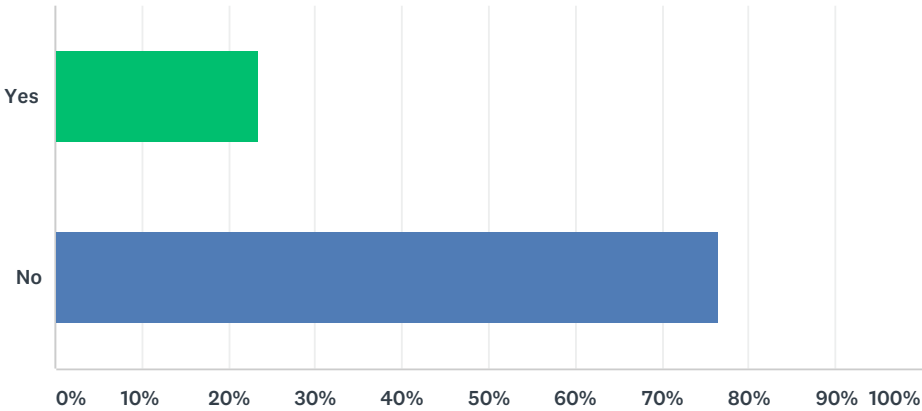


Q1 First, to set the stage, help us understand marketing’s position within your organization. Does your firm have a dedicated Chief Marketing Officer? (Y or N)

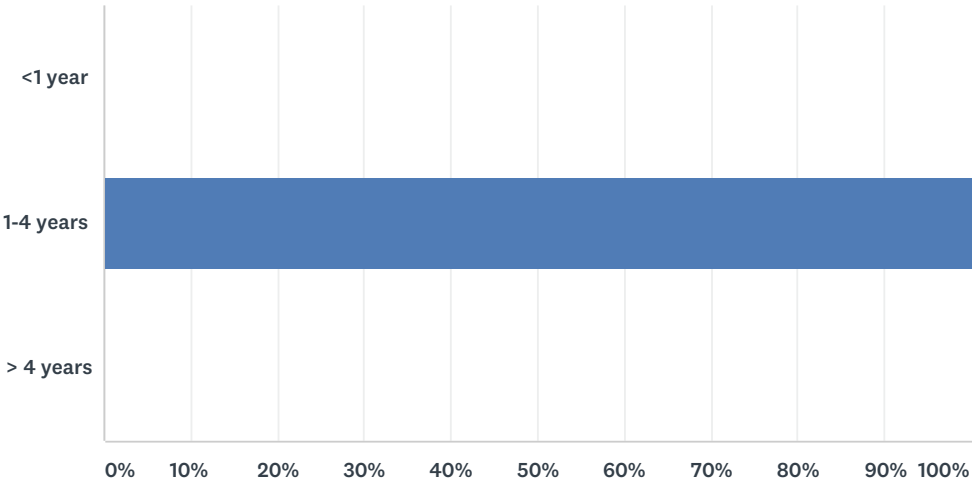
Answered: 17 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		23.53%	4
No		76.47%	13
TOTAL			17

Q2 For how long has the position existed? (choose one)

