



Selling Inbound Marketing to the CFO: Making a Case You Can't Refuse!

Presented to FEI April 18, 2017



Inside the CFO Mind

WHAT DO CFOs WORRY ABOUT MOST?

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WHAT DO CFOs WORRY ABOUT MOST?



**HOW DO
CFOs
THINK
ABOUT
MARKETING
?**

W



When a CFO Hears "MARKETING SPENDING"



TRADITIONAL THINKING: MARKETING AS "BLACK HOLE"

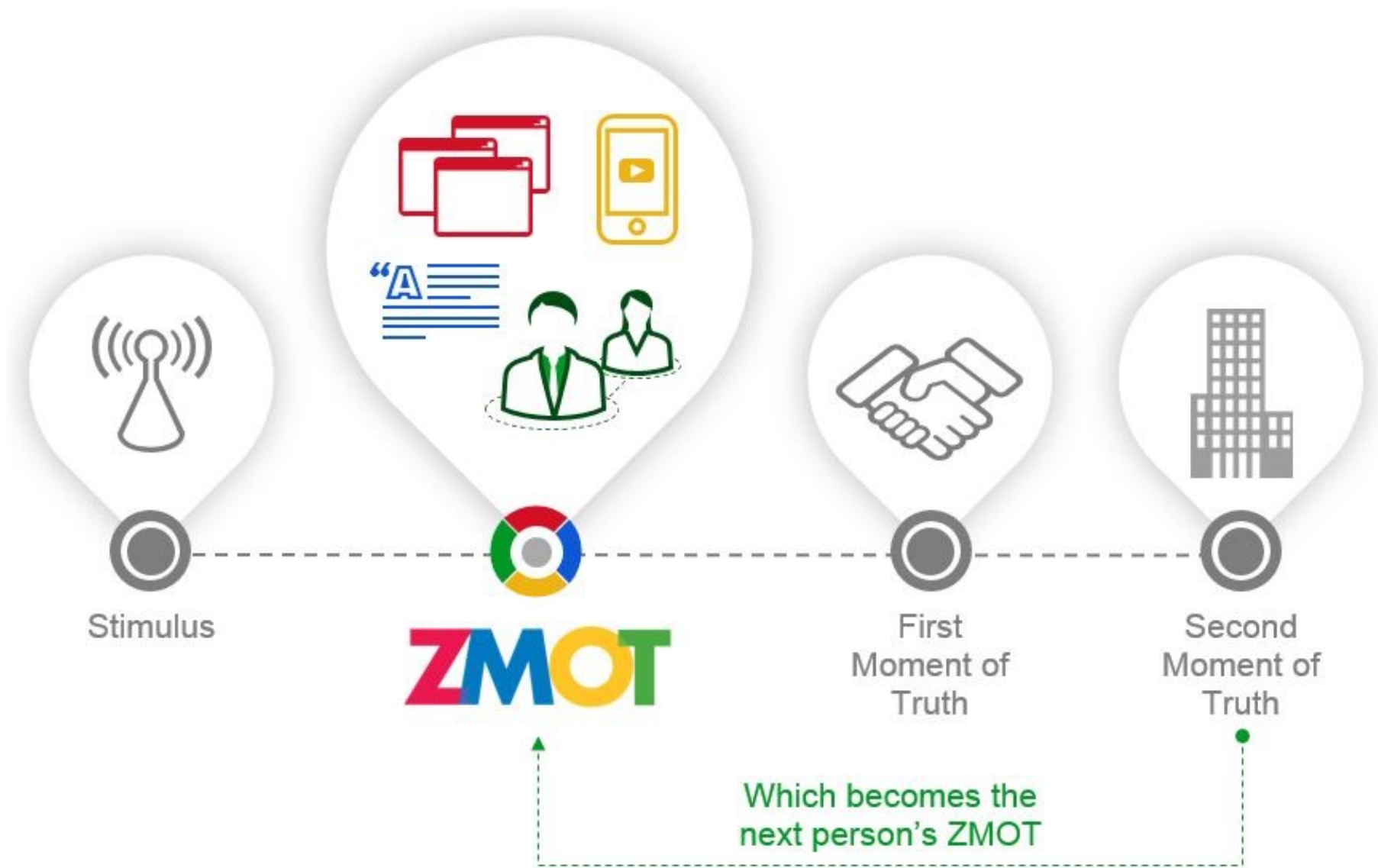
- Expense, not investment
- Results often unpredictable, unmeasurable
- Controlled budget as percent of revenue
- First line item cut

A background image showing a man in a blue suit speaking to a blurred audience in a conference room. The image is overlaid with a blue gradient.

