

How to Gain Organizational Buy-In for MarTech Investments

HOT or **NOT**

HOT

Develop a Business Case

NOT

HOT

Proof of Concept

NOT

HOT

Budget hacking

NOT

HOT

Competitive pressure (FOMO)

NOT

HOT

Attach to high priority initiative

NOT

HOT

Executive business champion

NOT

HOT

Align stakeholder interests

NOT

HOT

Competitive case studies

NOT

HOT

Rapid Prototyping

NOT

HOT

your idea here

HOT

your idea here

HOT

your idea here

HOT

your idea here