

Value-based reporting that builds C-level trust

Webinar

19th of March 2026

11:00 am EET / 10:00 am CET

MAVENFIRST

We help Senior Marketing Executives in Complex B2B to design stronger marketing functions that earn C-level trust by delivering unquestionable business impact.

Our best clients come to us for one reason:

They decided things around marketing need to change and it can't continue as is.

They know that the potential for marketing is so much more than they can currently capture.

Here is how we help:

We combine “Do-it-with-me” consulting to executive coaching to help you on your journey towards a more stronger marketing function.

We help you to get clarity on 5 critical things:

- Marketing vision and a concrete Business Plan for the Marketing Function
- Value Delivered and communicated through Stakeholder Reporting
- How your team is working and how you work as a one team rowing in the same direction
- Investment plan for marketing - What you get if you 2x marketing resources
- *Team structure and processes that support success*

Today's Agenda

01 From reporting to Value Communication

02 Our learnings, findings and most influential changes we make during client engagements to Value Communication thru IMPACT™ framework



Why marketing Value Communication and
Proving Marketing has been “evergreen”
topic in Complex B2B for years

Two main challenges:

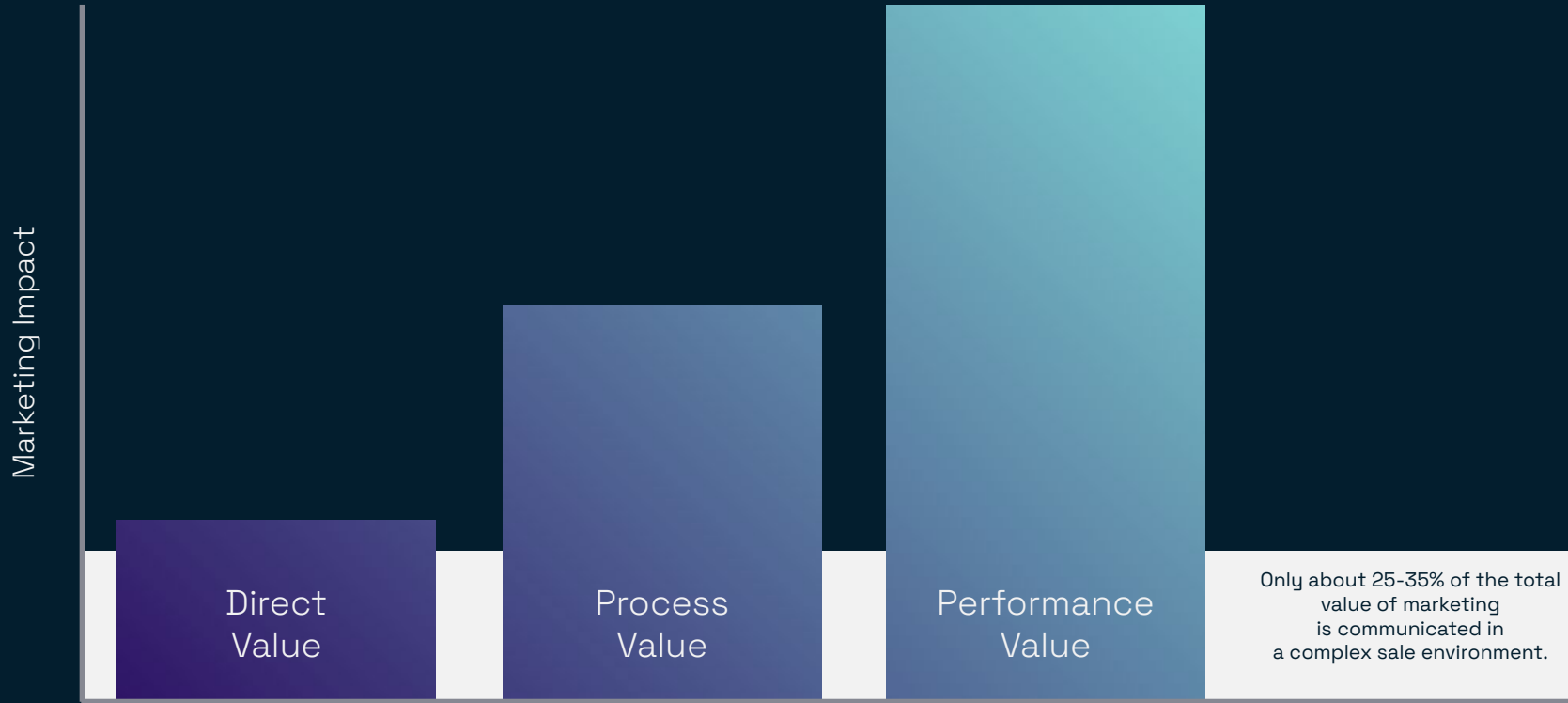
1) Marketing in B2B Complex Industries typically are able to communicate around 30 % of the total marketing value*

*Mavenfirst assessment data 2022-2025

“Marketing value is anything improving business performance or results that you can identify, quantify and affect by marketing”

Direct & Indirect value

Direct & Indirect Marketing Value



2) The Role of Marketing is unclear to our stakeholders.

