

lūquire

the swiss army knife marketer

from overstretched to indispensable

Katie Brown Director of Business Strategy

Christina Rogers Senior Director of Communications

**we see a core
truth across
industries,
verticals, and
marketing
teams.**

lūquire

Honeywell



Visit North Carolina **NC**



Bojangles

Duke's
MAYO

yes,
COLUMBUS

VOLVO



NUCOR




SIMON



Alliance
Health



National
Gypsum



the pressure is on.

budget whisperer

data scientist

AI strategist

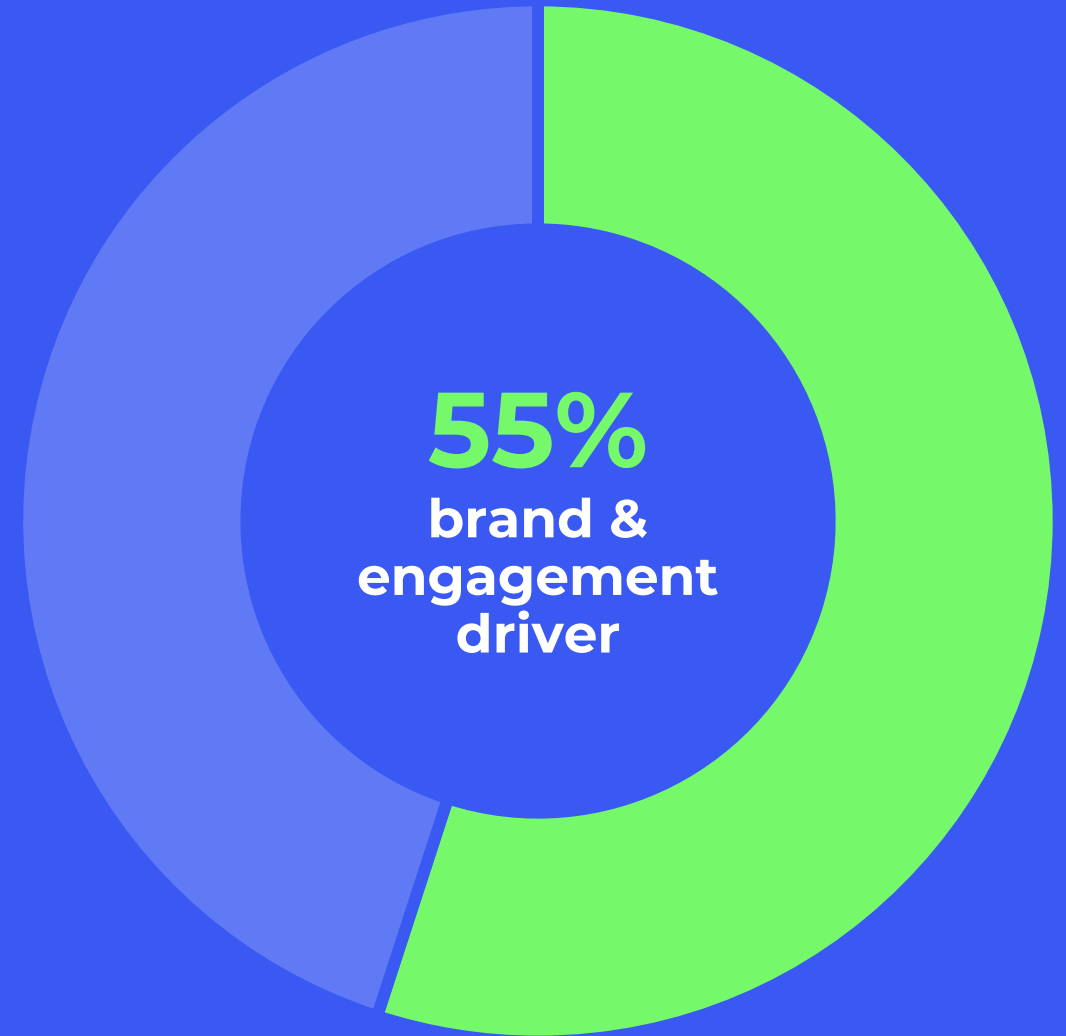
cultural translator

brand architect

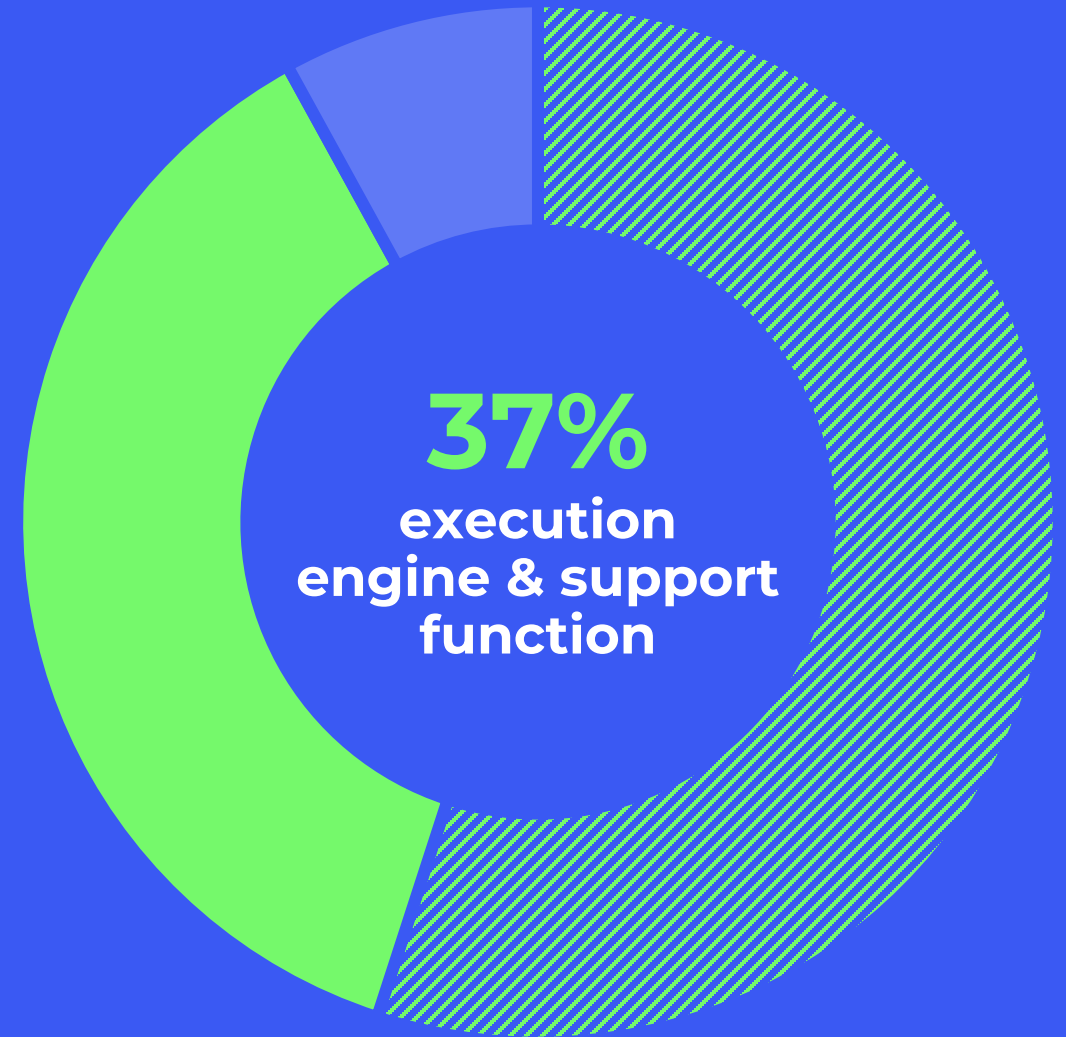
crisis manager

we asked:

