

CEO-Speak SOP

Report marketing in the numbers your CEO actually uses

THE PLAY (ONE LINE)

Translate every marketing metric into the business outcome it stands for, answer the CEO's next question before it's asked, and back the whole report with a tested attribution model.

Why this matters

"One of the reasons why I've been successful as a chief marketing officer is having the ability to translate marketing speak into CEO speak." Tell a CEO web traffic is up 15% and the CEO is thinking "that sounds kind of nice, but I don't really know if I'm making any money."

7

companies Rich served as CMO

25

years in marketing leadership

5

numbers CEOs think in

3

views: raw, modeled, why

The 7 steps

- 1 List what you report today.** Every number in your last report: web traffic, organic traffic, social engagement, brand awareness. They matter; they are the wrong headline.
- 2 Translate each metric into its outcome.** Web traffic = people at your digital storefront = potential demand. Rich's line: "We've increased potential demand by fifteen percent this month over last month."
- 3 Answer the next question first.** Put the conversion rate on that demand right beside it: did it hold up, go up or go down?
- 4 Lead with the CEO's numbers.** Revenue, ARR, churn, cost of acquisition, lifetime value at the top. Engagement metrics lower down.
- 5 Stop judging channels alone.** Organic looks free and isn't: cut paid and organic drops. Display drives people to type your URL directly.
- 6 Run one controlled test.** Change the channel mix in one region only and watch what moves over time. Single market? Try a time-boxed change (our adaptation).
- 7 Build the model, show both views.** Share credit across channels from what you learned. Present raw numbers, modeled numbers, and why you chose each assumption.

Translation worksheet

Marketing metric	Business outcome it stands for	Next question (and its number)

This month's potential demand: _____ Conversion rate: _____ Revenue from marketing: _____

- | | |
|--|---|
| ☐ Report opens with revenue, ARR, churn, CAC or LTV | ☐ Every traffic number sits beside its conversion rate |
| ☐ Channel relationships written down | ☐ One controlled test running |
| ☐ Model assumptions listed | ☐ Raw and modeled views both shown |