

Are you struggling to create **PROFITABLE MARKETING CAMPAIGNS?**

Due to shrinking marketing budgets, most marketing executives struggle to create profitable marketing campaigns that convert. In this presentation, you will learn about the 6 Marketing Pillars that drive strategic efforts efficiently.

To become a Lean CMO, using Video Conversion Marketing™ is essential to stay relevant. With such innovative solutions, you can supercharge any marketing campaign and see improvement in conversions by as much as 80%. Focus on your most profitable products and solutions without complicating your marketing systems or straining your marketing budget.



The Lean CMO™ How to Leverage the Lean CMO Method & Video Conversion Marketing™ Strategies

In this content-rich, innovation-driven presentation, you will learn how to

- ▶ Implement the foundational principles of becoming a Lean CMO
- ▶ Activate your marketing team without stressing them out
- ▶ Bring video strategies into everything you do that will grow your business
- ▶ Create compelling video content without emptying your marketing budget
- ▶ Avoid the 3 devastating video marketing mistakes

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Dwight W. Holcomb is the author of the #1 Amazon Bestseller "The Lean CMO", a Member of the Forbes Business Council and the host of the business television show, "SaaS CEO Success TV". The show airs on the C-Suite TV Network, C-Suite TV has global distribution in over 59 million households and more than 90 million views per month.

Dwight is also the CEO of HC Development (HCD). HCD helps CEOs of Software & I.T. companies who are struggling to create a profitable marketing mix, by implementing a Marketing Intelligence System to attract people who already need their service, resulting in a shorter closing time and more sales with better fit clients.