



Social Insights: CMO Edition

How CMOs engage with
people, brands, and content
on Twitter

A Social Insights Report from:

Leadtail

In collaboration with:

neustar

Marketers Need Insights

The explosion of marketing technologies and the rise of customer experience have positioned Chief Marketing Officers to play a more influential role in the C-Suite.

At the same time, social media, the proliferation of mobile devices, and a new emphasis on metrics and analytics have made the CMO's job tougher than ever.

So how are smart CMOs staying in sync with today's consumers and developing successful marketing strategies?

Marketing leaders are tapping customer insights and analytics to make the right decisions faster. At Neustar, we deliver authoritative data to enable a personalized dialogue and comprehensive view of your customers and prospects.

With this in mind, Neustar has collaborated with Leadtail to take a close look at CMOs and other marketing executives who are leveraging social media to connect with their peers, learn about marketing strategies and best practices, and become stronger leaders for their organizations.

What can you learn from the social insights we've discovered about CMOs?

Read on and find out...

Todd Wilms

VP Digital, Neustar
@ToddMWilms



Insights for Marketers, By Marketers

CMOs come in many flavors – from consumer products to high-tech – each wrestling with challenges unique to their own customers, market, and industry. What’s the one thing they have in common?

It’s embracing social media to ask questions, engage in conversations, and share what interests them - so they can do their jobs better. That means if you want to get inside the head of CMOs, then turning to social media for insights is a great place to start.

That’s why we are excited to collaborate with Neustar on this social insights report - they are experts at understanding how to deliver insights that drive meaningful action.

So whether you’re already in the CMO seat and wondering if you’re on par with your peers, a marketing leader looking to build your personal brand, or a vendor hoping to capture your share of the CMO’s growing budget, these social insights will help you take the right actions to reach, engage, and influence these marketing executives.

What did we discover from our research?

That’s what this report is all about... enjoy!

Carter Hostelley

CEO, Leadtail
@CarterHostelley



Data Set at a Glance

Leadtail identified

1,034

CMOs and marketing executives at brands and agencies in the US & Canada

We then analyzed

131,697

public tweets published by these marketers between Sept 15 – Dec 15, 2014

Including

76,325

links shared in those tweets...

21,253

unique hashtags

110,107

mentions/
replies

and

35,668

retweets

Methodology

The methodology the Leadtail team used to create this report:

1. Identify CMOs and marketing executives active on social media based on criteria such as job title, type of company, and geographic location to create the target audience data set.
2. Use the Leadtail Social Media Insights technology to extract insights around key social media activities, such as what links are shared, who is mentioned and retweeted, popular hashtags, popular platforms used to share content, etc.
3. Review, analyze, and package these insights into this report.

The specific data set analyzed for this report is comprised of:

- ▶ 1,034 marketing leaders in the U.S. and Canada, active on Twitter during the report period
- ▶ Approximately 52% B2C marketers, 31% B2B marketers, and 17% Agency marketers
- ▶ Titles and responsibilities including: Chief Marketing Officer , Head of Marketing, EVP/ SVP/VP Marketing, EVP/SVP/VP Digital
- ▶ Total potential follower reach: 3,352,099; median # of followers per marketing leader: 836
- ▶ Tweets published between September 15, 2014 – December 15, 2014

10 Key Social Insights About CMOs

1. Across the board CMOs are looking for **strategic insights** from people, publications, and vendors to cope with the **explosion of technology and data-driven marketing**.
2. The **CMO-CIO relationship is getting serious**. Marketing executives are taking an active role in beefing up their tech chops, including consuming more content traditionally targeted to IT readers.
3. The **line between B2B and B2C marketing continues to blur**, but B2B marketers do remain more focused on technology, where B2C marketers place more emphasis on brand.
4. Marketers **appetite for location-based “check-in” apps has diminished** significantly, with only 5% of marketing leaders sharing Foursquare check-ins as compared to 28% only 24 months ago.
5. Meanwhile, **LinkedIn has made significant inroads with marketing executives**; cross posting of LinkedIn content to Twitter is up 200% over the past 24 months.
6. CMOs’ media consumption and **sharing habits continue to lean toward visual content** that transitions seamlessly between desktop and mobile environments.
7. **CMOs get most of their news and opinion reporting from a relatively small number of sources**, which creates both challenges and opportunities for upstart brands and thought leaders.
8. **CMOs are attuned to the value of their “personal brand”**, and love to talk about and share lists of how influential CMOs compare and stack up.
9. **Social media influence is shifting**, from the notion of simply having a large audience to that of having a highly valuable audience.
10. Social insights help marketers **identify current influencers and up-and-coming sources to watch**.

