

CMO Toolkit

THE TOOLS & PEER GROUP FOR MARKETERS THAT MEAN BUSINESS

The subscription for marketers who want to the tools and support to excel as a board level marketing professional.



AT A GLANCE

IN YOUR SUBSCRIPTION

- One to one mentoring.
- Tried and tested tips & templates.
- Strategic projects resources.
- Online co-working days.
- Live roundtables and Q&A.
- Online cheerleading and advice from experts and peers.

Feel more confident. Get more done. Make a real difference in your role.

Whether you're a senior marketing professional wanting a sounding board, or earlier in your career with real ambition, the CMO Toolkit subscription from Watertight Marketing will give you the tools and support to boost your personal effectiveness and professional credibility.



MELANIE OSBORNE
Marketing & Comms Director, Nviro



"Being plugged into Watertight is a real sanity saver. I can always sound out people I trust on things I'm working on. It's really clarified my thinking and given a bit of objectivity too."

GEORGIA DEERY
Marketing Manager, SpiderGroup



"A brilliant impact throughout the business. Watertight has facilitated closer working with sales and given me frameworks, process, practical tools and more motivation"

From £100 per month



Watertight Wednesdays

Our monthly schedule of healthy discussion and debate for senior marketers.

- Regular roundtable discussions
- Replay of recorded session
- Session write-up and best bits
- Weekly email round-up



Book Basics

- Getting the Most from your book short course
- Starter Workbook
- Author's Talk-Through



In the Vault

An extensive archive of handy tips videos, content ideas, and key challenges.



Live Sessions

- One-to-one mentoring
- Monthly online co-working
- Expert panels and Q&A



Project Resources

Comprehensive toolkits & guides to support key strategic projects like setting your budget, metrics, establishing key messages, etc.

*Seriously powerful strategic tools!
More info overleaf*



Printed Resources

- Quarterly activity planner
- Key concepts posters
- Workshop materials



Member Discounts

Attend our training days and top up on printed resources at a special member price.



BRYONY THOMAS
CEO, Watertight Thinking

"I've spent nearly 20 years creating and curating this toolkit."



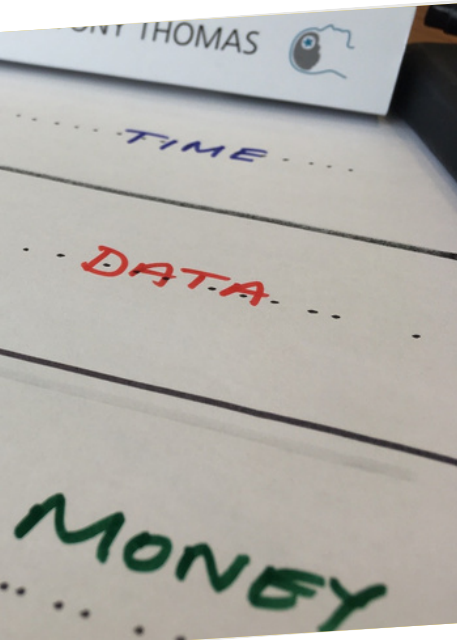
RACHAEL WHEATLEY
MD, Watertight Thinking

"These tools give you the confidence to speak up and be heard by your board".





Project Resource Packs



We've prepared comprehensive resource packs for key strategic marketing planning projects. These give you the tools, structure, and confidence to deliver excellence in key projects that you present to the board. Each includes a one-to-one with an expert.

Resource packs include:

- Video guide to the project.
- Workshop slides & scripts.
- Practical exercises to run with your team.
- Analysis tools to evidence your strategy.
- Report templates for presenting your plans.

Which strategic projects would you like to tick off?



Audit your marketing operation

Position marketing strategically

Assess your customer journeys

Define and map key messages

Choose your core tools & techniques

Map third party influencers

Baseline Activity Plan

Address customer comms and loyalty

Create a sales toolkit that converts

Increase awareness and inbound leads

Set & get buy in for your budget

Develop a robust measurement framework



INCLUDED

FREE

£100pcm

£275pcm

£500pcm

WED Live & replay	✓	✓	✓	✓
<ul style="list-style-type: none"> • Course • Workbook • Talk-Through 	✓ ✓ -	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓
24/7 Archive Access	-	✓	✓	✓
<ul style="list-style-type: none"> • Coworking • One-to-one 	- -	✓ <i>1 Session</i>	✓ <i>3 Sessions</i>	✓ <i>6 Sessions</i>
Select your project packs	-	<i>1 Project</i>	<i>3 Projects</i>	<i>6 Projects</i>
Printed Packs	-	-	<i>1 Pack</i>	<i>4 Packs</i>
Your Discounts	-	<i>10%</i>	<i>15%</i>	<i>20%</i>

Terms & Conditions Apply

You can pay annually or quarterly in advance. Your project packs and printed resources will be released pro rata in line with your payments. Your access to all previous project resources will continue for as long as you have a paid subscription with us. Second and further subscribers from one organisation with access to the same resources are invited to join at 50%.

JOIN US FOR A TASTER SESSION & TOUR
watertight-thinking.com/taster