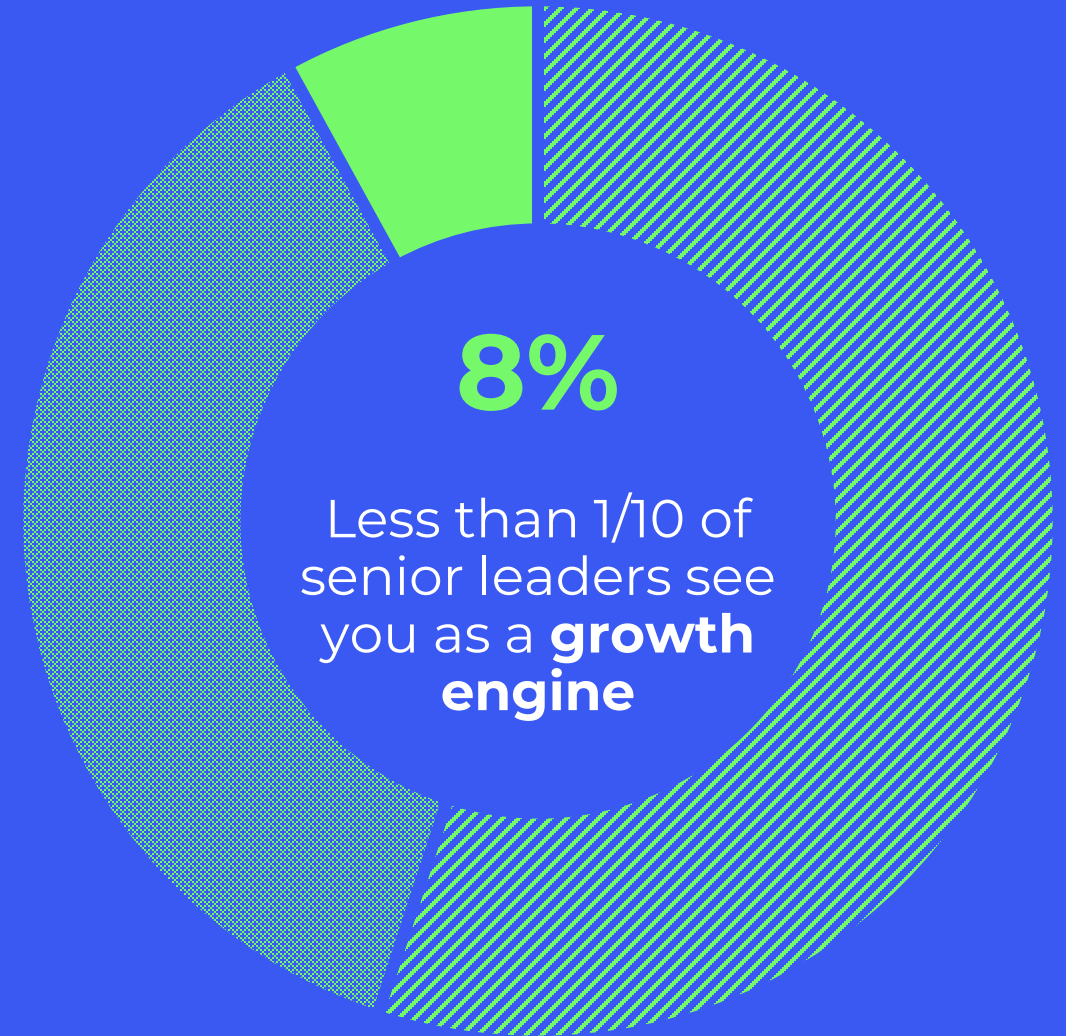
**how do senior leaders
see you and the
marketing function?**



**how do senior leaders
see you and the
marketing function?**



**how do senior leaders
see you and the
marketing function?**



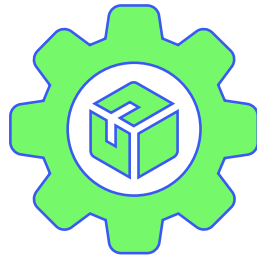
**macro trend:
what do these
brands have in
common?**



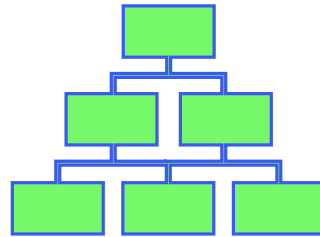
marketing organizations are being led by



sales
leaders



product
development
innovators



operations
leaders



revenue
managers



client experience
specialists

**the role most likely
to come on the
c-suite scene?**





**wake up,
marketers.
we've got a
PR problem.**

**so today, let's focus on reframing
our impact and influence.**

it's time to flip the script.

**let's start with
what's holding
us back.**

**which do you
think over 50%
of you said?**

Navigating the growing complexity of AI, data, and tech.

Proving marketing's value to a leadership team that doesn't always get it.

Being expected to do more with less.

Working as hard as ever but without a clear definition of success.

Keeping my skills and knowledge up to date in a constantly evolving space.