Who Are These CMOs and Marketing Leaders?

A Sample of the CMOs We Analyzed



@marybeechl

Mary Renner Beech
Chief Marketing Officer
kate spade



@hotelsalesguy1

Michael Ware
Chief Marketing Officer
SAP Hospitality Mgmt.



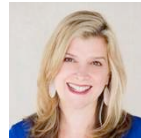
@ceboli

Carla Eboli
Chief Marketing Officer
Dieste



@sethfarbman

Seth Farbman
Global CMO
Gap, Inc.



@lpearson

Lisa Pearson
Chief Marketing Officer
BazaarVoice



@johnmccrea

John McCrea
Chief Marketing Officer
Mediaspike



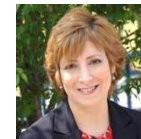
@stacymartinet

Stacy Martinet
Chief Marketing Officer
Mashable



@joygantic

Mark Donovan
Chief Marketing Officer
comScore



@stephfierman

Stephanie Fierman
Chief Marketing Officer
MediaCom Worldwide



@sievertmike

Mike Sievert
Chief Marketing Officer
T-Mobile



@lvojvodich

Lynn Vojvodich
Chief Marketing Officer
Salesforce



@jsaraceno

Joe Saraceno
Chief Marketing Officer
Erwin Penland



@mediamarketingguy

Walter Levitt
Chief Marketing Officer
Comedy Central



@jeffhennion

Jeff Hennion
Chief Marketing Officer
GNC

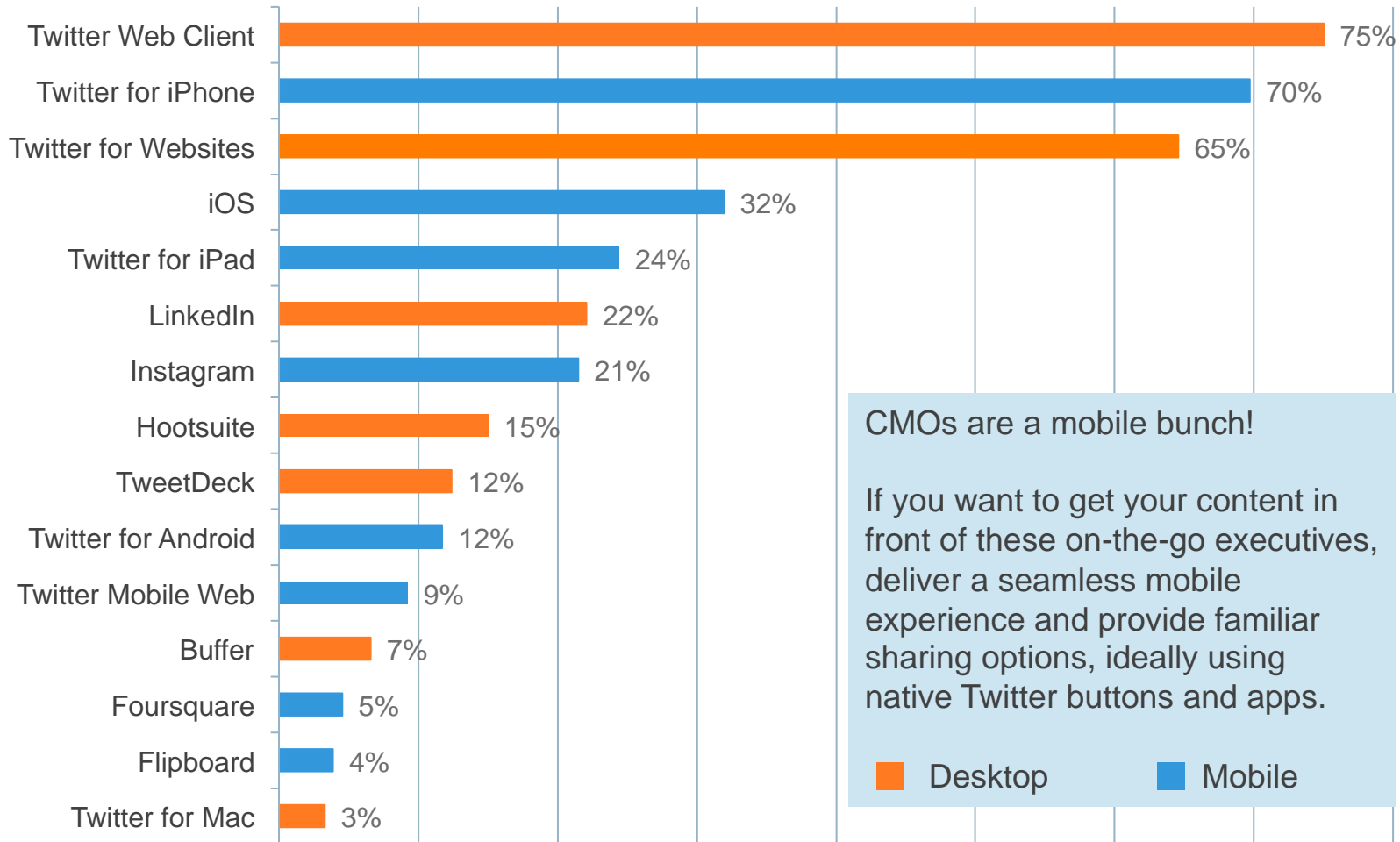


@erinannmatts

Erin Matts
Chief Marketing Officer
Annalect Group

How Do CMOs and Marketing Executives Engage with Content?

Which Apps + Platforms Drive Twitter Sharing?

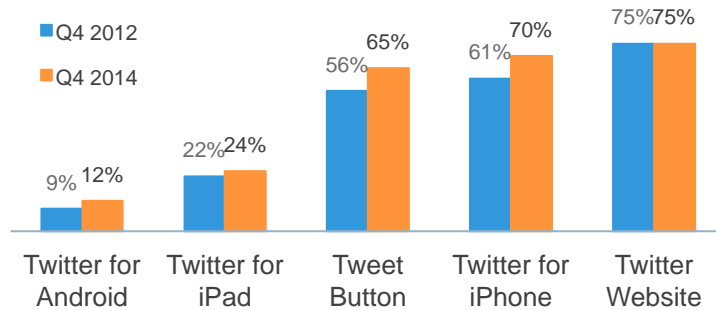


% of CMOs that published at least 1 tweet originating from this platform during the report period.

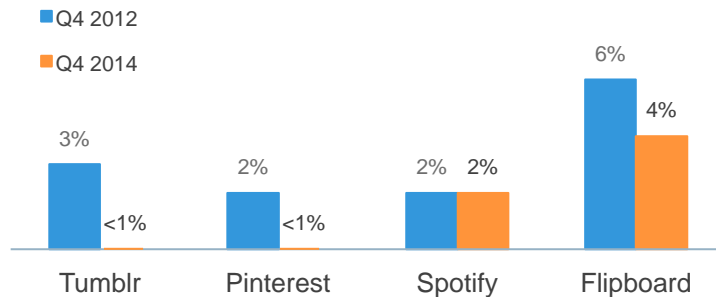
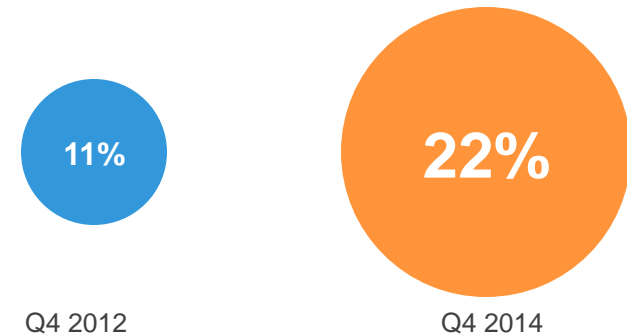
**Twitter for Websites includes the Tweet Button and embedded Twitter widgets.*