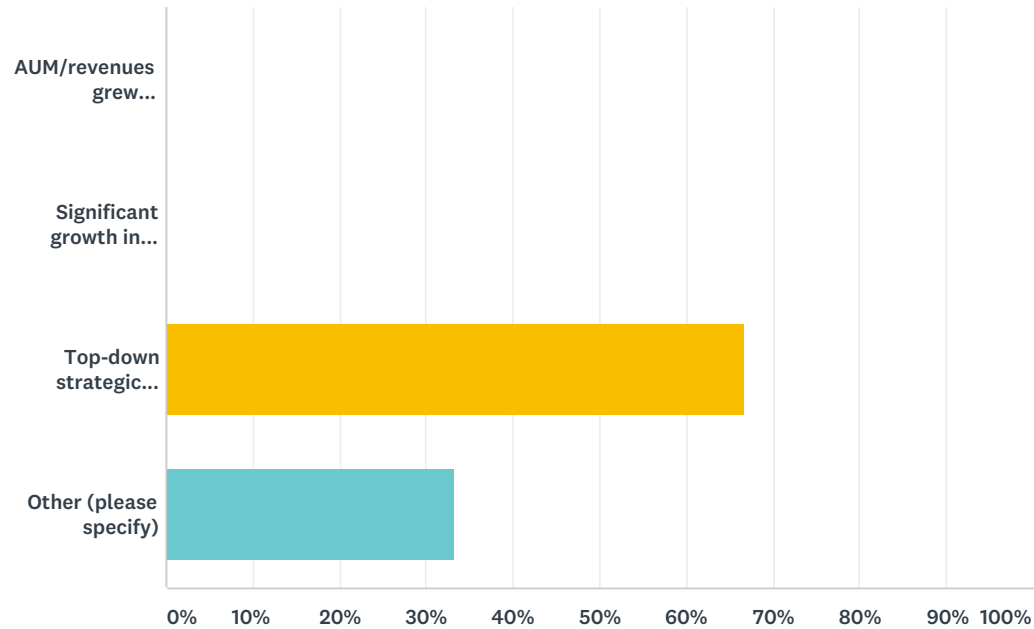
Answered: 3 Skipped: 14



ANSWER CHOICES	RESPONSES	
<1 year	0.00%	0
1-4 years	100.00%	3
> 4 years	0.00%	0
TOTAL		3

Q3 What was the primary factor that drove creation of the position?
(choose one)

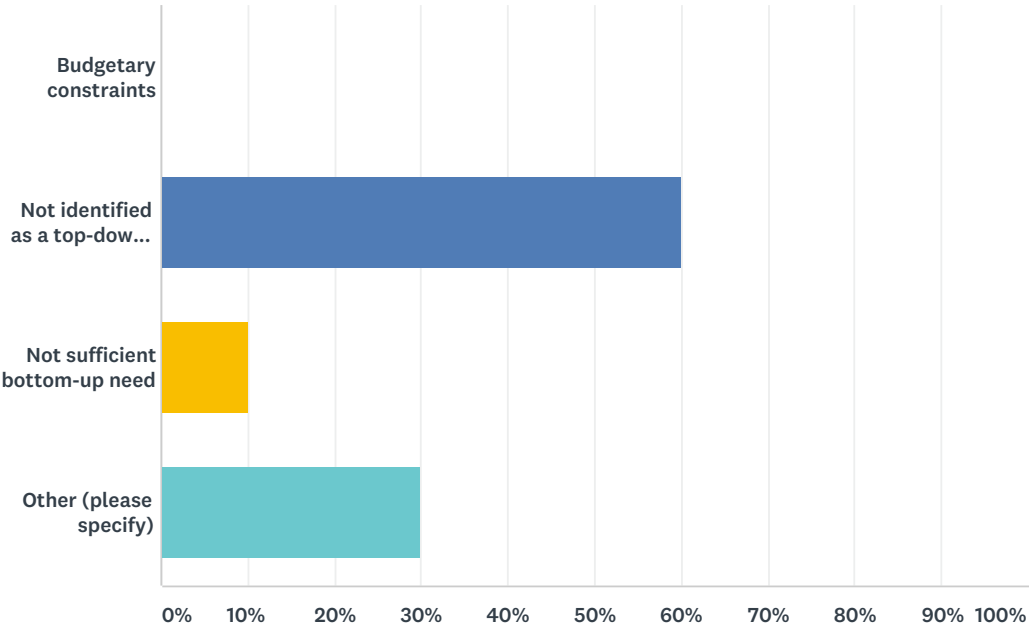
Answered: 3 Skipped: 14



ANSWER CHOICES	RESPONSES	
AUM/revenues grew sufficiently to enable budgeting for the position	0.00%	0
Significant growth in bottom-up demand for marketing content	0.00%	0
Top-down strategic decision to increase focus on marketing	66.67%	2
Other (please specify)	33.33%	1
Total Respondents: 3		