**let's start with
what's holding
us back.**

**which do you
think over 50%
of you said?**

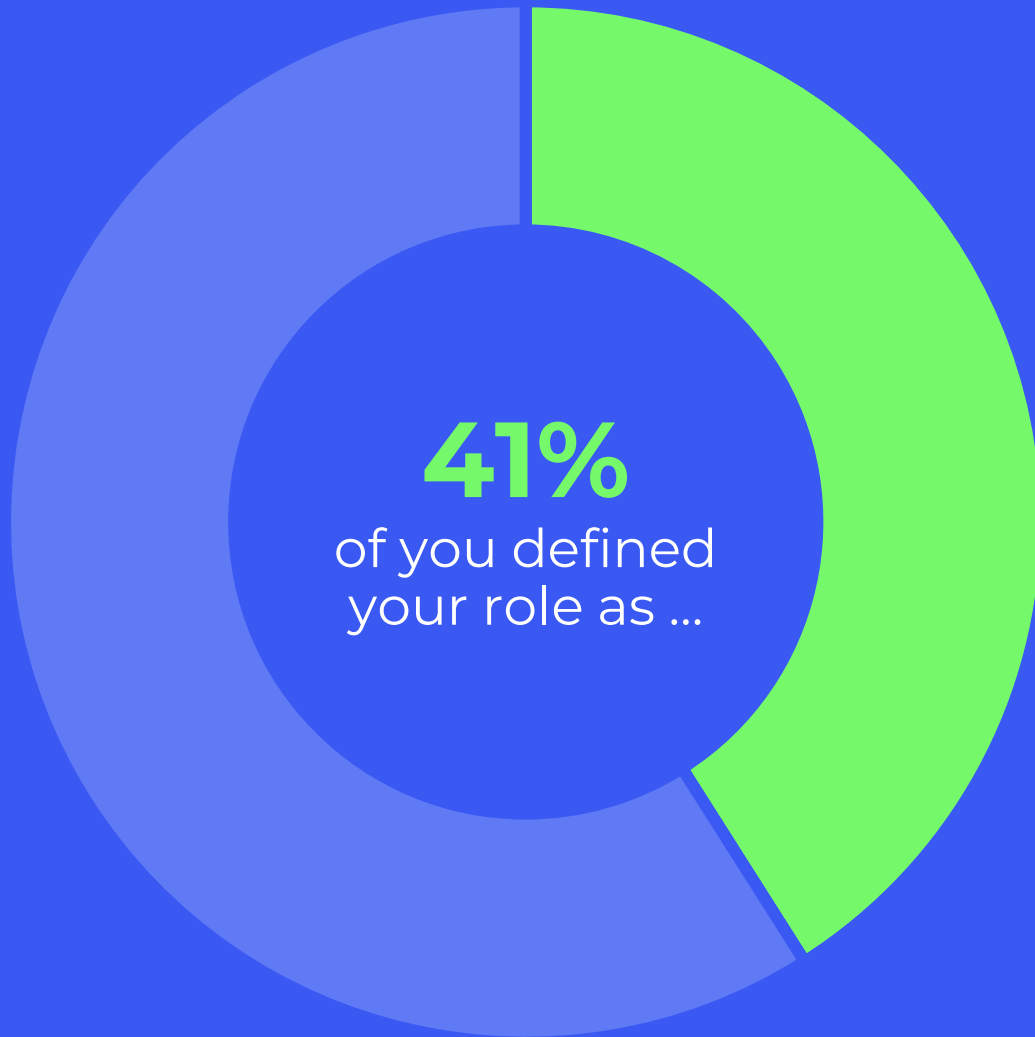
Navigating the growing complexity of AI, data, and tech.

Proving marketing's value to a leadership team that doesn't always get it.

Being expected to do more with less.

Working as hard as ever but without a clear definition of success.

Keeping my skills and knowledge up to date in a constantly evolving space.



spending more time
reacting to demands
than shaping the
agenda.

what does this lead to?