Apps + Platform Trends Q4 2012 vs. Q4 2014

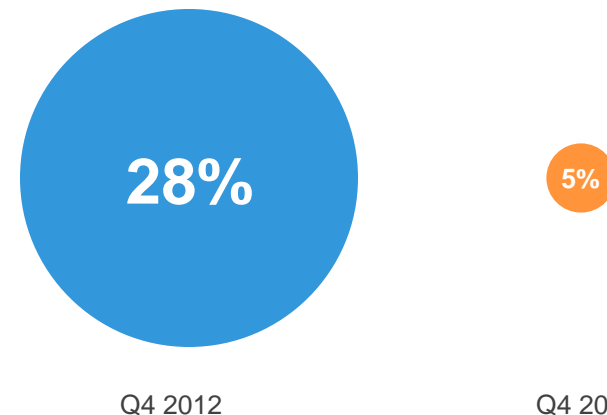
Twitter native apps continue to grow in usage...



LinkedIn sharing to Twitter has doubled ...



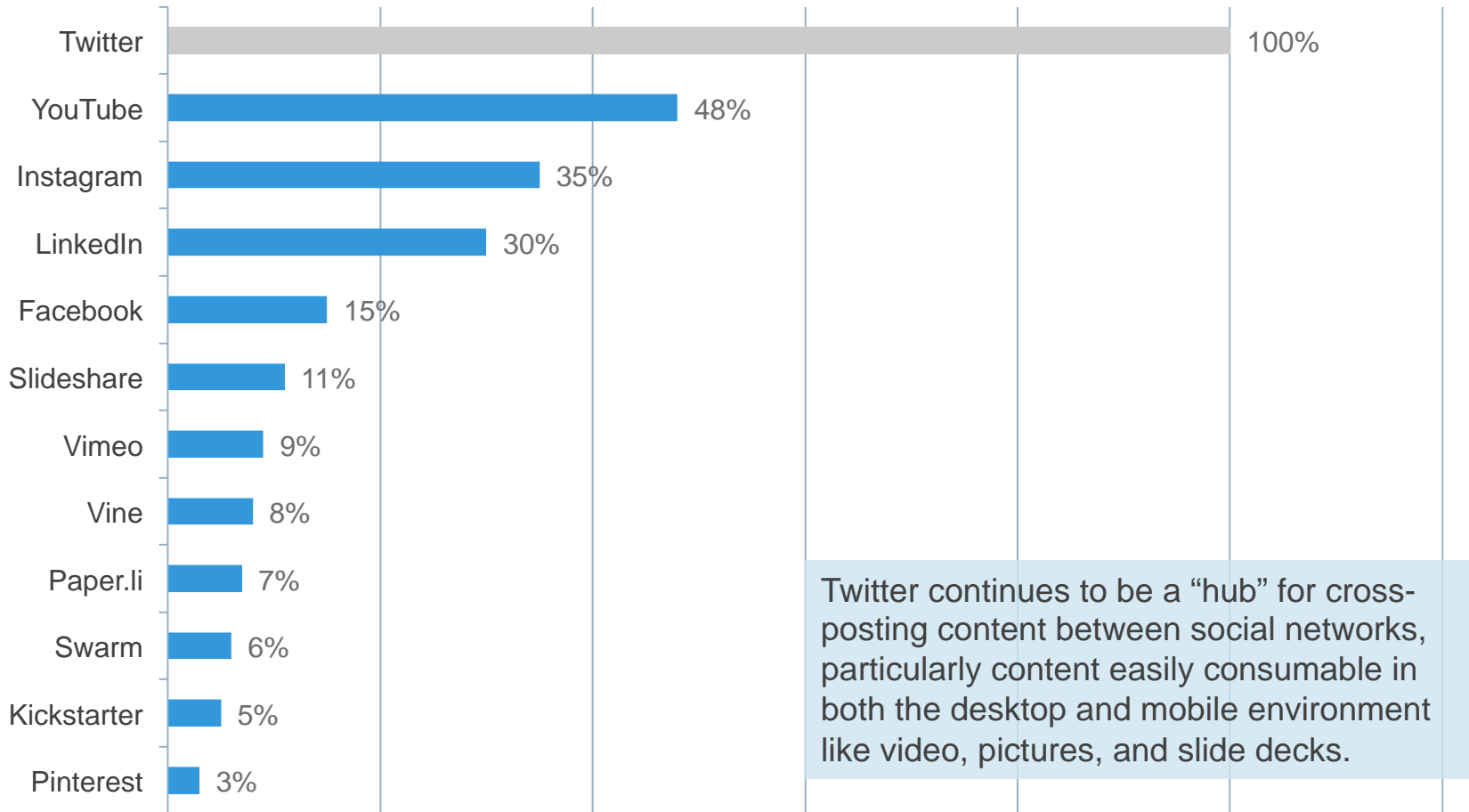
... but not all networks leverage Twitter distribution



