

Getting  
Executive  
Buy In

FOR MORE  
MARKETING  
RESOURCES

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**Principal of Marketing**  
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- **Marketing Automation for Dummies (2013)**
- **Context Revolution (2019)**

**Slides are**  
**Online and**  
**can be**  
**found Here:**

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# *The Problem*

WE FACE IN MARKETING

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1995

**"HEY BOSS WE NEED A WEBSITE"**

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**MARKETING  
BUDGETS WERE  
ON AVERAGE 2%  
OF GROSS  
REVENUE IN  
1995.**

1999

**"HEY BOSS WE NEED TO DRIVE  
TRAFFIC TO OUR SITE"**

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2001

"HEY BOSS WE NEED EMAIL"

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2005

"HEY BOSS WE NEED SEO"

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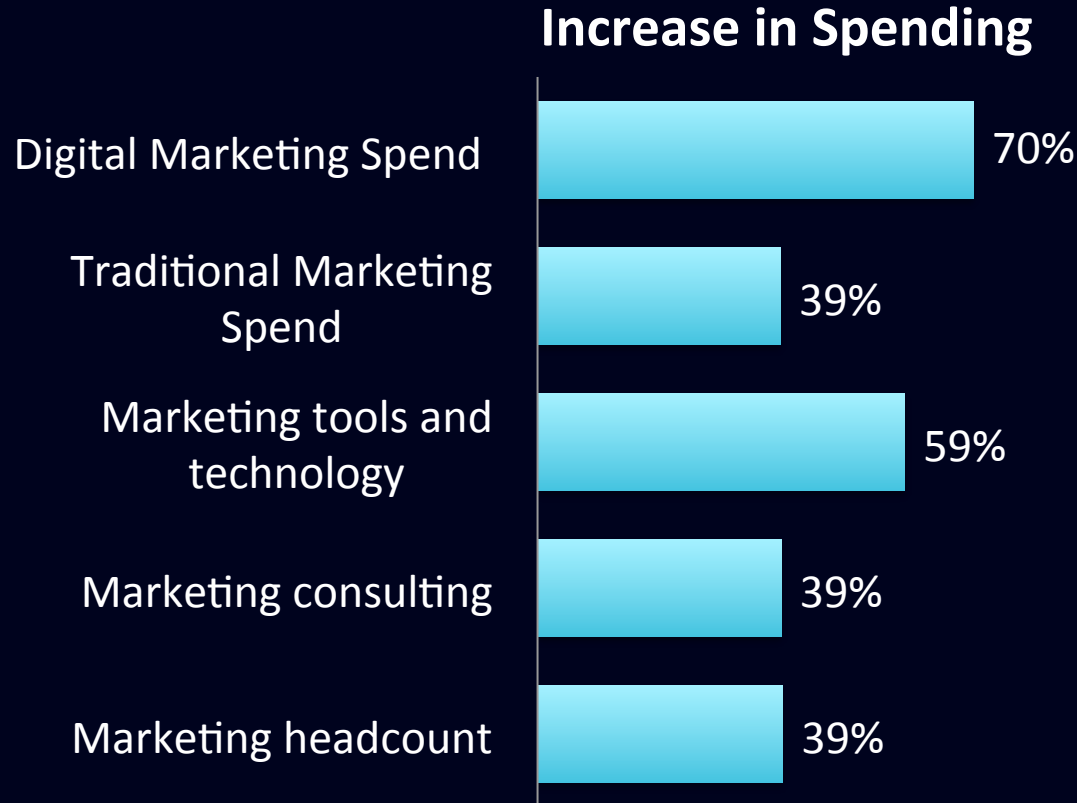




**MARKETING HAS  
CHANGED MORE IN THE  
PAST 10 YEARS THAN IT  
HAS IN THE PREVIOUS  
100.**

**NEW MARKETING  
ASKS HAPPEN  
BEFORE  
REALIZING PRIOR  
INVESTMENTS**

# Where High Performers are Spending Now



**HIGH PERFORMING  
MARKETING BUDGETS  
WILL DOUBLE IN ALL  
AREAS WITH IN THE  
NEXT 1.8 YEARS**

# Road Blocks

TO GETTING  
WHAT WE NEED

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**WE STUDIED 7,500  
BUSINESSES AROUND  
THE WORLD TO FIND  
OUT WHAT MAKES A  
HIGH PERFORMING MARKETING  
ORGANIZATION**

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**82% OF HIGH  
PERFORMERS  
HAVE FULL  
EXECUTIVE  
BUY IN**

“

**EXECUTIVES MUST BUY INTO  
A NEW IDEA OF MARKETING.  
*NOT JUST THAT THEY NEED MORE  
MARKETING.***

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*More Money*  
IS'NT AN OPTION

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# MAINTAIN BRANDING

**2-6% GR**

\*GROSS REVENUE

15% HEADCOUNT  
80% PROGRAMS  
5 % TECH + OTHER

# AVERAGE BUDGET

**7-12% GR**

\*GROSS REVENUE

25% HEADCOUNT  
65% PROGRAMS  
10% TECH + OTHER

# FAST GROWTH

**13-30% PR**

\*PROJECTED REVENUE

30% HEADCOUNT  
55% PROGRAMS  
15% TECH + OTHER

# *Solutions*

TO GETTING THE BUDGET YOU NEED

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*Education*  
IS REQUIRED TO GET BUY IN

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“

**IT IS HARD TO BE A  
PROFIT IN YOUR  
OWN LAND.**

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## 5 PIECES OF CONTENT TO PUT ON YOUR BOSSES DESK

- Read– “The Experience Economy”
- Read– “Driving Demand”
- Read – “ClueTrain Manifesto”
- Watch – TED Talk “What Consumers Want”
- Follow- 103 Genuine Marketing Thought Leaders

*Prove it out*

**SMALL GAINS CAN LEAD TO BIGGER BUDGETS**

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# Bottom Up Approach – Small Wins

- **No Budget Content**– Learn to leverage others content. Remember anything with a URL is content.
- **One Step at a Time**– Prove the value of your ideas in tiny steps, ratcheting up each time.