Q4 What is the primary reason the role does not exist at your firm?
(choose one)

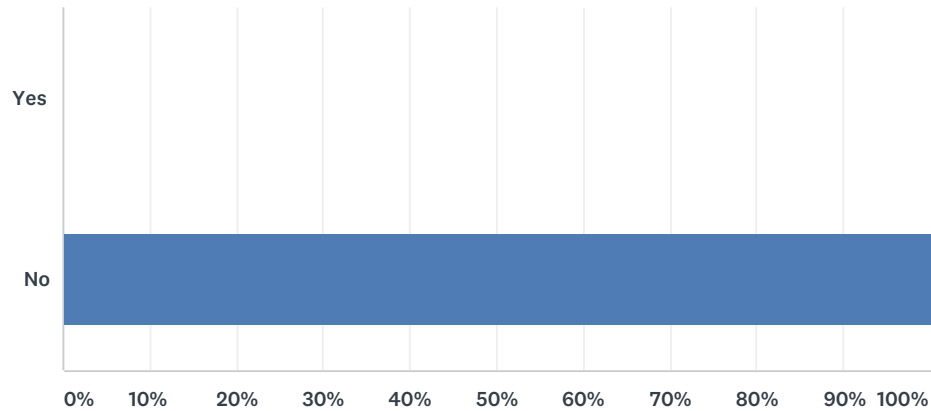
Answered: 10 Skipped: 7



ANSWER CHOICES	RESPONSES	
Budgetary constraints	0.00%	0
Not identified as a top-down strategic priority	60.00%	6
Not sufficient bottom-up need	10.00%	1
Other (please specify)	30.00%	3
Total Respondents: 10		

Q5 Are you actively considering the creation of a CMO position?