**sending the message that we can
and should “do it all”**

**less intrinsic marriage to the
business, more to execution**

**vulnerability in our value-add
perception**



**we need to move
from driven doers**

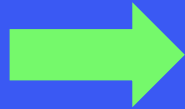


driven doers

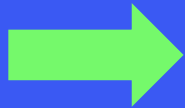


to strategic
orchestrators

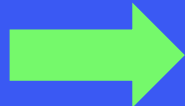
strategic orchestrators (or captain picard):



know which 20% of work
drives 80% of the impact



drive cross-functional
alignment



speak confidently
with candor

**let's look at
three ways to
rewrite the
playbook.**

A man with short brown hair, wearing a grey suit, white shirt, and striped tie, is sitting in a red armchair. He is holding a large, open book in front of him. The book's cover, visible on the right page, is white with the words "THE PLAYBOOK" printed in black, all-caps, serif font. The background is a dimly lit room with wood-paneled walls. To the left, there's a wall with a light switch and a small framed picture. To the right, there's a wooden cabinet with drawers, a framed poster, and various items on shelves in the background, including what looks like a small robot figurine.

THE
PLAYBOOK

end goal: increase impact and influence



marry the business



build strategic
alliances and meet
regularly



learn kindor and use it
to focus the team



marry the business



**build strategic
alliances and meet
regularly**



**learn kindor and use it
to focus the team**

typical marketing/sales funnel

awareness

consideration

trial/visit

purchase

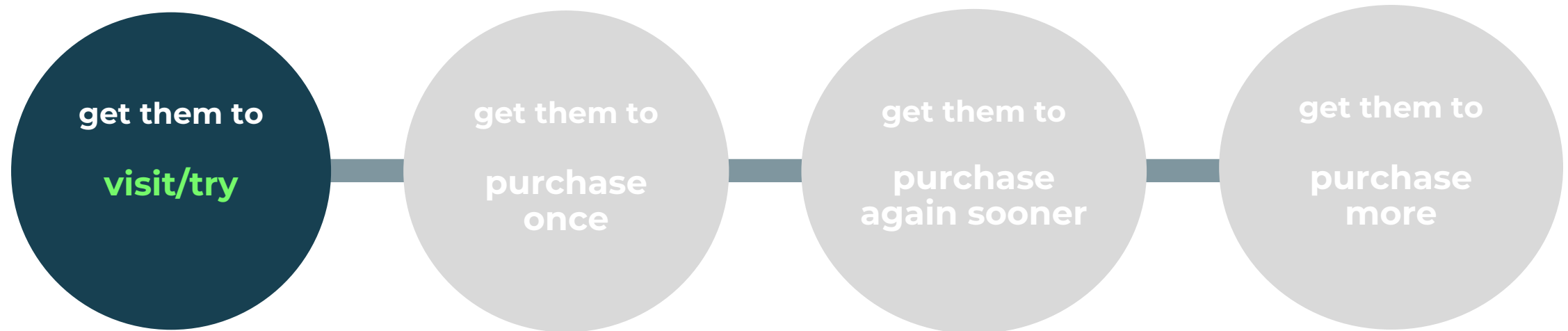
repeat
purchase

loyalty

our "get them to" framework helps reframe the funnel through core revenue-driving consumer behaviors



tie together marketing + business metrics

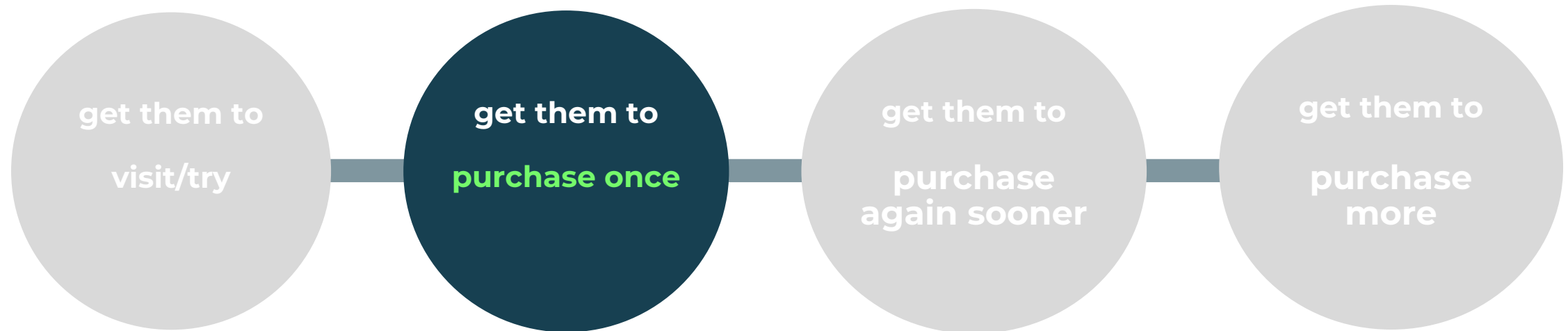


**Impression
metrics**



- Increased foot traffic
- Increased web/e-comm traffic
- Increased length of visit/time on site
- Decreased cost per visit
- Increased first-party data collected

