



KPMG Customer First Podcast Shownotes

Future of Marketing

Summary

In KPMG's Customer First podcast series, our experts discuss what tomorrow may look like for a wide range of business capabilities, as we strive to meet the demands of an increasingly customer-led world.

Carmen Bekker is a KPMG partner in Australia, focused on customer, brand and marketing strategy. Carmen is also the ASPAC Regional Hub lead for KPMG's Global Customer Center of Excellence, which helps our clients drive profitable growth by putting customers at the heart of their business.

In this episode on the Future of Marketing, Carmen speaks with Jason Galloway, Managing Director of Customer Advisory in the United States, and Joanna Stringer, a partner in our KPMG strategy advisory in the United Kingdom.

This truly global panel discuss the rapidly shifting consumer marketplace, the rise of marketing tech and how the expectation – and role – of marketing within organizations may change in the coming months and years.

With an increasing focus on marketing data measurement, the panel explores the metrics behind brand value. And as the traditionally separate roles of marketing, branding and customer experience continue to converge, they all agree that the need to pull these sources together into one holistic point of view is vital.

The panel also consider how the scope of the Chief Marketing Officer is expanding, moving from a conceptual, creative space, to one that is also responsible for commercial and growth targets.

This global shift will mean marketing professionals must be confident in their abilities to integrate financial and technical acumen into their marketing strategies to create a truly connected enterprise.

Jump to

- 00.42 min How the connected customer is changing the marketing operating model
- 01.37 min The changing landscape of marketing technology
- 03.49 min Linking brand value to marketing and sales results
- 06.49 min Where do we stand? The role of marketing functions with organizations
- 08.55 min The new CMO: expectations for the next generation of marketing leaders
- 12.20 min The rise of technology and how to harness it within your team
- 13.26 min The C-suite: creating a dashboard for a customer-centric experience
- 17.11 min From CMO to CEO – creating space at the top table
- 18.37 min COVID-19 and the impact of the changing landscape on the marketing function
- 21.39 min Takeaway advice for the Future of Marketing



Links from this episode

- Source for all brands discussed : KPMG 2019 Customer Experience Excellence Report: [Customer first. Customer obsessed](#)
- When a [US retailer's data collection](#) became more creepy than cool
- Find out more about our brains' [negativity bias](#).

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