



No Brainer Business Case.

Struggling to get buy-in? This guide helps you create a killer marketing business case that decision-makers can't ignore so that you can finally get the green light on that game-changing tactic.

Introduction.

Making your case for a website redesign, strategy workshop or rebranding project shouldn't feel impossible. Yet, getting buy-in from decision-makers can be a challenge, especially when they're focused on the bottom line.

For marketers and project leads, the real hurdle isn't proving a project is necessary; it's articulating its value in a way that resonates with stakeholders.

That's why we created this guide. It's an actionable framework to help you build a business case that decision-makers can't ignore. Whether you're navigating tight budgets, sceptical boards or competing priorities, this guide will equip you with the tools to present your ideas with clarity and confidence.

What you'll learn:

- ✔ **What decision-makers care about most** – How to align your project with their goals and priorities.
- ✔ **How to demonstrate value effectively** – Communicate ROI, mitigate perceived risks and address objections head-on.
- ✔ **A proven framework for success** – Step-by-step guidance on structuring your business case, from identifying pain points to highlighting outcomes.

You'll also receive a ready-to-use Pitch Template, plus bonus materials and calculators, designed to make your presentation seamless and professional.

If you still have questions after reading this guide, you'll find a link at the end to book a free one-on-one call.

Let's dive in....

STEP 1

Understand What Decision-Makers Care About.

When pitching a project, it's not enough to explain what you want to do. You need to position it in a way that aligns with what decision-makers care about most.

At C-suite or board level, everything comes down to **three key priorities**:

1. Revenue

Will this generate or protect income?

Decision-makers need to see the financial impact. Will it increase sales, generate leads or improve conversion rates? Whenever possible, quantify potential outcomes to make your case more compelling.



Example positioning:

"By improving our website's user experience, we can reduce bounce rates by 20% and increase lead generation by 15%, translating to an estimated £50,000 in additional annual revenue."

↑
Use our template in the
next section - it does the
maths for you.

2. Risk

What's the cost of doing nothing?

Every investment carries risk, but so does inaction. Failing to move forward can result in lost market share, declining customer trust or missed growth opportunities.

Example positioning:

"Our outdated website is causing a 30% drop in returning visitors. If this continues, we risk losing key accounts to competitors with more user-friendly platforms."

3. Reputation



How does this impact our brand?

Beyond revenue and risk, leadership teams care about brand perception and competitive positioning. Will this project enhance credibility, improve customer experience or strengthen market leadership?

Example positioning:

"A redesigned website that aligns with our brand will enhance user experience and reinforce our position as an innovative leader in our industry."

STEP 2

Calculate Risk vs Reward.

Once you've aligned your case with what decision-makers care about, the next step is to **back it up with data**. Stakeholders don't just want opinions, they need **proof**.

Risk vs Reward: Making the Case

You need to show what happens if nothing changes (the risk) versus the benefits of action (the reward).

This is where our **Revenue Impact Calculator** and **Risk Quantifier** come in. These tools will help you:

- ✓ Put real numbers behind the impact of your project.
- ✓ Clearly demonstrate potential revenue growth.
- ✓ Show the financial risks of delaying action.

How to Use the Templates

Instead of just talking about potential impact, these calculators help you prove it with numbers.

- **Revenue Impact Calculator** – Shows how a small increase in conversion rate can drive significant revenue growth.
- **Risk Quantifier** – Highlights how much money is lost due to high bounce rates or poor user experience.

→ [Download the Revenue Impact Calculator](#)

→ [Download the Risk Quantifier](#)

By using these tools, you'll be able to **present hard data** that makes your case impossible to ignore.

STEP 3

Build the Pitch Deck.

A strong business case isn't just about presenting an idea - **it's about framing it in a way that decision-makers can't ignore.** You now have a clear structure for defining the problem, presenting the solution and justifying the investment.

But the next challenge? Turning this into a compelling, boardroom-ready pitch.

That's where the Pitch Deck Template comes in.



Next Steps: Pull It All Together

Use the **Pitch Deck Template** to structure your business case into a clear, professional presentation. It will help you:

- ✓ Frame the problem in a way that resonates with leadership.
- ✓ Use real data to make your case bulletproof.
- ✓ Overcome objections and justify the investment.

→ [Download the Pitch Deck Template](#)

STEP 4

Run a Strategy Workshop.

Now that you have a framework and a pitch template, the next step is ensuring **clarity and alignment**.

A great business case isn't just about the numbers—it's about getting decision-makers aligned on the why, what, and how. Without this, projects stall, decisions get delayed, and buy-in becomes an uphill battle.

To get buy-in, you'll need to run a workshop so that you can:

- ✓ **Get key stakeholders in the room** – You can't move forward if decision-makers aren't aligned. A workshop brings clarity, making approvals easier.
- ✓ **Align on priorities** – If leadership teams aren't on the same page, your case won't land. This step ensures everyone is focused on the same goals.
- ✓ **Clarify what success looks like** – A well-defined outcome removes hesitation and makes getting sign-off smoother.

If this part feels difficult, you're not alone. Running these conversations can be time-consuming, frustrating and often unproductive without a structured approach.

Want a structured approach to make this easier?

Book a free Strategy Call, and I'll help you map out your pitch, clarify your messaging or show you how to present it with confidence.

→ [Request a free Strategy Call](#) and I'll personally walk you through the next steps.

