

# How to become a bolder marketing leader and why it matters



Good, bold marketing inspires businesses to make life better for customers. Bold marketers sense what customers want, often before they know it, and find new and better ways to respond, profitably and competitively.

To become a bolder and more effective marketing leader you need to master three things brilliantly:

**FUTURE**  
**ENGAGE**  
**DELIVER**

With thanks to Steve Radcliffe, author of *Leadership – Plain and Simple*, for use of FED.

020 8973 1700  
[www.marketingsociety.com](http://www.marketingsociety.com)



## OUR MANIFESTO FOR MARKETING LEADERSHIP

@TheMarketingSoc  
#Manifesto4Marketing

# FUTURE

## CREATE A SHARED VISION OF HOW YOU WILL SUCCEED

### Make sustainable growth your ultimate goal

- Aim to create lasting success, financially, socially, environmentally

### Agree a guiding purpose, set a stretching goal

- Uncover the reasons why your organisation and brands exist
- Use as a guiding star for current and future colleagues, partners and suppliers
- Create a bold vision of what success looks like
- Share widely

### Choose where and how to compete

- Clarify which customer needs you meet, in line with your purpose
- Assess your organisation's most important capabilities competitively
- Work out the implications of future trends
- Look across this picture and decide where you can most successfully play and how you will win

# ENGAGE

## INSPIRE THE ORGANISATION TO BE CUSTOMER-LED

### Find creative ways to get the whole business involved

- Use story-telling to inspire care for customers and belief in the brand
- Be clear about people's roles in listening, learning and delivering

### Bring your customers into the boardroom

- Bring customers and their needs to life for the senior team, ensure value-creating decisions are seen from a customer perspective
- Show customers as the top line of the business and the value of long term relationships, using it to sustain board-level interest

### Be commercially fluent

- Speak the language of commerce, finance and investment
- Understand the business model: what commercial success looks like and how to achieve it
- Know how to optimise margins, make a sound business case, assess risk and adjust plans to reflect financial constraints

# DELIVER

## CREATE VALUE FOR CUSTOMERS, EARN VALUE FROM CUSTOMERS

### Anticipate what customers value and find new ways to create it

- Interrogate the data to find insights that lead to continuous improvement and significant innovation
- Be bold: act before competitors by seeing unmet customer needs

### Shape the customer experience

- Design the experience you intend to deliver
- Inspire people across the organisation to create value at every touch point
- Differentiate where it matters
- Bring brand promises to life

### Create a dialogue and earn advocacy

- Intrigue and engage current and potential customers, finding enjoyable ways to talk about your brand, but sensitive to those who want to opt out
- Grow recommendation by delivering on your promises and responding positively when things go wrong