Marketing Role - Four Different Situations in Complex B2B organizations

Painter

—
The views on the role of marketing are similar but not entirely shared between marketing management and the rest of the organisation.

Builder

—
There are significant differences in perceptions of the role and capability of marketing between marketing management and the rest of the organisation.

Drifter

—
The role of marketing is not clear to marketing management, nor to the rest of the organisation.

Dragger

—
The role of marketing is clear to the management team and the rest of the organisation, but not to marketing management.

Today's Agenda

01 From reporting to Value Communication

02 **Our learnings, findings and most influential changes we make during client engagements to Value Communication thru IMPACT™ framework**



From trying to Prove Marketing to building trust

Communicate the value that builds C-level trust: The Mavenfirst IMPACT model™

I – Impact: Business Outcomes marketing affects.

M – Mechanism:

P – Proof:

A – Alignment:

C – Communication:

T – Trust:

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“When marketing succeeds, what in our business improves?”

What we need to be successful and accountable to achieve that impact?

The Mavenfirst Marketing Function Business Plan™

Corporate Strategy				
Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)				
BOLD VISION	Marketing Bold Vision – Value levers		Function’s Five-Year Picture	
	Focus Area 1	Focus Area 2	Focus Area 3	Focus Area 4
5-YEAR PICTURE	Priority 1.	Priority 1.	Priority 1.	Priority 1.
	Priority 2.	Priority 2.	Priority 2.	Priority 2.
	Priority 3.	Priority 3.	Priority 3.	Priority 3.
1-YEAR PLAN	Priority 4.			
	Programs – each priority has its own outcome-based programs			

Marketing Strategy: Defines who you want to influence (Targets), why they should care (Message), and the fundamental strategic goal of the marketing function.

Bold Vision: The “reason to exist” and high-level ambition for marketing, anchored directly to the specific business value levers you aim to impact.

5-Year Picture: A concrete description of the future function, outlining the required team size, capabilities, and skills needed to realize the Bold Vision.

Focus Areas: The strategic “must-win battles” on a three-year horizon that dictate the most critical development areas for the marketing function.

Priorities: Clear 12-month goals that translate long-term focus areas into manageable and measurable annual milestones.

Programs: Short-term, outcome-based initiatives designed to execute yearly priorities and drive tangible results for the business.

Corporate Strategy

Marketing Strategy

Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

BOLD
VISION

Marketing Bold Vision And A Five-Year Picture

3-YEAR-PICTURE

Focus Area 1 (From 5 year picture)

“Build awareness, positioning and commercial effectiveness to Support New Market entry in the chosen markets.

Success is measured by:

- X Meur in Revenue
- Increase from RFPs / Tenders from Target Accounts (To X)
- Positioning and Brand study progress against goals (Goal X% of Target Accounts)

1-YEAR PLAN

Priority 1.

Generate X Sales-accepted-leads from target accounts to support X meur Sales Goals

Priority 2.

Engage 60% of the target accounts in the region X to support brand recognition in the market

Program

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Program

Communicate the value that builds C-level trust: The Mavenfirst IMPACT model™

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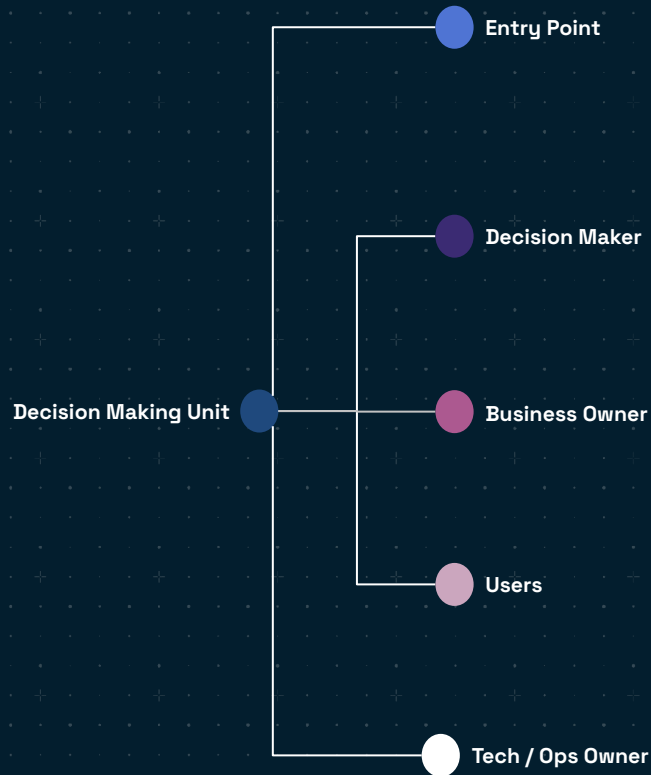
T – Trust:

15 minutes a quarter can't build trust.

= More Facetime.