INBOUND MARKETING WORKSHOP




ZMOT



70%

Google

 | 

Google Search

I'm Feeling Lucky



**Wow...
what a great
website!**

Yeah, But What Is Inbound Marketing?

Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.



by HubSpot

HOW DO WE WANT CFOs TO THINK ABOUT Inbound Marketing?

- Content assets
- Attribution at the core
- Predictable
- Provable ROI
- CLV:CAC



Who Doesn't Love Evergreen Assets?



- Published March 27, 2013
- 2nd most popular post all-time!
- +58K views all-time, and 6,570 views YTD

RENT Vs OWN

CFOs Prefer **RENTING** When:

-
- Ownership doesn't affect (improve) performance
 - Renting improves cash flow
 - Renting doesn't affect market position/
competitive advantage
 - Renting makes future more flexible

RENT Vs OWN

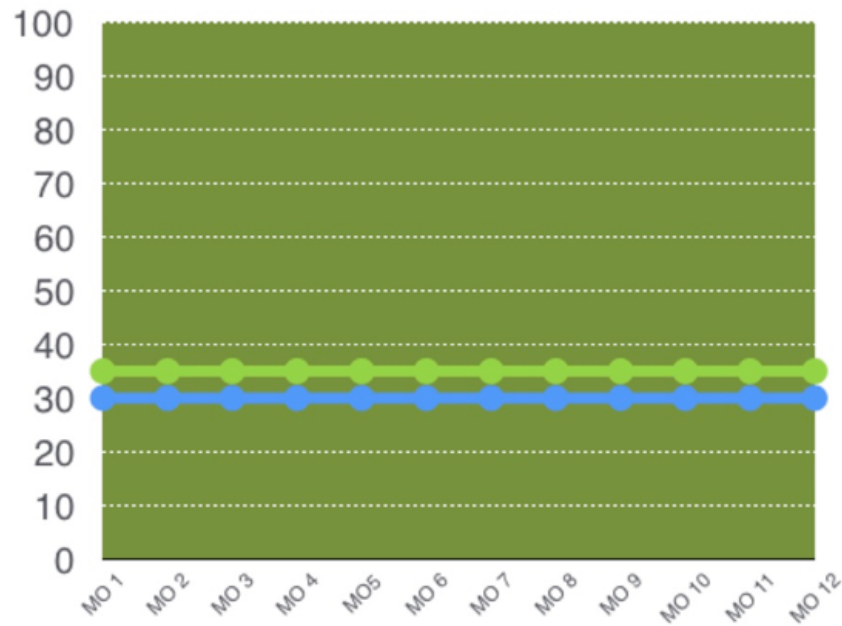
CFOs Prefer **OWNING** When:

.....

- Assets contribute to improved ROI
- Assets improve market position
- Longterm growth in asset value