... while check-ins from Foursquare have dwindled

% represent portion of CMOs that published tweets originating from platform during the report period.

Which Social Networks Drive Sharing to Twitter?



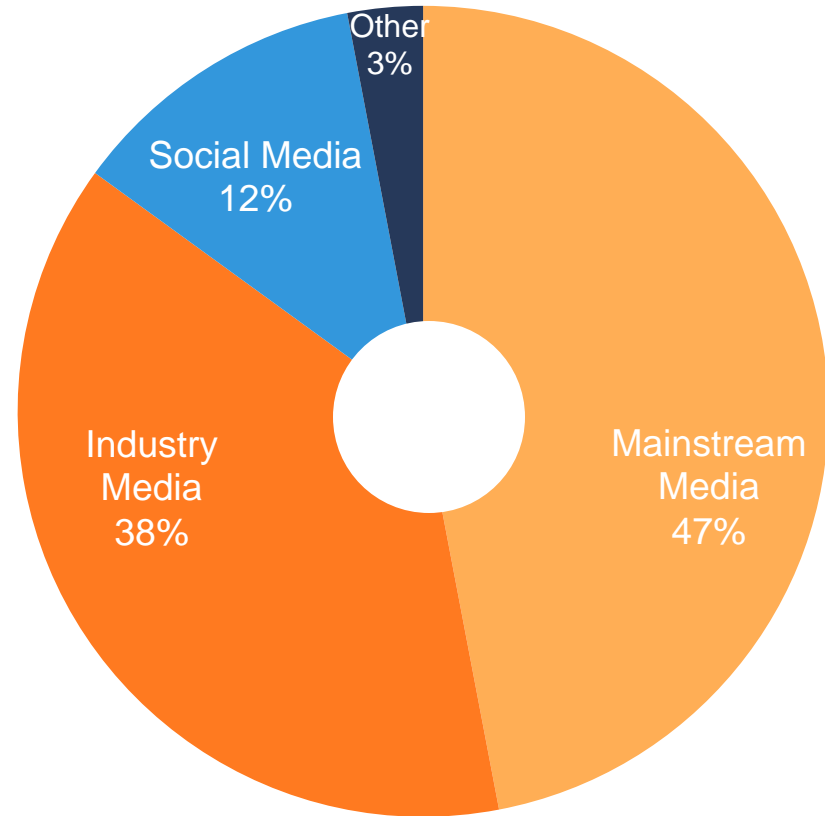
% of CMOs that shared content originating from this network to Twitter during the report period.

What Types of Content Do CMOs Share?

Mainstream media sites are by far the most common type of content shared by CMOs. The majority of mainstream media content shared is news, business, and strategy focused – typically covering broad business and technology issues and trends.

Industry media plays an important role in defining the conversations marketing leaders have with each other, their teams, and ultimately clients and consumers. Many of these targeted publications feature submissions from recognized marketing thought leaders, and have robust email and social media distribution that keeps their content in front of this audience every day.

The social media content shared by marketing executives includes everything from highlights from late night programs on YouTube, slides from recent events on SlideShare, and personal photos on Instagram.



% of 100 Most Popular Shared Content Sources

What Are the Most Shared Mainstream Sources?

Following are the **Top 25 Mainstream Media Content Sources** shared by CMOs during the report period, based on the number of unique people who that shared each source.

