

Adam Fridman Launches Season 5 of the Future of People Initiatives Podcast: Unblock Growth

Featuring insights from top industry leaders, the new season explores innovative strategies for maximizing marketing impact amid tightening budgets.

CHICAGO , IL , UNITED STATES , June 13, 2024 /EINPresswire.com/ -- Adam Fridman, founder of Mabbly, a Chicago-based digital marketing and branding

agency, is excited to announce the launch of Season 5 of the podcast The Future of People Initiatives. This season, titled "Unblock Growth," addresses the urgent need for innovative strategies to maximize marketing impact amidst tightening budgets.



“

We're bringing in leaders from PayPal, Spirit Airlines, Blue Origin, and Pepsi to share how they're driving growth under challenging conditions. It's about real-world solutions, not just theories.”

Adam Fridman

Inspired by a recent [Gartner article](#), Gartner CMO Survey Reveals Marketing Budgets Have Dropped to 7.7% of Overall Company Revenue in 2024, Fridman—author of *The Science of Story* (available on Amazon), Inc.com columnist, and co-founder of ProHabits, the world's first employee campaign platform—dives into actionable insights with top growth leaders. With 50k views across 80 episodes, the podcast aims to become the go-to resource for CMOs, CROs, and other growth-minded executives.

“Season 5 is all about doing more with less,” says Fridman. “We're bringing in leaders from PayPal, Spirit Airlines, EY,

Blue Origin, Prudential, and Pepsi to share how they're driving growth under challenging conditions. It's about real-world solutions, not just theories.” The focus is on helping businesses, from startups to established companies, find the right innovations to reach their goals. As the adage goes, “Necessity is the mother of all invention,” and this season embodies that spirit of ingenuity and resilience.

“In the four years preceding the pandemic, average marketing budgets were 11% of overall revenue,” shared Ewan McIntyre, VP Analyst and the Chief of Research for the Gartner Marketing Practice. “In the four years since, they’ve dropped to an anemic 8.2%.” Given the challenges of this moment, Fridman invites growth leaders to share their perspectives and visions, aiming to foster a market-wide conversation to unblock growth despite constraints.

The Future of People Initiatives podcast focuses on strategies to enhance both employee and customer experiences, driving key business metrics with a focus on growth. By exploring ways to improve engagement and efficiency, we aim to help organizations reach their goals and optimize their KPIs.

Join us on this journey. Tune in to “The Future of People Initiatives” on [YouTube](#) and explore how today’s leaders are navigating difficult budget environments and coming out on top.

About Mabbly

Mabbly is a digital marketing and branding agency dedicated to driving growth for companies of all sizes. Their multidisciplinary teams transform strategies into impact, delivering long-term ROI. Learn more at www.mabbly.com.

The folks at Mabbly are thrilled to unveil a Marketing Diagnostic, a research-driven initiative crafted by our expert team and supported by our advanced AI platform, Elevate. The Diagnostic is designed to identify the key obstacle blocking your marketing efforts in just under 10 days, with only two total hours of a growth executive’s time. Already, 10 diagnostics are in progress, with plans to scale to 50 in the coming months. Reach out for more information.

Adam Fridman

Mabbly - Digital Marketing and Branding Agency

+1 312-448-7473

adam@mabbly.com

This press release can be viewed online at: <https://www.einpresswire.com/article/719816556>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.