

The New Corporate Odd Couple: Marketing and the CFO

It's a new world, full of unprecedented challenges and unpredictable disruption. There's never been a better time to throw out old biases and outworn assumptions about how business gets done.

The relationship between marketing and the CFO is a great place to start.

The Old World

Marketing and finance spoke different languages.

CFOs are spreadsheet-reading, metric-driven, bottom-line obsessed decision-makers and marketing teams are the head-in-the clouds right-brainers dealing in abstractions like "awareness," "image," and "market perception."

The Result?

spend reduction for the year

25%

Source: Gartner, CFOs Will Make More Cost Cuts In 2020

14%

Amount that businesses have cut marketing budgets versus their original 2020 plans.*

11%

Planned cutback in marketing spend for the remainder of 2020*

The universally acknowledged truth?

When leads dry up, business slows down. And marketing generates the leads.

The New World

A place where CFOs have the metrics they love to see

Program ROI

Customer Retention Increase

Lead Velocity Increase

Four ways marketing can reinvent its relationship with the CFO

01 Build a relationship based on trust

Don't always ask for money—ask for guidance. Create a partnership that goes beyond the budget cycle.

01

Make a metrics-based business case for the budget you need, with strengths, weaknesses, opportunities, and threats clearly listed.

04

Remove assumptions of the past by defining and agreeing on new inputs that measure business value and growth.

03

Own mistakes and avoid the surprises with metrics that show how programs performed versus your original pitch and why you need to change.

02

When you work together potential is limitless

Unlock your team's potential.

Contact us today.