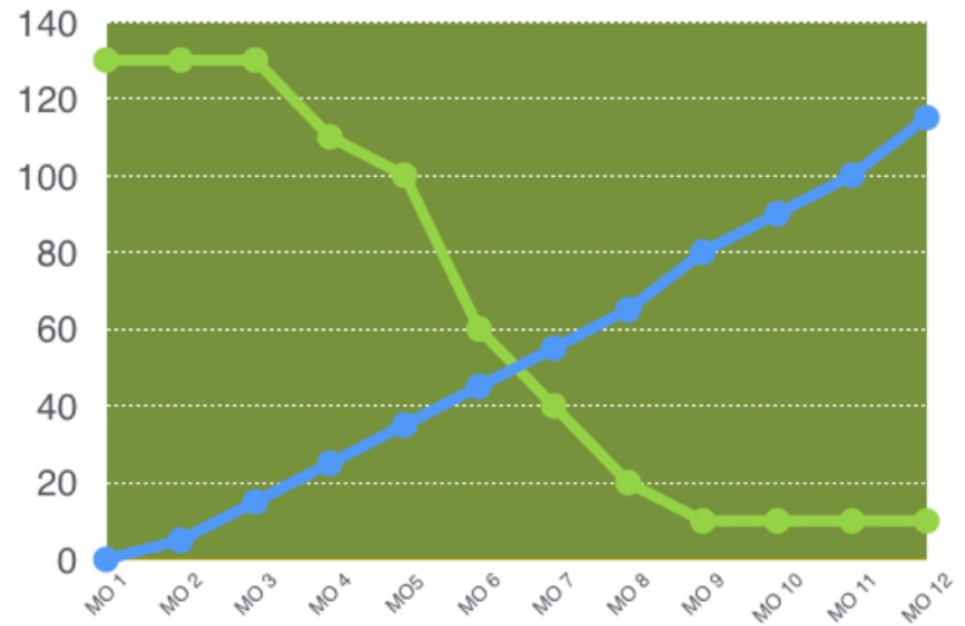
MARKETING as RENT Vs OWN

PPC



PPC LEADS PPC COST PER LEAD

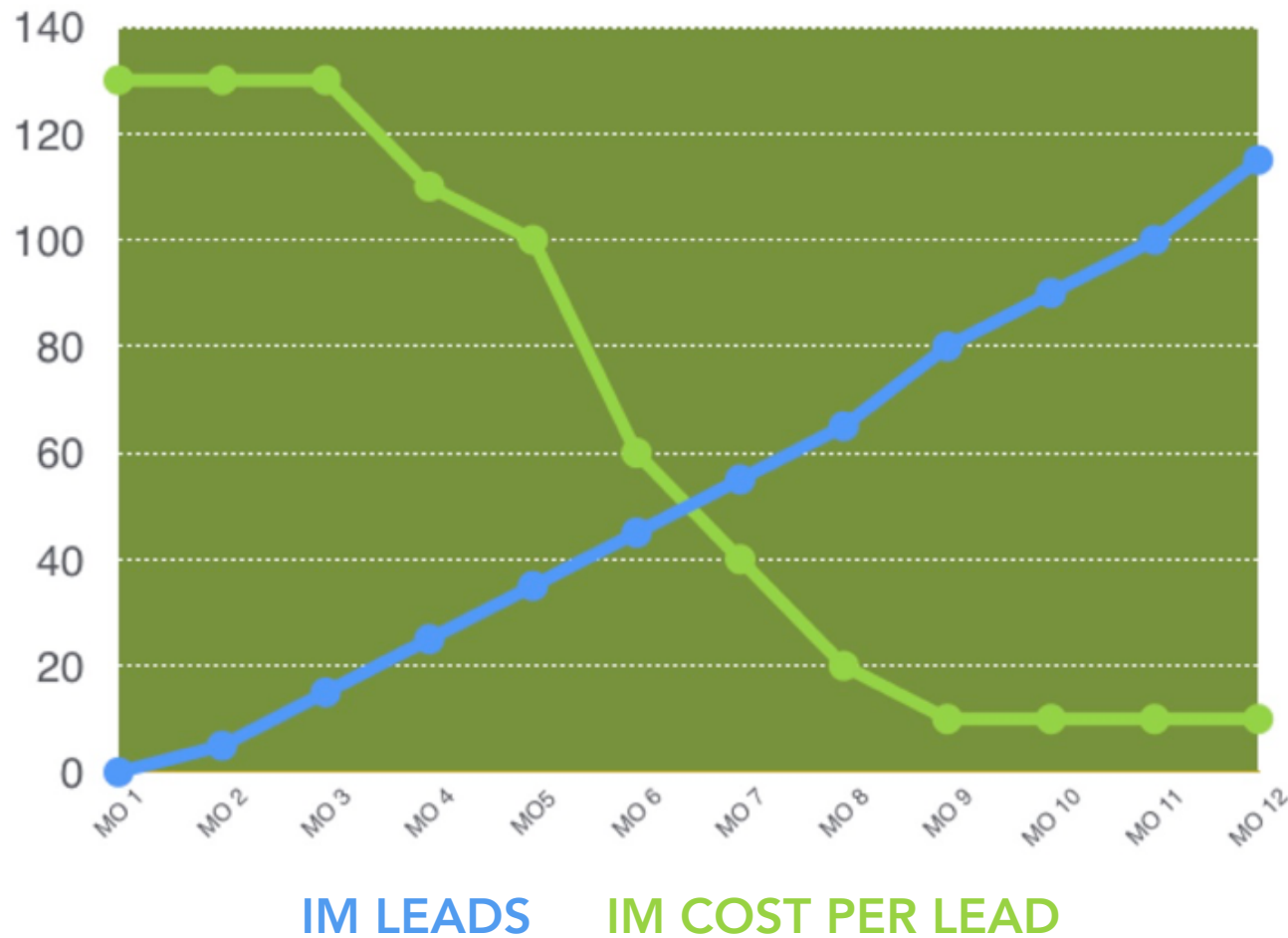
INBOUND MARKETING



IM LEADS IM COST PER LEAD

OWNED MARKETING ASSETS

INBOUND MARKETING



- Declining cost over time
- Predictable cost
- Controllable cost

W

THE POWER OF OWNED ASSETS!

WEIDERTGROUP
#28 inbound marketing agency

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MARKETING & SALES BLOG

Industries Planning Attract Convert Quality Nurture Analyze Close

SEO: 6 Ways to Craft Better Meta Descriptions That Rock The SERPs

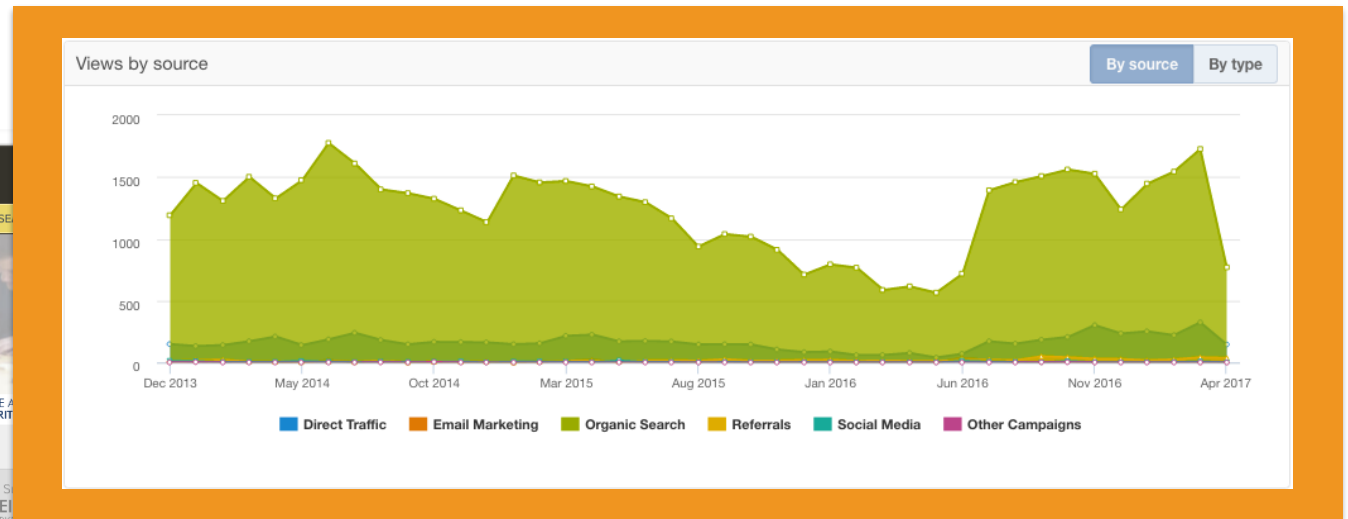
March 27, 2013
Posted by Frank Isca

Tweet in Share 64 Like Share 8

You've probably heard it a hundred times: When it comes to creating content for search engine optimization (SEO), it's crucial that you *always write for the user FIRST* and the search engines *second*. This couldn't be more true than when it comes to writing oriented meta descriptions for your individual web pages.

most popular articles

- Top 10 Most Effective Marketing Strategies
- SEO: 6 Ways to Craft Better Meta Descriptions That Rock The SERPs
- On-Page SEO Best Practices to Follow For



- 3+ years later, still attracting traffic!!
- Still sensitive to promotion!
- Contributing to SERP!
- Owned assets CRUSH rentals!

HOW ARE WE DOING?

