



Flynn, Mikayla <fxq415@vols.utk.edu>

---

## Insights for You: AMA's 27th edition of The CMO Survey

---

**AMA Knoxville** <hello@amaknoxville.com>  
Reply-To: AMA Knoxville <hello@amaknoxville.com>  
To: fxq415@vols.utk.edu

Mon, Oct 18, 2021 at 2:59 PM

Marketing Monday - Weekly AMA Knoxville Newsletter

[View this email in your browser](#)



### Digital Marketing Spending Soars as Marketers' Roles Reach Higher Echaelons



Digital marketing spending has grown to comprise 58% of marketing budgets, reflecting 15.8% growth over the last year, and is projected to grow by 14.7% in the next year.

These and other results from the 27th edition of The CMO Survey are based on a sample of 282

### How to Manage the Changing Dynamics of Measurement in the Age of Streaming

Despite the explosion in digital content consumption and associated data, it's becoming harder to measure campaign performance across channels in the digital age. Marketers need to compensate by combining data sets and reskilling themselves in techniques

top marketers at for-profit U.S. companies, 94.1% of whom are VP-level or higher.

such as copy testing.

[READ MORE](#)

[READ MORE](#)

---

## Branding Essentials Course

*Instructor: Jess Gutman, AMA Knoxville's VP of Past Presidents Council*

A yellow poster for the 'BRANDING ESSENTIALS - ONLINE' course. The word 'BRAND' is written in large, stylized letters, with various marketing terms like 'CUSTOMERS', 'MANAGEMENT', 'INNOVATIONS', 'TEAMWORK', 'STRATEGY', 'SEO', 'PLANNING', 'RESEARCH', 'MARKETING', 'TECHNOLOGY', 'MONEY', 'CERTIFICATION', and 'RESEARCH' integrated into the design. The text on the poster includes: 'Branding is a crucial marketing practice that communicates the unique value and personality of your brand. Discover the importance of branding, how to develop effective branding elements, what to include in your branding style guide, and considerations for promoting and monitoring your brand. Thursday, October 21 Fee: \$149 Instructor: Jess Gutman'. The University of Tennessee Knoxville logo is also present, along with the text 'CONFERENCES & NON-CREDIT PROGRAMS'. At the bottom, it says 'Register at utnoncredit.com or call 865-974-0150'.

Branding is a crucial marketing practice that communicates the unique value and personality of your brand. In this course, you'll learn the importance of branding, how to develop effective branding elements, what to include in your branding style guide, and considerations for promoting and monitoring your brand.

[REGISTER NOW](#)

---

We'd love to welcome the newest AMA Knoxville Chapter members who have joined recently! Our membership has increased 25% in the last year, and we greatly appreciate your referrals.

- **Amanda O'Dell**
- **Terri Ellis**
- **Selin Anitsal**
- **Jonathan Sexton**
- **Jessica Hill**
- **Katie Adair**
- **Rebecca McKnight**
- **Mohammed Saljoughian**

---

## AMA MARKETING JOB POSTINGS

### *Local Marketing Opportunities:*

[Broadband Marketing Analyst](#) - KUB  
[Marketing Coordinator](#) - Snowshoe Mountain  
[Sustainability Copywriter](#) - Shelton Group  
[Digital Marketing Manager](#) - Shelton Group  
[Administrative Coordinator](#) - RDI Technologies  
[Digital Marketing Specialist](#) - Boldsquare  
[Content Writer/Strategist](#) - Tombras  
[Internal Communications Manager](#) - UT Medical Center

### *Remote Marketing Opportunities:*

[Enterprise Sales Consultant](#) - Bonfire  
[Senior Content Marketing Manager](#) - Oracle  
[Email Marketing Specialist](#) - Reddit  
[Content Marketing Manager](#) - Animalz  
[Social Media & Homepage Producer](#) - FOX Corporation

*Interested in having your company's job featured here? [Join AMA Knoxville](#) today to add it to the AMA job board, and we'll feature it in our Marketing Monday newsletter.*

## OUR SPONSORS



Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)

---

This email was sent to [fxq415@vols.utk.edu](mailto:fxq415@vols.utk.edu)  
*why did I get this?*   [unsubscribe from this list](#)   [update subscription preferences](#)  
American Marketing Association Knoxville · PO Box 52205 · Knoxville, TN 37950-2205 · USA