tie together marketing + business metrics



**Engagement
metrics**



- Store entry/e-comm conversion rate
- Velocity to purchase rate increasing
- Coupon/offer penetration rate
- Increased revenue
- Increased customer base

tie together marketing + business metrics



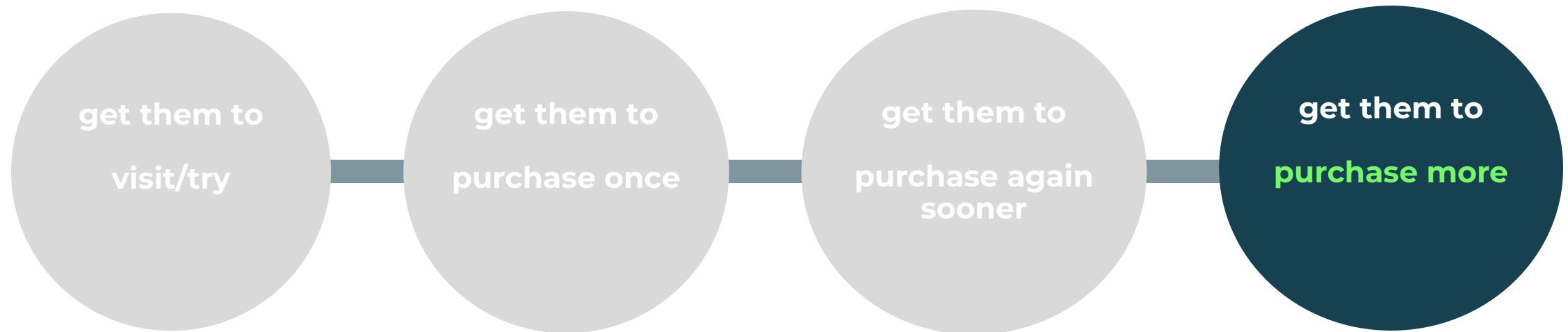
**Engagement
metrics**

**Retargeting
metrics**



- Repeat web visitors increasing
- Number of repeat purchasers increasing
- Length between purchases decreasing
- Increased revenue
- Increased loyalty sign-ups

tie together marketing + business metrics



**Engagement
metrics**

**Retargeting
metrics**



- Increase in average order size
- Increase in average order value
- Increase in upsell conversions
- Increase in cross-category purchases



marry the business

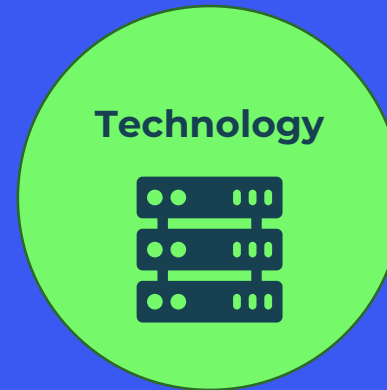


**build strategic
alliances and meet
regularly**

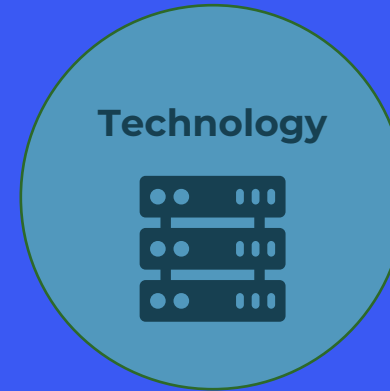


**learn kindor and use it
to focus the team**

alliances increase understanding and influence



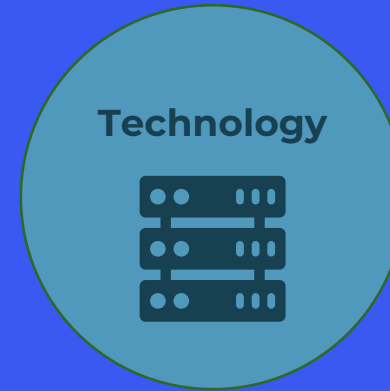
alliances increase understanding and influence