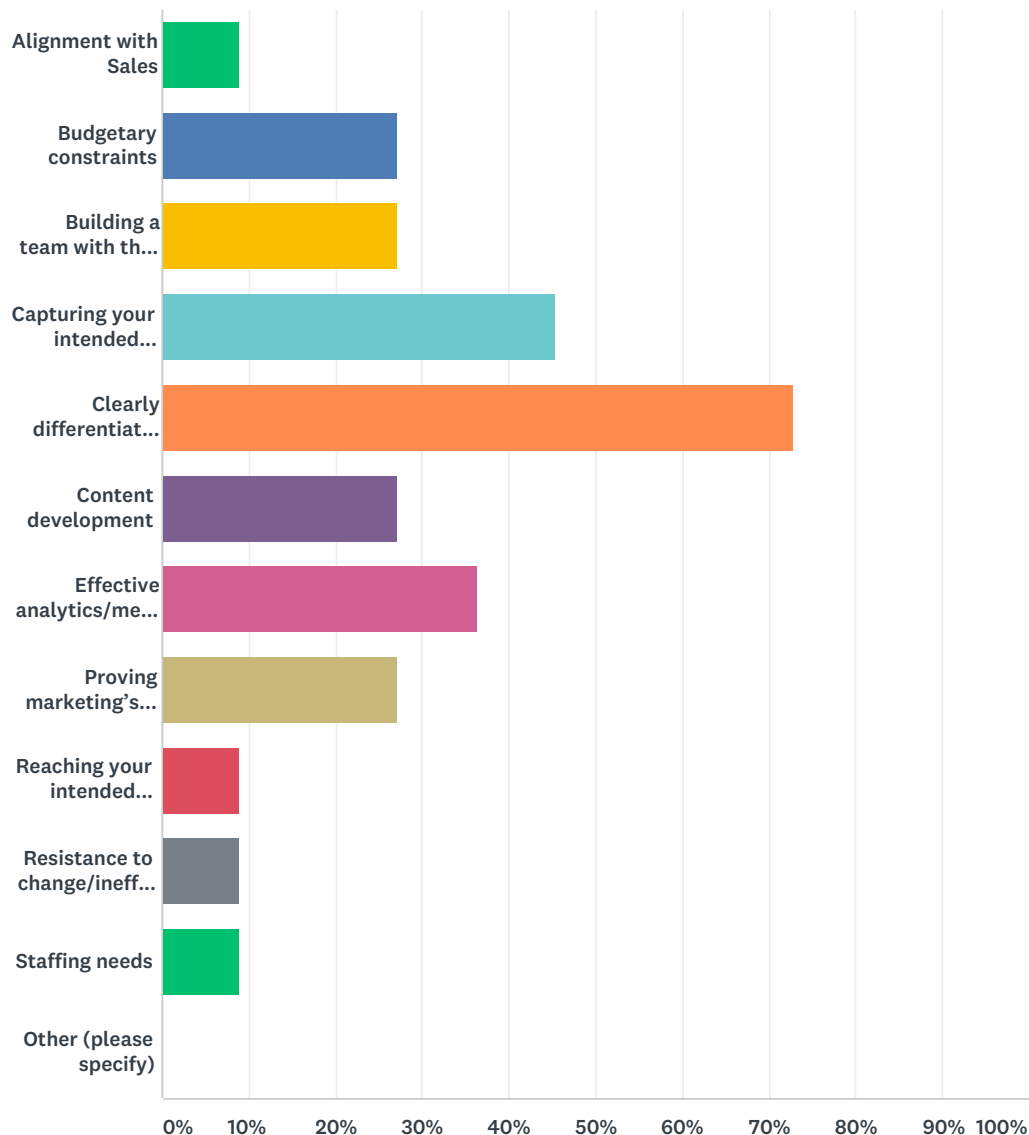
Answered: 10 Skipped: 7



ANSWER CHOICES		RESPONSES	
Yes		0.00%	0
No		100.00%	10
TOTAL			10

Q6 Now let's explore your current list of headaches so that we can understand where you are directing your energies—what are the three most significant challenges you are currently facing?