One of the biggest challenges for Marketing Value Communication is the lack of adequate time for Communicating that value and build that understanding **and trust.**

Stakeholder mapping and Influencer map



Entry Point
Who is most likely to initially engage. Owns process that your solutions supports, feels most pain and can champion you through the process.

Decision Maker
Who has direct responsibility and oversight for the process that your solution supports. Has key signing power to finalize the deal. Usually Entry and Users report to this decision maker.

Business Owner
Who will benefit from the solution. Part of the DMU. Often recommends and sign-offs on solutions.

Users
Who engages directly with the product or service in day to day. Usually wants their opinion to be heard in the decision making. Can facilitate buying process at a lower level.

Tech / Ops Owner
Who manages the infrastructure to support a potential solution. Can at sometimes help champion a solution.

Think both:
1-to-1 Meetings and
Group Meetings (Leadership Team)

Think both:
Alignment meetings and
Value Communication (Reporting)

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What is the evidence we are progressing?

This is the place for data, finished campaigns and “tactical level” stuff.

“How R&D Function communicates progress when the product is not finished yet and no business outcomes are yet insight?”

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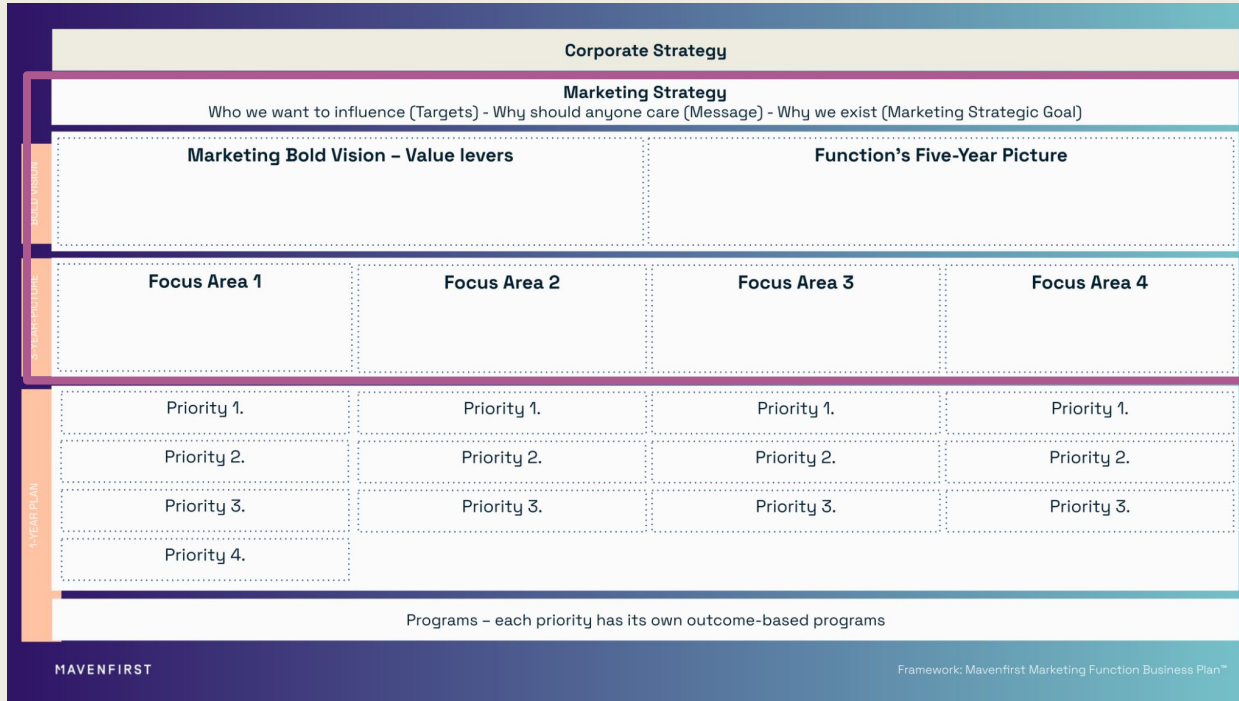
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Alignment on marketing role:

- What marketing is accountable for?
- What in the business improves when marketing succeeds?
- *How marketing is lead or operated?*

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T – Trust:

How you present marketing and tell the
story of value

Most influential changes we make to Stakeholder reports

- 1) Go heavy on the analysis!
 - 2) Focus on the outcomes we have aligned.
 - 3) Ditch all “vanity metrics” and marketing data, that is not needed to prove or is not part of the point we are making.
 - 4) Simplify and focus on 1-2 topics we want to focus on
 - 5) Provide value thru insights. Not just reporting, but something valuable to the audience.
 - 6) Change the structure to how executives want to see and consume information (pyramid model).
- Bonus: You are the presentation. Not the slides.**



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How we evaluate increase in Stakeholder Trust

Stakeholder Confidence Rating:

“On a scale 1-10, How well you understand marketing’s impact on business based on current reporting structures and marketings ability to communicate value? to you”

Increase in facetime.

Able to defend / raise budget.



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If the role and what marketing is accountable for is unclear, no amount of communication / data will fix the “misalignment”

