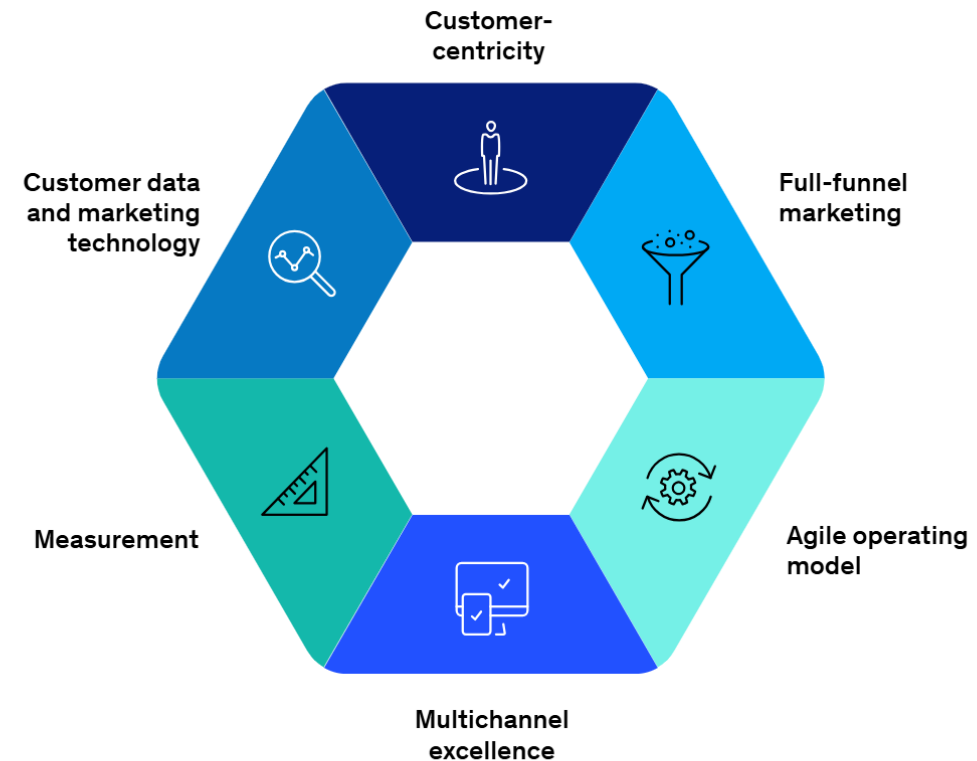


# Marketing's Areas of Expertise

# McKinsey: Modern Marketing Capabilities

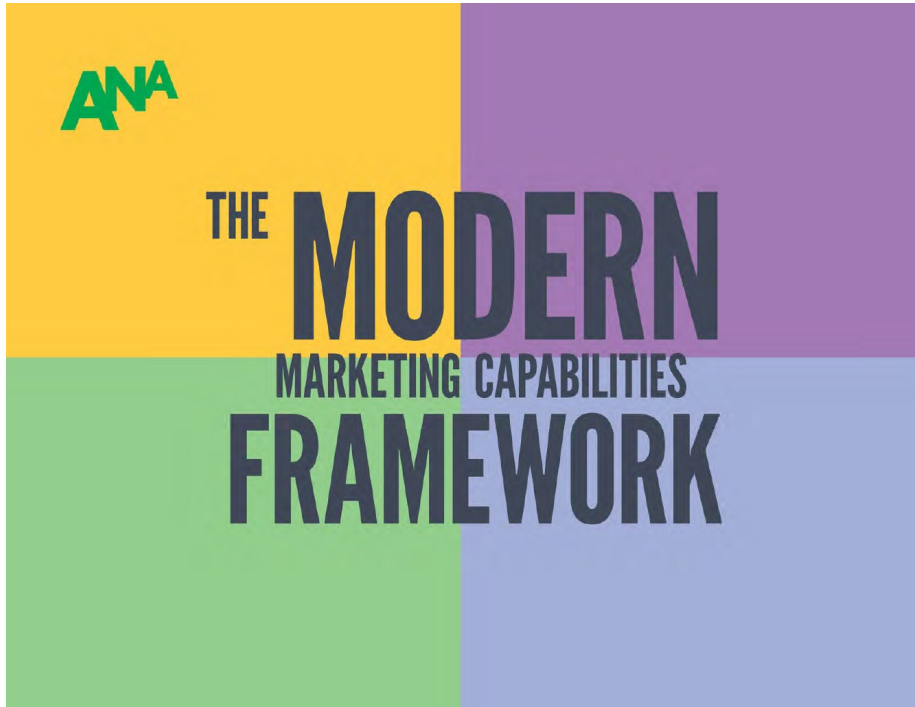
Marketing will not be transformed by strength in one particular capability alone, even if it is built across the organization. All six capabilities are essential.