Answered: 11 Skipped: 6

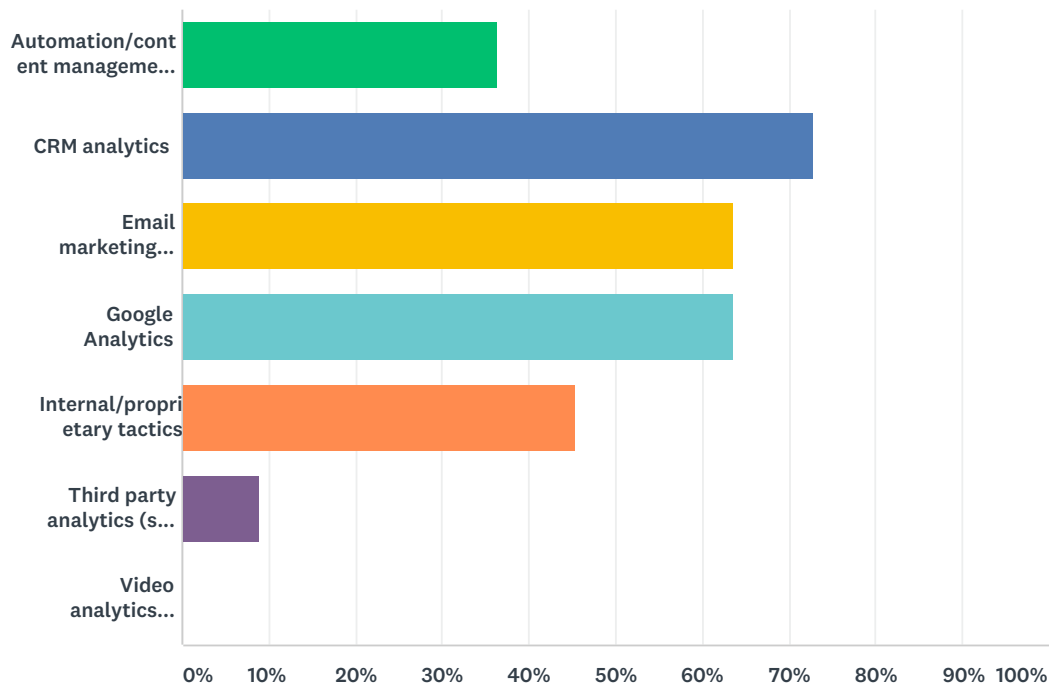


ANSWER CHOICES	RESPONSES	
Alignment with Sales	9.09%	1
Budgetary constraints	27.27%	3
Building a team with the necessary skill set	27.27%	3
Capturing your intended audience's attention	45.45%	5
Clearly differentiating your firm/brand/value proposition	72.73%	8
Content development	27.27%	3

Effective analytics/measurement of ROI	36.36%	4
Proving marketing's value to senior management	27.27%	3
Reaching your intended audience	9.09%	1
Resistance to change/inefficient processes that are ingrained at your firm	9.09%	1
Staffing needs	9.09%	1
Other (please specify)	0.00%	0
Total Respondents: 11		

Q7 Recognizing that data and the science of marketing is an area of increasing focus, please identify what analytical tools/measurement metrics are you currently using? (choose all that apply)

