

Tips from an Expert:

# How to Get Your CMO to Invest More in Social Media



## AMBER NASLUND

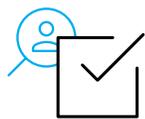
Amber is the senior director of industry leadership at Hootsuite, and a seasoned sales and marketing leader. She has spent the last decade specializing in digital marketing and social strategy - advising companies like IBM, Kraft Foods and American Express - and is the best-selling author of *The NOW Revolution*, one of the most comprehensive and practical guides to social media in business.

In the [2017 CMO Survey](#), marketing executives reported that they spend around 11 percent of their marketing on budget on social media. Despite this increase in budget, CMOs are still struggling to see how social media contributes to business growth.<sup>1</sup>

In [this guide on building a social following](#), we asked marketing expert Amber Naslund about how directors and managers can better understand the mindset and goals of their CMOs.

We've broken down Amber's tips into this simple checklist you can follow to make sure you get buy-in and budget for your social programs.

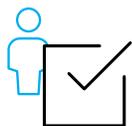
<sup>1</sup> CMO Survey. [Capitalizing on Social Media Investments](#). 2017.



## Do research on your CMO

By researching your CMO, you'll develop an understanding of their experiences and challenges—and you'll have a better chance of speaking to the things they care about.

If they have active social media profiles, look at their contacts and the type of content they share. Once you have a list of the people and resources that matter to your CMO, follow those accounts so you can see things from their perspective.



## Get into the 'CMO mindset'

Review internal documents like CMO updates and status emails that provide an overview of current business challenges. What is the number one problem that your CMO is trying to solve? What do they have to answer for?

Any program or budget increase you pitch should speak to the wider objectives of the company—including the most pressing challenges.

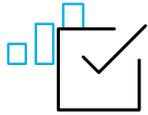
Internalize the challenges and risks that your CMO has to answer to the CEO for. Make them your own at the appropriate level—be accountable. Do that and you'll stand out.



## Keep every conversation focused on the big five

Every conversation you have with your CMO should focus on their top five concerns: revenue, cost, efficiency, differentiation, and customer satisfaction.

Instead of hiding risks, showcase them. Your CMO cannot approve an increase in budget without an understanding the risks and costs involved.



## Track the ROI of your social programs

CMOs need to understand how every dollar that goes into social media delivers a return that positively impacts the business.

While the value of social media doesn't have to have a direct dollar correlation, it's essential that you can attribute social media activities to broader business goals.

Your social team needs to show the CMO how social goals ladder up to marketing goals, which then ladder up to business goals.

Read our guides on [social media ROI](#) and [social ads ROI](#) to learn how to prove the value of social media and get more buy-in for your social budgets.



## Share quarterly reports and updates

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Get the metrics that matter to your CMO in the latest [Altimeter Report](#).



## Email your CMO with industry updates

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**Want more information on how to get your CMO invested in social?**

Get insights on what your CMO cares about in our guide, [Demystifying Social ROI](#).