1. Forbes
2. The New York Times (Paid)
3. Fast Company
4. The Wall Street Journal
5. Inc.
6. The Huffington Post
7. Harvard Business Review
8. Entrepreneur
9. WSJ Blogs
10. Fortune
11. Medium
12. WIRED
13. The Washington Post
14. BuzzFeed
15. The Guardian
16. The New York Times (Free)
17. Time
18. Bloomberg
19. Fast Company Co.Design
20. USA Today
21. The Atlantic
22. NPR
23. Quartz
24. Businessweek
25. Fast Company Co.Exist

What Are the Most Shared Industry Sources?

Following are the **Top 25 Industry Media Content Sources** shared by CMOs during the report period, based on the number of unique people who shared each source.

1. Business Insider
2. TechCrunch
3. Mashable
4. Adweek
5. Advertising Age
6. VentureBeat
7. Re/code
8. Mediapost
9. The Business Journals
10. Hubspot Blog
11. CMO.com
12. Digiday
13. The Next Web
14. Business2Community
15. Marketing Land
16. MarketingProfs
17. The Verge
18. Gigaom
19. CIO.com
20. Buffer Blog
21. Econsultancy
22. ClickZ
23. eMarketer
24. ZD Net
25. Social Media Examiner

What Are the Most Shared Social Sources?

Following are the **Top 10 Social Media Content Sources** shared by CMOs during the report period, based on the number of unique people who shared each source.

1. Twitter
2. YouTube
3. Instagram
4. LinkedIn
5. Facebook
6. Slideshare
7. Vimeo
8. Vine
9. Paper.li
10. Swarm (AKA Foursquare)
11. Kickstarter
12. Pinterest

Which Topics Are Most Popular with CMOs?

Which topics grab the attention of marketing executives? Our analysis of headlines shared by this audience provides insights into the topics and keywords that engage them most.



Popular Stories with Marketing Executives

If you had any doubt that CMOs have a competitive streak, the most popular stories shared by marketing leaders will put that to rest – 3 of the top 5 stories in Q4 2014 were lists ranking CMOs!

1

[Top CMOs on Twitter](#)

Kent Huffman (@KentHuffman), Social Media Marketing Magazine

2

[Digital to Overtake TV Ad Spending in Two Years, Says Forrester](#)

Tim Peterson (@PetersonTee), Ad Age

3

[50 Influential CMOs On Social Media](#)

Jabez LeBret (@JabezLeBret), Forbes

4

[What will happen with marketing technology in 2015?](#)

Scott Brinker (@ChiefMarTec), ChiefMarTec.com

5

[The World's Most Influential CMOs 2014](#)

Jennifer Rooney (@Jenny_Rooney), Forbes

Which Publishers, Brands, and People Are Most Influential with CMOs?

Which Publishers & Brands Do CMOs Retweet the Most?

As social media continues to reshape how information is consumed and shared, creating high-quality content on a regular basis is no longer enough to succeed as a publisher.

Successful publishers must also develop high-quality social audiences, and get their content in front of those audiences on a regular basis. (After all, you have to tweet to get retweeted!)

The word cloud to the right reflects the publishers who are doing the best job creating content for, and reaching, CMOs in a way that drives retweets of their content.



Publishers & Brands Most Retweeted by CMOs

1. **@FastCompany**
2. **@mashable**
3. **@HarvardBiz**
4. **@TechCrunch**
5. **@Forbes**
6. **@Inc**
7. **@WSJ**
8. **@nytimes**
9. **@adage**
10. **@Adweek**

11. @VentureBeat
12. @WIRED
13. @CMO_com
14. @businessinsider
15. @SportsCenter
16. @HuffingtonPost
17. @TheEconomist
18. @SAI
19. @ForbesTech
20. @HubSpot
21. @forrester
22. @BuzzFeed
23. @TEDTalks
24. @Recode
25. @therealbanksy
26. @FortuneMagazine
27. @MediaPost
28. @washingtonpost
29. @Slate
30. @TheCMOclub
31. @Digiday
32. @FastCoExist
33. @gigaom
34. @FastCoDesign
35. @verge
36. @TIME
37. @CNET
38. @GrowthHackers
39. @Gizmodo
40. @NASA
41. @TheAtlantic
42. @FastCoCreate
43. @TheNextWeb
44. @HistoryInPics
45. @engadget
46. @cnnbrk
47. @pouremecoffee
48. @TheSocialCMO
49. @guardian
50. @socialmedia2day

** Based on unique # of Marketing Leaders in the sample who retweeted the person.*

Which People Do CMOs Retweet the Most?