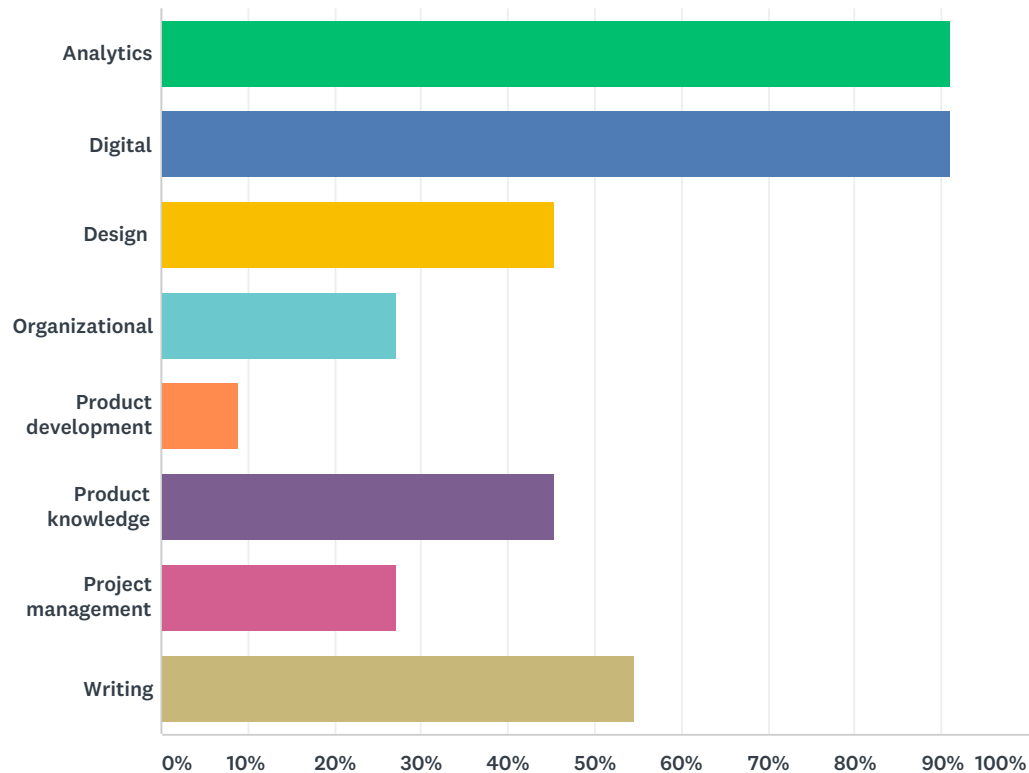
Answered: 11 Skipped: 6



ANSWER CHOICES	RESPONSES	
Automation/content management solutions (such as Seismic, ClearSlide, etc.)	36.36%	4
CRM analytics	72.73%	8
Email marketing solutions (such as Eloqua, Marketo, MailChimp, etc.)	63.64%	7
Google Analytics	63.64%	7
Internal/proprietary tactics	45.45%	5
Third party analytics (such as Asset TV, etc.)	9.09%	1
Video analytics (Brightcove, etc.)	0.00%	0
Total Respondents: 11		

Q8 Okay, now that we have an understanding of you and your team’s current state, help us understand where you would like to be going—what training/skill(s) is most lacking on your marketing team? (choose all that apply)

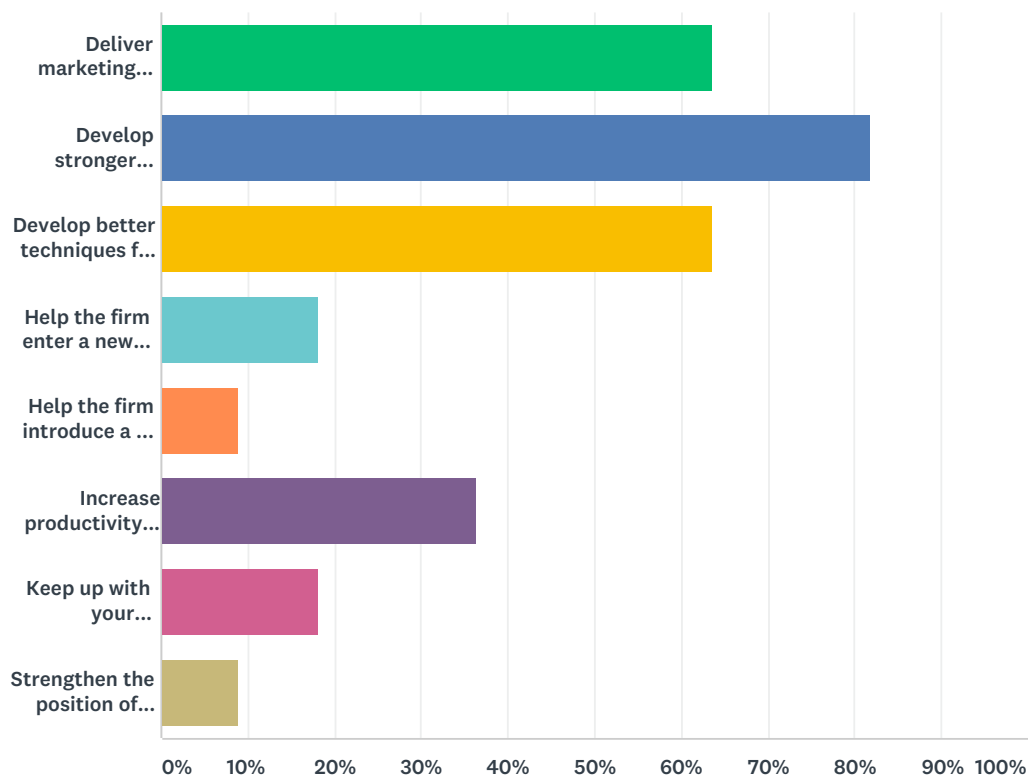
Answered: 11 Skipped: 6



ANSWER CHOICES	RESPONSES	
Analytics	90.91%	10
Digital	90.91%	10
Design	45.45%	5
Organizational	27.27%	3
Product development	9.09%	1
Product knowledge	45.45%	5
Project management	27.27%	3
Writing	54.55%	6
Total Respondents: 11		

Q9 Ideally, how would you most like to use those skills? (choose 3)

