTIMIZE YOUR MEDIAVILLAGE KNOWLEDGEEEXCHANGE SITE

MediaVillage KnowledgeExchange is home to the marketing communications and market educational content for more than 100 leading media and advertising companies, organizations, associations and industry experts. MediaVillage journalists create earned media content in collaboration with your teams; publish and archive your press releases, white papers, team profiles, case studies, research reports and executive interviews; and engage your team members in audio and video presentations.

2. ACTIVATE YOUR OWNED BANNER ADVERTISING INVENTORY AT MEDIAVILLAGE

MediaVillage Education & Diversity Activist and Leader Members qualify for banner ad campaigns to drive action, generate response, build new business leads and expand databases.

3. INSPIRE YOUR RESEARCH TEAM

Inspire your research team to develop regular research reports that our experts can convert into relevant earned media articles and reports, presented for optimum relevance to advertiser and agency decision-makers. Your clients are focused on learning right now. Be a teacher. Reinforce your-go-to-market strategies and priorities so your sales team will engage with positive momentum. Your research reports can be published and searchable at your MediaVillage site and at www.MeetingPrep.com.

4. PUBLISH EXECUTIVE LEADERSHIP COMMUNICATIONS

While many companies are adopting a wait-and-see approach to B2B marketing, smart leaders are allocating budgets for brand equity building through executive communications. Executive thought leadership is a powerful game changer in crisis times. MediaVillage is the media, advertising and marketing community's #1 home for executive thought leadership.

5. ASSURE YOUR SALES TEAM HAS A VOICE

While your competitors are silent, speak up. The media and advertising community underinvests in education and content marketing by 500% compared to other leading industries. MediaVillage offers a turn-key solution for more effective and efficient PR, content marketing and journalistic support. We collaborate closely with marketing communications teams, PR firms, social media leads and publicists, connecting them with our dedicated journalists, subject matter experts, social media and SEO teams.

FIVE BEST PRACTICES FOR CORPORATE RESEARCH TEAMS:

1. BE YOUR ORGANIZATION'S SOURCE OF MARKET INTELLIGENCE

New research, market insights and data published daily are relevant for teams across your organization who are grappling with new realities. Gather and communicate relevant insights. Follow [MediaVillage](#) and our featured columnists for resources and updated, proprietary and exclusive economic and strategic insights. Aggregate and share relevant knowledge with your colleagues.

2. BE THE INDUSTRY'S SOURCE OF INSIGHTS ON YOUR BUSINESS CATEGORY

Coordinate with your corporate communications team to create and publish as least one-weekly market insights report, using available market intelligence and new proprietary research. Share your research with MediaVillage in ready-to-publish reports or provide direction and insights with our assigned journalist, who will write reports for your approval. Reports will be published and searchable at your KnowledgeExchange site and are emailed to our 20,000 subscribers. Share relevant insights with the community.

3. EVALUATE GO-TO-MARKET GROWTH STRATEGIES FOR POST-PANDEMIC RECOVERY

The Myers Report has completed a new Marketplace Assessment survey of 700+ advertiser and agency executives identifying underlying strengths, weaknesses, growth obstacles and growth opportunities for 72 media companies prior to Covid-19 (field work completed March 10th). Fieldwork will be repeated in November 2020 and in mid-2021 to provide the only clear pre/mid/post data to identify go-to-market competitive insights and opportunities for post-pandemic growth.

4. BE THE EXPERT ON EMERGING ECONOMIC REALITIES AND IMPACT

Investment analysts, [SMI](#), [eMarketer](#) and [The Myers Report](#) regularly publish new data and economic opinions. [The Myers Report Marketing and Media Economic Data & Forecasts 2000-2025](#) guides financial management through the day-to-day economic shifts they're now navigating, empowering them to assess costs, revenues and growth priorities in advance of the 2021/22 economic recovery.

5. IDENTIFY MEDIA BUYING AND SELLING TRENDS THAT WILL INFORM POST-RECOVERY MEDIA ALLOCATION

It's naïve to believe media sales and media research will be the same in 2021 and beyond. Trends toward automated transactions, data aggregation and non-ad supported TV viewing will accelerate. Research budgets will be cut; marketers will move proactively to programmatic; dependence on high salaried legacy media buyers and sellers will diminish. Research executives who identify, influence and effectively communicate – internally and externally – their corporate and brand differentiation and relevance for the future marketplace will be elevated to senior corporate roles.

EMPOWERING GROWTH THROUGH EDUCATION AND DIVERSITY

SURVEY: ARE THESE YOUR B2B MARKETING & SALES REALITIES?

ON A 1-10 SCALE (1=NOT AT ALL AGREE; 10=VERY STRONGLY AGREE) RATE EACH OF THE FOLLOWING STATEMENTS BASED ON HOW SIGNIFICANTLY THEY IMPACT ON YOUR DAY-TO-DAY BUSINESS REALITIES.

- The mounting pressure of ever-expanding day-to-day responsibilities and ZOOM calls are increasing demands on my time.
1 2 3 4 5 6 7 8 9 10
- The pressure of competition feeds inertia and makes it more challenging to innovate and change day-to-day business responsibilities.
1 2 3 4 5 6 7 8 9 10
- Executives with budget and financial control are often disengaged from my day-to-day business realities, and budget cut-backs are impacting on my effectiveness.
1 2 3 4 5 6 7 8 9 10
- Organizational hierarchies and silos — at my company and others — are outdated and remain locked into organizational systems that make my work more difficult.
1 2 3 4 5 6 7 8 9 10
- Subject matter expertise and market intelligence are difficult to access, and I sometimes find myself and others unprepared for meetings.
1 2 3 4 5 6 7 8 9 10
- Trust is eroding and it's more challenging to build strong relationships with mutual trust.
1 2 3 4 5 6 7 8 9 10
- Experience is no longer a proxy for knowledge and I find that younger colleagues often have important knowledge in the digital marketplace that more senior professionals often lack.
1 2 3 4 5 6 7 8 9 10
- Knowledge is no longer a pre-qualification for responsibility, and those in roles of responsibility often lack the knowledge to be most effective.
1 2 3 4 5 6 7 8 9 10

TOTAL POINTS: _____

RETURN THIS SURVEY TO MARYANN@MEDIAVILLAGE.COM AND RECEIVE ANALYSIS OF YOUR SCORE PLUS A FREE MEDIAVILLAGE RESEARCH REPORT:

“THE CASE FOR EDUCATION & DIVERSITY AS TOOLS FOR BUSINESS GROWTH IN MARKETING & MEDIA”