Whether their tweets are timely, topical, provocative, or data-driven, the people CMOs retweet the most are an indicator of who shares content that not only engages marketing experts, but drives them to share it with their networks.

And while it helps to be a billionaire curing global diseases or a successful venture capitalist, we mere mortals can increase our impact by taking a page from the playbooks of these influencers. Each has built a personal brand based, in large part, on the type and quality of content they create, curate, and share.



People Most Retweeted by CMOs

- | | | | | | |
|-----|------------------------|-----|------------------|-----|-----------------|
| 1. | @ValaAfshar | 11. | @JeffSheehan | 31. | @MeghanMBiro |
| 2. | @KentHuffman | 12. | @BenedictEvans | 32. | @randfish |
| 3. | @pmarca | 13. | @rwan0 | 33. | @karaswisher |
| 4. | @darrenrovell | 14. | @VranicaWSJ | 34. | @MeredithFrost |
| 5. | @levie | 15. | @jeffbullas | 35. | @LollyDaskal |
| 6. | @GlenGilmore | 16. | @JimStengel | 36. | @erinraese |
| 7. | @AlanSee | 17. | @JeffreyHayzlett | 37. | @tedcoine |
| 8. | @TamaraMcCleary | 18. | @iSocialFanz | 38. | @Bill_Gross |
| 9. | @jowyang | 19. | @Steveology | 39. | @harrymccracken |
| 10. | @jaybaer | 20. | @leeodden | 40. | @hunterwalk |
| | | 21. | @MargaretMolloy | 41. | @anildash |
| | | 22. | @richardbranson | 42. | @raju |
| | | 23. | @BillGates | 43. | @fmanjoo |
| | | 24. | @chiefmartec | 44. | @2morrowknight |
| | | 25. | @EricTTung | 45. | @cdixon |
| | | 26. | @nickbilton | 46. | @GerryMoran |
| | | 27. | @Benioff | 47. | @bryankramer |
| | | 28. | @waltmossberg | 48. | @jill_rowley |
| | | 29. | @brainpicker | 49. | @johnmaeda |
| | | 30. | @GuyKawasaki | 50. | @dannysullivan |

• Based on unique # of Marketing Leaders in the sample who retweeted the person.

Which Publishers & Brands Do CMOs Mention Most?

Which brands and publishers CMOs mention on Twitter can give us yet another perspective on the forces that shape their views on trends, techniques, and strategies.

As with mentions of individuals, mentioning a publication or brand can be a reference to an experience, a thank you, a question or even a highly-coveted social recommendation. That means mentions can represent a deeper level of engagement than a retweet.

In any case, the publications that are frequently mentioned have captured mindshare with the marketing executives that they're looking to engage.



Publishers & Brands Most Mentioned by CMOs

- | | | | | | |
|-----|---------------------|-----|------------------|-----|------------------|
| 1. | @LinkedIn | 11. | @VentureBeat | 31. | @BW |
| 2. | @Forbes | 12. | @FortuneMagazine | 32. | @businessinsider |
| 3. | @WSJ | 13. | @adage | 33. | @nfl |
| 4. | @YouTube | 14. | @HubSpot | 34. | @B2Community |
| 5. | @TechCrunch | 15. | @twitter | 35. | @gigaom |
| 6. | @FastCompany | 16. | @Uber | 36. | @washingtonpost |
| 7. | @mashable | 17. | @Adweek | 37. | @TheCMOclub |
| 8. | @Inc | 18. | @google | 38. | @SFGiants |
| 9. | @nytimes | 19. | @ShareThis | 39. | @facebook |
| 10. | @HarvardBiz | 20. | @USATODAY | 40. | @Digiday |
| | | 21. | @forrester | 41. | @SlideShare |
| | | 22. | @BuzzFeed | 42. | @IBM |
| | | 23. | @CMO_com | 43. | @amazon |
| | | 24. | @Gartner_inc | 44. | @eMarketer |
| | | 25. | @entrepreneur | 45. | @TheNextWeb |
| | | 26. | @salesforce | 46. | @TheEconomist |
| | | 27. | @Microsoft | 47. | @qz |
| | | 28. | @SAI | 48. | @HuffingtonPost |
| | | 29. | @WIRED | 49. | @TIME |
| | | 30. | @guardian | 50. | @kickstarter |

** Based on unique # of Marketing Leaders in the sample who mentioned the publisher or brand.*

Which People Do CMOs Mention Most?