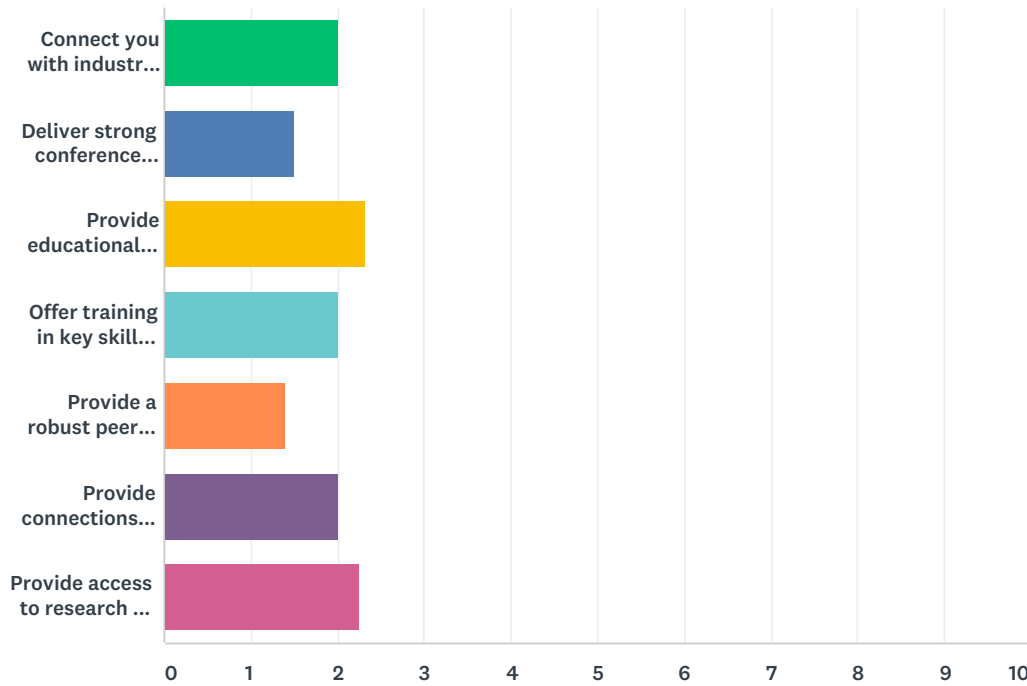
Answered: 11 Skipped: 6



ANSWER CHOICES	RESPONSES	
Deliver marketing content in new ways (video, social media, etc.)	63.64%	7
Develop stronger marketing content (generate more reader interest, longer video viewing times, etc.)	81.82%	9
Develop better techniques for reaching your audience (increase email open rates, get more LinkedIn followers, etc.)	63.64%	7
Help the firm enter a new distribution market	18.18%	2
Help the firm introduce a new product/product line	9.09%	1
Increase productivity/produce more with the same or less resources	36.36%	4
Keep up with your competitors in quantity and/or quality	18.18%	2
Strengthen the position of marketing within your firm to obtain additional headcount and/or other resources, more autonomy, etc.	9.09%	1
Total Respondents: 11		

Q10 What are the three most valuable things that PAICR can do for you/your team? (choose up to 3, and rank them from most important (1) to least)

Answered: 11 Skipped: 6



	#1	#2	#3	TOTAL	WEIGHTED AVERAGE
Connect you with industry talent/potential hires (job board)	40.00% 2	20.00% 1	40.00% 2	5	2.00
Deliver strong conference programming	0.00% 0	50.00% 1	50.00% 1	2	1.50
Provide educational webinars	33.33% 1	66.67% 2	0.00% 0	3	2.33
Offer training in key skills from experienced peers	28.57% 2	42.86% 3	28.57% 2	7	2.00
Provide a robust peer network	20.00% 1	0.00% 0	80.00% 4	5	1.40
Provide connections with industry vendors/service providers	0.00% 0	100.00% 2	0.00% 0	2	2.00
Provide access to research on best practices/industry norms	50.00% 4	25.00% 2	25.00% 2	8	2.25