*Examples*



Contributor

# Natalie Zfat

I'm sharing how social media can help you become more successful. Full Bio »

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Active Conversation Aug 16, 2016 | 69,751 views

## Here's What To Say When Someone Asks To 'Pick Your Brain' About Social Media Over Coffee

My services are worth a more than a latte. (Photo courtesy of Pexels) I think it's safe to say that – for

Aug 15, 2016 | 69,751 views

## Here's What To Say When Someone Asks To 'Pick Your Brain' About Social Media Over Coffee

Jul 25, 2016 | 1,641 views

## Day In The Life: Party For A

Hey Salesforce Employee! - Did You Know You Can Get A Complimentary Zipcar Member



## Jacquelyn Gillette

2nd

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### Background

#### Experience

**Assistant Professor**  
MIT Sloan School of Management  
July 2016 – Present (1 month) | Greater Boston Area



# TWO KEY METRICS

- **Efficiency** – Keep track of the time it takes you to do a task, so you can show how a new tool improves this.
- **Effectiveness** – Keep track of your results so you can show a side by side comparison.



# PROVING OUT HUMOR -

**Taulia** — Used humor in small ways, comparing it each time to a campaign with out it. Showing the value of it at each step. Bumping up the humor each time until their “F@ck It” campaign.

**25% increase in web traffic and a 28% increase in contact us forms as a result.**

# *New Values*

ON MARKETING RETURNS

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TO GET MORE MONEY, WE  
HAVE TO SHOW VALUE ON  
OUR EFFORTS.

**ROI DOESN'T DO THIS.**

# WHY ROI IS A BAD VALUE METRIC

- **IT DOESN'T LIVE ON A BALANCE SHEET**— If a number doesn't live on a balance sheet it's a vanity metric. Roi is an efficiency number not an effectiveness number.
- **IT'S NOT PRESCRIPTIVE**— Roi doesn't help executives run their business better. It just keeps you from being fired.



# *Weighted Pipeline*

IS THE VALUE WE SEEK

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- **SALES ALREADY USES IT**— It's a value number your executives already buy into.
- **IT'S IS PRESCRIPTIVE**— It shows future outcomes with a high degree of certainty.
- **IT IS HOLISTIC** — It accounts for all experiences, providing the measure for you to control the full experience.

*Example*

# Weighted Pipeline Chart (Lead Flow Volume)

Marketing Stage	Volume	Velocity	Efficiency	Weighted Value
1	100	5 days	70%	$(100 \times 0.7) \times 10,000$
2	90	9 days	77%	$(90 \times 0.77) \times 10,000$
3	80	10 days	88%	$(80 \times 0.88) \times 10,000$
<b>Pipeline Total</b>	270	24 days	<b>Pipeline Value</b>	\$2,097,000

# *Stretch Budgets*

GET THE MONEY FASTER

# STRETCH BUDGET BASICS

- **NEGOTIATE UP FRONT** – Stretch budgets are negotiated up front, just like a line of credit.
- **DOUBLE DOWN** – They allow you to double down on great ideas, proving out new tactics and channels.
- **INSTANTLY ACCESABLE** – You have instant access to them because they were pre-negotiated.

*Example*

**NORMAL GOAL: 200**  
**STRETCH GOAL: 1K**  
**STRETCH BUDGET: \$5K**

**IF YOU HIT YOUR STRETCH GOAL, YOU  
CAN ACCESS THE STRETCH BUDGET  
WITH OUT QUESTION. ALLOWING YOU  
TO DOUBLE DOWN ON THE MARKETING  
TACTIC THAT GOT YOU A BIG WIN.**



*Getting  
More Reach*

**HIGH  
PERFORMERS  
ARE 17X MORE  
LIKELY TO BE  
EXELENAT AT  
COLLABORATION**

# IT'S ABOUT EXPERIENCE

- Brand is no longer what you say, rather it is the **sum of all experiences**.
- Marketing must own the experience across the entire lifecycle.

# CREATE AN EXPERIENCE COUNCIL

- **One member of each department**— Their job is to have a collective vision across the full lifecycle and help each team see a collective vision, and execute on it.
- **Meet Once a Month**— Interview a prospect each month on their experiences, and how the full organization can make them better.

# LEVERAGE AGILE WORKFLOWS

- **THIS WILL REFINE YOUR TASKS**—  
Allowing you to take on the greater role of experience. Without agile you will not have enough time to take on existing roles and new one.
- **Read**— The X Factor on slide share for more on agile -  
<https://www.slideshare.net/MathewSweezey/the-x-factor-the-secret-to-better-content-marketing>

**THANK YOU**

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