Mentioning a person by name can mean a few different things in social media: giving credit to someone for an idea or piece of content being shared, engaging someone directly in conversation, or giving a shout-out to a person you've recently met.

In any context, being mentioned is a sign that a person is an active part of the social conversation, and those mentioned most are the people you'll find at the center of engaging conversations between CMOs.

This word cloud shows the people mentioned most by marketing executives during the report period.



People Most Mentioned by CMOs

1. **@MarketingProfs**
2. **@KentHuffman**
3. **@pmarca**
4. **@ValaAfshar**
5. **@garyvee**
6. **@bethcomstock**
7. **@jaybaer**
8. **@stuarteny**
9. **@TedRubin**
10. **@BarackObama**

11. @jjones
12. @chiefmartec
13. @neilpatel
14. @Benioff
15. @jowyang
16. @briansolis
17. @MargaretMolloy
18. @iSocialFanz
19. @tim_cook
20. @DrewNeisser
21. @BrennerMichael
22. @JimStengel
23. @MarshaCollier
24. @JeffreyHayzlett
25. @annhandley
26. @darrenrovell
27. @hunterwalk
28. @simonsinek
29. @pkafka
30. @TonyRobbins
31. @martysg
32. @richardbranson
33. @jeff_haden
34. @bkardon
35. @jbecher
36. @larrykim
37. @GuyKawasaki
38. @BenedictEvans
39. @msuster
40. @jeffbullas
41. @karaswisher
42. @peterthiel
43. @brainpicker
44. @elonmusk
45. @GlenGilmore
46. @jimmyfallon
47. @rwang0
48. @bryankramer
49. @JoePulizzi
50. @waltmossberg

** Based on unique # of Marketing Leaders in the sample who mentioned the person.*

Conclusion

Imagine if you could listen to the daily conversations of CMOs. How would you use that information to better reach, engage, and influence these marketing professionals to take the actions you care most about?

For example, would it provide you insights into where to advertise, what content to create, whom to build relationships with, and how best to develop and implement your social media strategy? Sure it would.

We created this special report to provide you with social media insights to help you make more informed decisions about how to reach, engage, and influence marketing professionals.

And since the topics, content sources, and influencers are constantly changing so, too, are the social media insights.

Sign up to receive new social insights reports, studies and blog posts at [Leadtail.com](https://www.leadtail.com)

About Neustar



Neustar, Inc. is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, we operate complex data registries and use our expertise to deliver actionable, data-driven insights that help our clients to make high-value business decisions in real time, one customer interaction at a time.

Marketers in particular rely on Neustar to plan strategies and optimize cross channel campaigns with advanced marketing analytics, custom segmentation, and media optimization. Our real-time data driven intelligence and marketing analytics help drive informed, actionable decisions across the entire marketing lifecycle.

Interested in learning more about Neustar's marketing services?

Visit www.neustar.biz/marketing-solutions

About Leadtail



[@Leadtail](#)



[LinkedIn.com/company/Leadtail](https://www.linkedin.com/company/Leadtail)



[Leadtail.com/blog](https://www.leadtail.com/blog)

Leadtail came about from our desire to help marketing executives tap into the power of social media to get closer to target buyers and radically improve their marketing strategies.

We work with innovative companies to create social media strategies and leverage social insights research. Our team has developed and implemented programs for leading business brands and venture backed startups including: WageWorks, Trend Micro, Adaptive Insights, Robert Half, Hoover's, and NetBase.

We also publish social insights reports about different decision maker groups such as digital marketers, HR executives, sales leaders and CFOs. These reports have been referenced in major publications including: The Wall St. Journal, Business Insider, Forbes, Huffington Post, Adweek, and MarketingProfs.

Interested in collaborating on a future social insights report? Email us: hello@leadtail.com