

Chief Executive Officer (CEO)

- A potential wildcard – some very forward-looking, others very traditional
- Needs to be certain marketing shift won't imperil established brand image
- Focus on top-level execution, wants to know talent is there to drive change
- Tends to favor concrete KPI growth, so a pilot program is a big incentive.

A book or three could be written on the topic of executive presentations, so we won't dive deep into the nitty-gritty here. Suffice to say that if you've followed our advice so far, you should have a bevy of resources and powerful data – enough to make your case and answer common objections.

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Even if you wrap up to a standing ovation from the board, it doesn't mean it's all a cakewalk from here. Before inbound marketing is truly entrenched in organizational culture, you'll need about a year of consistent results.

In the first year and beyond, consistency and process maturity will be keys to success.

Luckily, it's hard to find yourself losing progress once you've built an efficient, effective, and scalable inbound marketing apparatus. In addition to geometric effects on Web traffic and engagement, inbound can also help you define your brand and strengthen customer loyalty. With the human touch, your business will be more protected from market downturns and other challenges.

No inbound marketing organization is perfect, and the journey never ends. Still, inbound will make your sales and marketing efforts more dynamic, creative, and impactful for your audience. As it grows, it can become one of the most powerful competitive differentiators you have.

And it all starts with the decision to champion inbound at the highest levels you can reach.

*So, what are you waiting for?
Get out there and be the change – you can do it!*