ensure growth strategies
are aligned

marketing influence play:
ask to co-own revenue outcomes

alliances increase understanding and influence

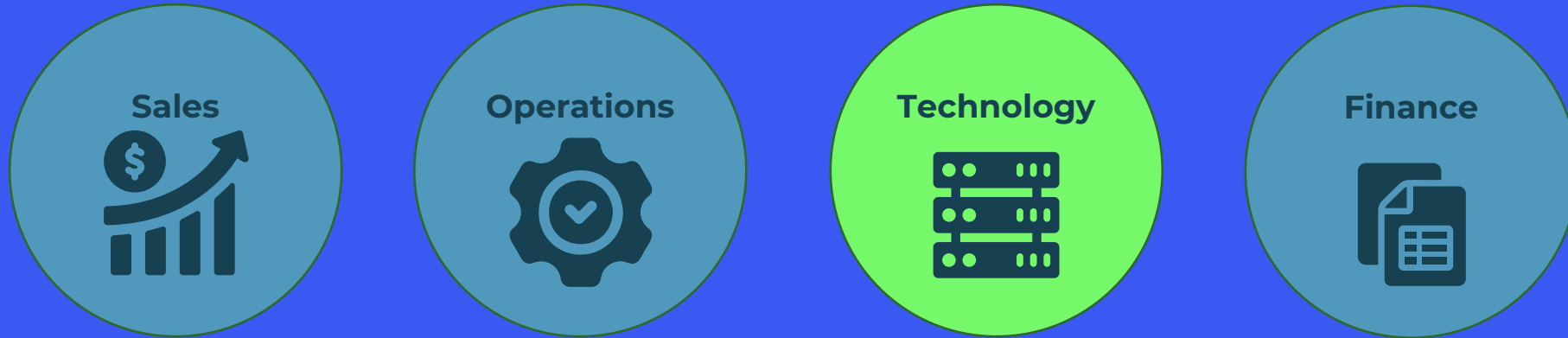


ensure operations can actually
deliver the brand promise

marketing influence play:

show that you want to deeply understand
operational and CX limitations/opportunities

alliances increase understanding and influence

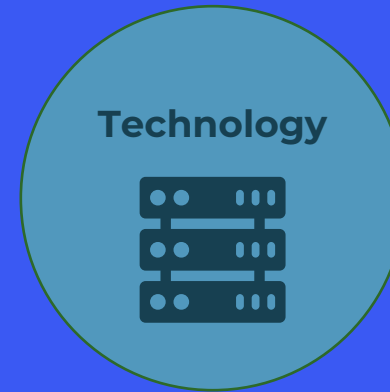


future proof marketing's role

marketing influence play:

secure a seat at the table for tech decisions and
work toward stack alignment

alliances increase understanding and influence



speak the language of profitability

marketing influence play:

shift the marketing conversation
from cost to value



Marry the business



**Build strategic
alliances and meet
regularly**



**Learn Kindor and use
it to focus the team**

kindor[®]

jerk-free honesty

A combination of kindness and candor.
Something we believe is critical to
building mutual respect, trust and the
ability to say no.

**a kind of
truth for
consideration**

**marketing *does* play an
indispensable role.**

**and, much of what we do as
marketers can work against us
actually moving the business.**

where we see this show up most often:

- ✓ focusing on channels or output that don't connect to the biggest business needs
- ✓ micro-optimizations and reporting overload
- ✓ content overdevelopment instead of smart repackaging
- ✓ unnecessary “sub-brands” or “sub segmentations”
- ✓ siloed team structure resulting in missed opportunities

so, ask the tough questions.
(with kindness)

is this trying to make something 50% or 5% better?

am I just doing this because it's what we've always done?

is this strategically sound or a "should"?

is what I'm doing tied to a specific business metric?

budget whisperer

data scientist

AI strategist

cultural translator

brand architect

crisis manager



key takeaways



Marry the business to relentlessly focus on the 20% of marketing that drives 80% of impact.



You can drive more impact and influence if you use Kindor to say no to things that don't drive the business.



Alliances matter.



Always start with “how we’re driving growth” (not what we’re working on).

thank you!

katie: kbrown@luquire.com

christina: crogers@luquire.com