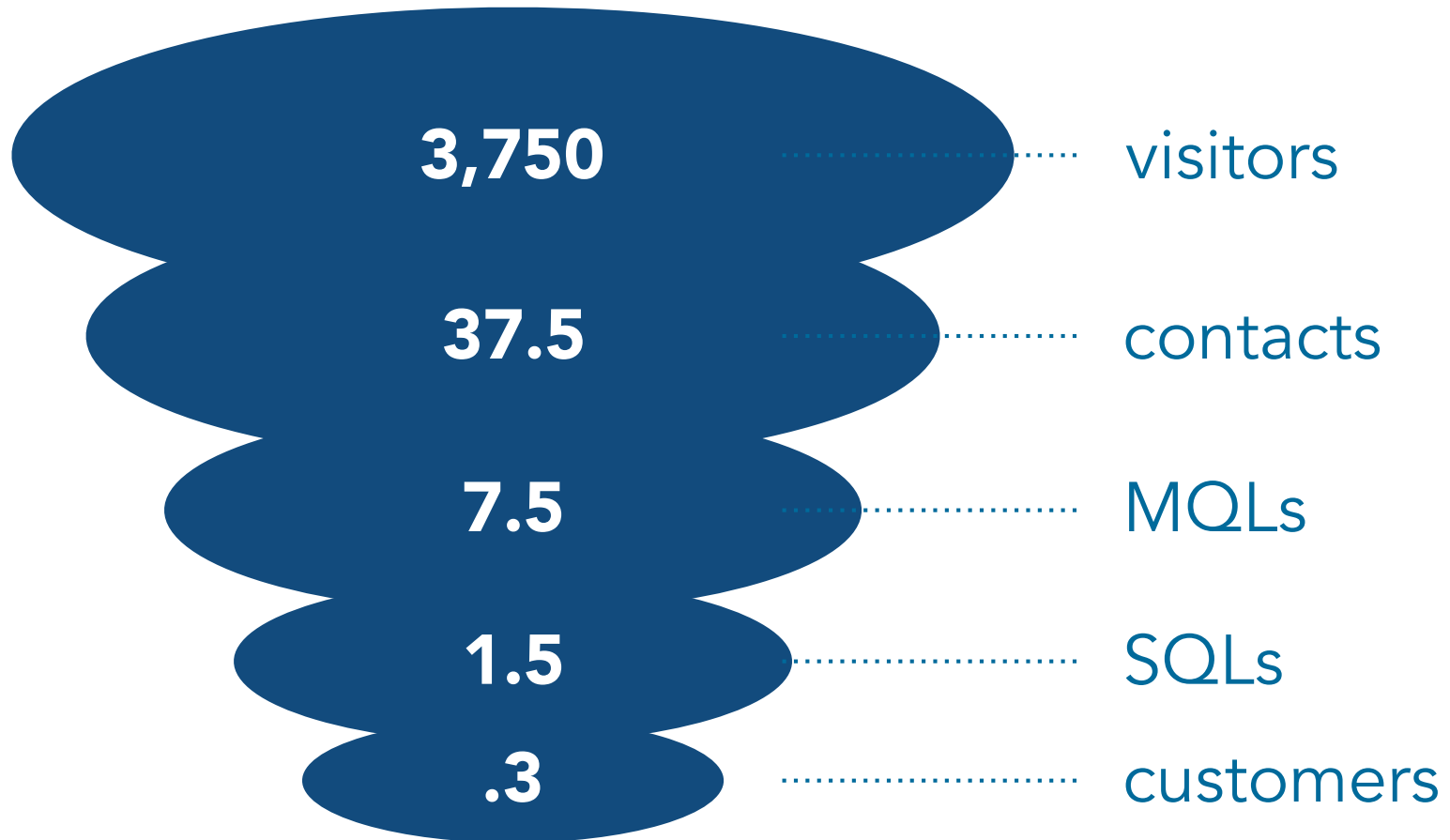




HOW DO CFOs FEEL ABOUT GROWTH?

- Predictable
- Profitable

PREDICTABLE GROWTH



PROFITABLE GROWTH

CLV:CAC Definitions



SUSTAINABILITY

Customer Economics:

the ultimate finance/marketing collaboration



Numbers are examples only - not actual results

Questions, Please!