Click on a capability to see how to scale it successfully



McKinsey & Company

## ANA (2023)



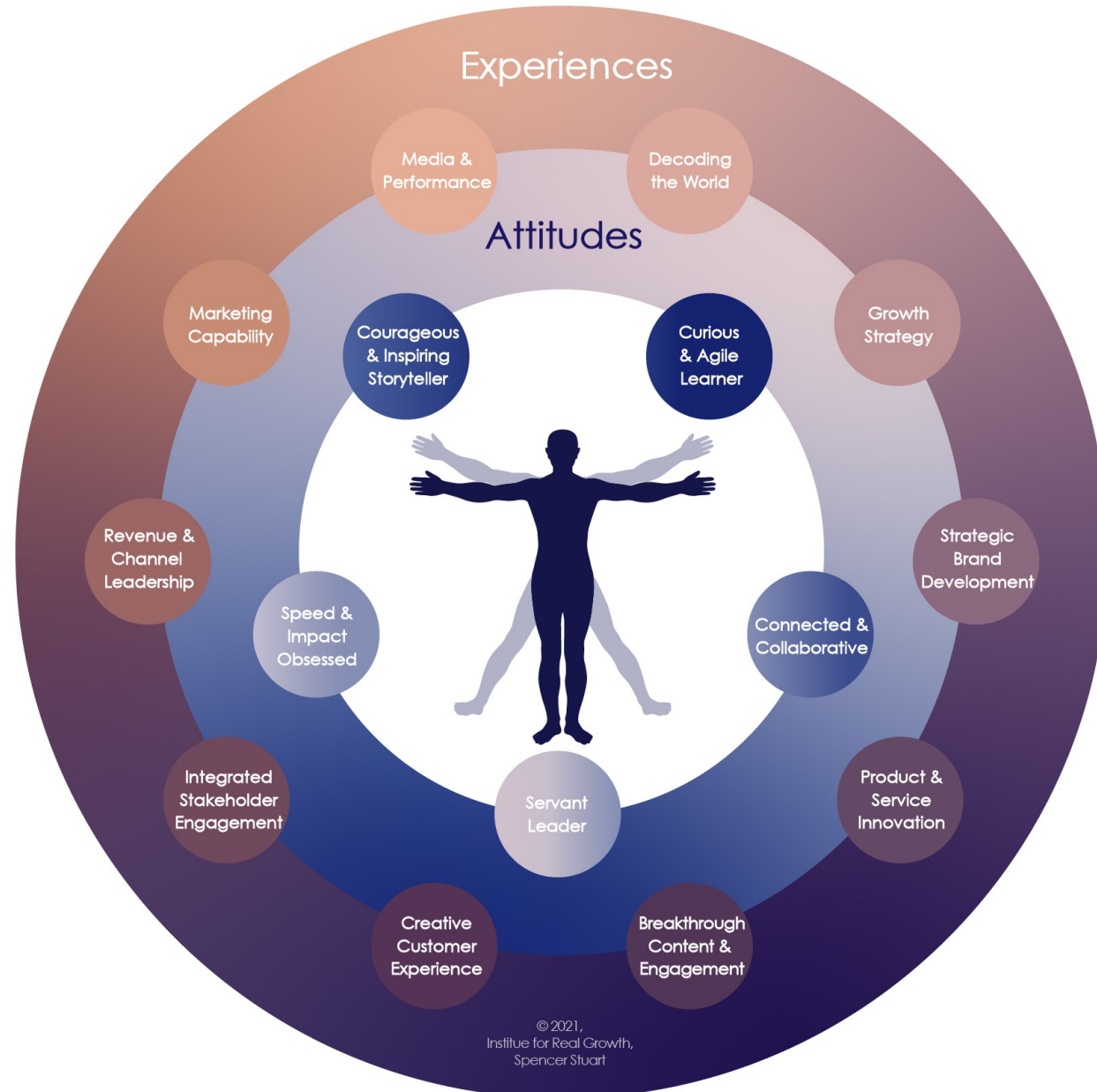
## BRAND, CREATIVITY, AND MEDIA\*\*

The priority area of **Brand, Creativity, and Media** is defined as the essential craft of marketing. Its connection to innovative experiences and media represents the centerpiece for potential growth. Marketers can build the foundation for long-term business growth and brand value by improving their effectiveness through innovation, staying true to a brand's purpose, and shifting to a "Brands for Humans" mindset.

As we assessed the skill sets for this category, the following rose to the top across contributor brands as critical to marketing success:

- Customer Marketing
- Strategy and Planning
- Content (creation, curation, channels)
- Campaign (strategy, planning, execution)
- Brand Building
- Media
- Product\*: Strategy, development, positioning, lifecycle, and launch/go-to-market (GTM)
- Insights\*
- Diversity, Equity, Inclusion and Belonging\*: Inclusive marketing and creative

# DaVinci CMO Profile



# ChatGPT

These are the **core capabilities** every modern marketing function should own or tightly partner on.

## **1.Customer & Market Insight (Strategy & Insight)**

1. What it does: collects, synthesizes, and operationalizes customer, competitive, and market data to guide strategy.
2. Classic ties: STP, market segmentation, JTBD (jobs-to-be-done).

## **2.Value & Portfolio Strategy (Product & Pricing alignment)**

1. What it does: defines propositions, pricing, packaging and GTM alignment (marketing + product).
2. Classic ties: positioning, value proposition frameworks.

## **3.Creative & Content (Brand + Content Ops)**

1. What it does: creates on-brand creative assets, content at scale, and reusable creative systems.
2. Classic ties: brand architecture, messaging house.

## **4.Full-Funnel Demand & Media Activation**

1. What it does: plans and executes acquisition, consideration, conversion, and retention across channels (paid/owned/earned).
2. Classic ties: marketing funnel, AIDA, SOSTAC tactics.

## **5.Customer Experience & Personalization (CX / Lifecycle)**

1. What it does: orchestrates consistent experiences across touchpoints, builds journeys and retention programs.
2. Classic ties: customer journey mapping, CLV frameworks.

## **6.Measurement, Data & Martech (Analytics & ROI)**

1. What it does: unifies data, measures ROI, enables testing, personalization, and automation.
2. Classic ties: econometric/attribution models, marketing dashboards.

# Moving forward: Analysis shifts

| Capability          | 2020 learning                                                                             | 2030 learning                                                                                 |
|---------------------|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Insights generation | <ul style="list-style-type: none"> <li>Fundamental to a real value proposition</li> </ul> | <ul style="list-style-type: none"> <li>AI as an accelerator to generating insights</li> </ul> |
| Strategy            |                                                                                           |                                                                                               |
| ...                 |                                                                                           |                                                                                               |
| ..                  |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |
|                     |                                                                                           |                                                                                               |

# Thank you.