METRIC DRIVEN MARKETING

C-Suite Alignment Prep Sheet

Purpose: Help marketing leaders prepare for high-stakes conversations with the C-Suite by aligning marketing metrics to business priorities. This ensures credibility, sharper storytelling, and faster decision-making.

Step 1 – Define the Business Priority

Write down the C-Suite's top priorities (not marketing's). Examples:

- Revenue growth
- Margin improvement
- Market expansion
- Customer retention
- Cost efficiency

Step 2 – Map Marketing's Contribution

For each priority, link marketing's specific role. Example:

- Revenue Growth → Pipeline creation, deal velocity, win-rate support.
- Margin Improvement → Shift from paid-heavy CAC to inbound-led acquisition.
- Customer Retention → Advocacy programs, upsell/cross-sell enablement.

Step 3 – Translate Metrics to Business Language

Instead of reporting "marketing metrics" in isolation (MQLs, clicks, etc.), translate them into business impact:

Business Priority	Marketing Metric	Translation for C-Suite
Revenue Growth	Pipeline Created ($X)	"We sourced 35% of new pipeline this quarter."
Customer Retention	NPS / Advocacy Programs	"Customer referrals added $X in ARR."
Margin Improvement	CAC by Channel	"We lowered acquisition cost by 18%."

Step 4 – Anticipate Pushback

List common C-Suite objections and your prepared responses.

Objection	Your Response
“Marketing spend is too high.”	Show ROI efficiency vs. peers or channels.
“Why so many tools?”	Present MarTech Scorecard evidence.
“Sales says leads are weak.”	Show pipeline-to-revenue conversion rates.

Step 5 – Create a One-Slide Story

Boil your prep down into a single executive slide:

• Business Priority (CEO/CFO lens)
• Marketing’s Role
• Metrics (translated into $$ impact)
• Next-Step Ask (budget, headcount, priority shift)

💡 Pro Tip: Executives don’t want all the data, they want the confidence to make a decision. Keep your prep sheet to 1 page and your live story to 1 slide.

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