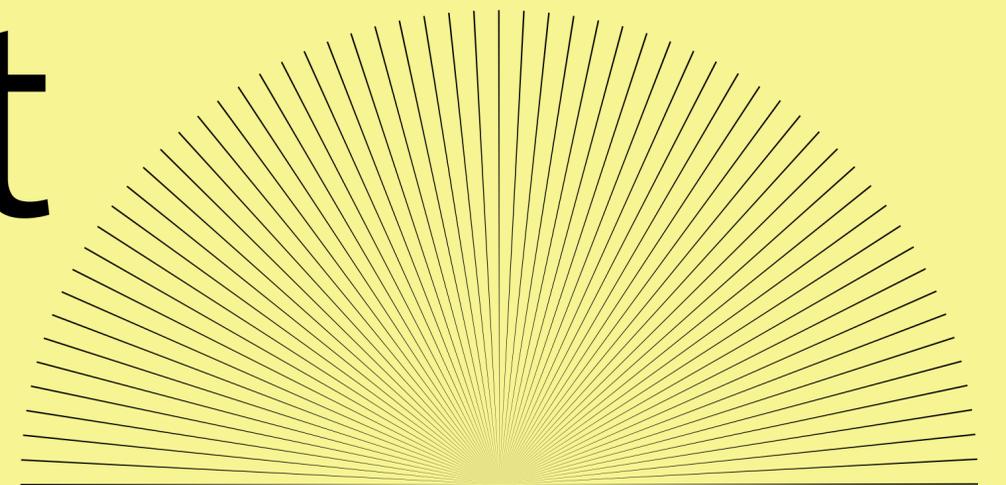


Radix

A quick-start guide to
engaging everyone on the
board with your content

The B2B Content Marketers' C-Suite Cheat Sheet Guide



1. A quick introduction

2. C-suite personas 1 – 8

3. Final note

A quick introduction

If your content hits home with the most senior decision-makers, you're one step closer to closing the deal. So how do you create content that engages and persuades people who have huge responsibilities but very little time?

Here's our whistlestop tour of the boardroom – and how to win over everyone at the table.

Hop on board the C-suite express.

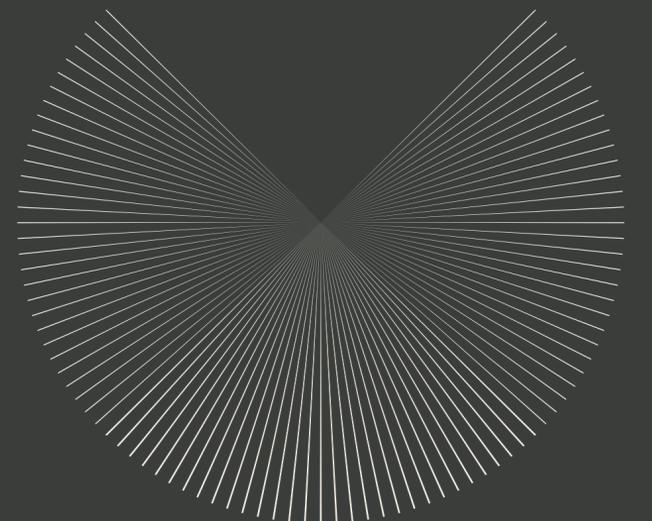
Who's Radix?

We're a team of seasoned copywriters and account managers devoted to two things: writing the best B2B technology content around and helping our clients succeed.

If we can make your content stronger, we'll make it stronger. If we can make your life easier, we'll make it easier. That's who we are. And it's who we've been, since 2007, for visionary B2B technology brands and marketing agencies.

Come see for yourself.

Or even better, get in touch.



Chief Executive Officer

CEO

Priorities

Defining overall strategy, driving business growth, and ensuring long-term stability.

Challenges

Navigating industry and market shifts, building leadership teams, getting full business visibility.

Things to keep in mind:

→ Go broad with your message

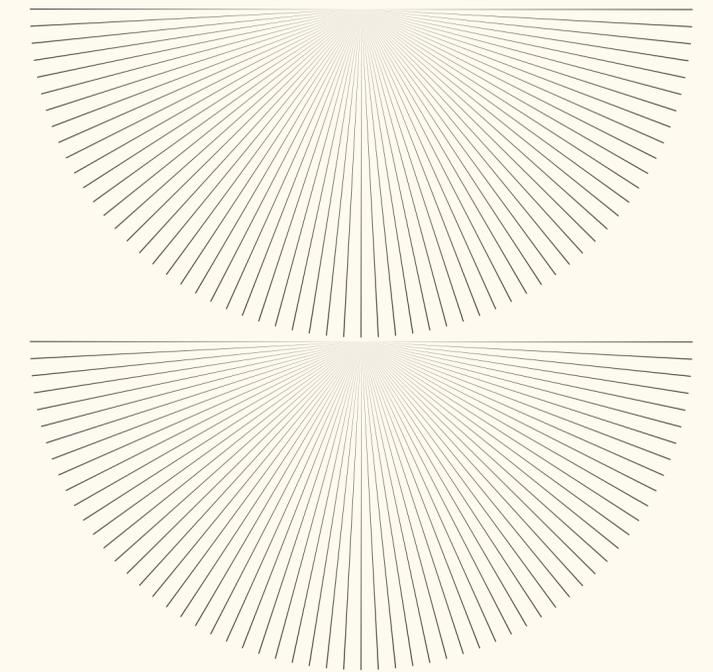
As CEOs are custodians of the whole organisation and its long-term success, *don't make the benefits of your solution sound too niche or specific.*

→ Get to the point ASAP

The CEO's day is already full before your content lands on their desk. So there's no time to spare – *make sure you put your main points front and centre.*

→ Don't assume specific expertise

No one becomes a CEO without being incredibly smart. But that doesn't mean CEOs are experts on every topic, so *give proper context to your offering and the challenges it solves.*



→ RECOMMENDED CONTENT TYPES

- Short videos
- Infographics
- Brochures

→ WHERE TO FIND TOPICS THAT INTEREST THEM

Harvard Business Review

The Economist

Fast Company

Chief Financial Officer

CFO

Priorities

Advising on funding, profitability, and key purchases, including mergers and acquisitions.

Challenges

Navigating economic uncertainty, balancing costs and growth, maintaining compliance with increasingly strict regulations.

Things to keep in mind:

→ Highlight key facts and figures

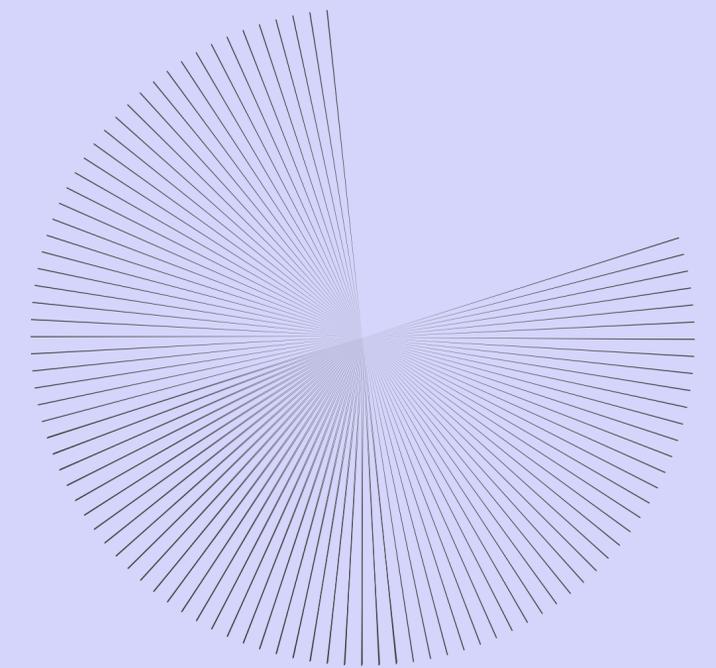
CFOs need to know your solutions will help them hit KPIs, so it's vital you *get stats and figures into your content* early and often.

→ Address their challenges quickly

CFOs have a surprisingly broad remit, spanning strategic leadership, governance, risk management, and of course, finance. Make it a priority to *quickly show how you can solve their varied challenges*.

→ Build authority or risk being ignored

Financial leaders are often risk-averse and won't be willing to trust you on your word alone. *Use third-party validation to build credibility.*



→ RECOMMENDED CONTENT TYPES

- Infographics
- Case studies
- Cheat sheets

→ WHERE TO FIND TOPICS THAT INTEREST THEM

WSJ CFO Journal

Financial Times

CFO Secrets

Chief Information Officer & Chief Technology Officer

CIO/CTO

Priorities

The *CIO* is responsible for internal technologies and ensures IT infrastructure, budgets, and cybersecurity are aligned with business needs, tech strategy, and regulatory demands. Meanwhile, the *CTO* is concerned with external technology trends and how they impact the enterprise, engaging in horizon scanning, road mapping, and strategic planning.

Challenges

Reducing cybersecurity risks, delivering continued innovation, managing technical debt.

Things to keep in mind:

→ Balance messages around innovation and risk

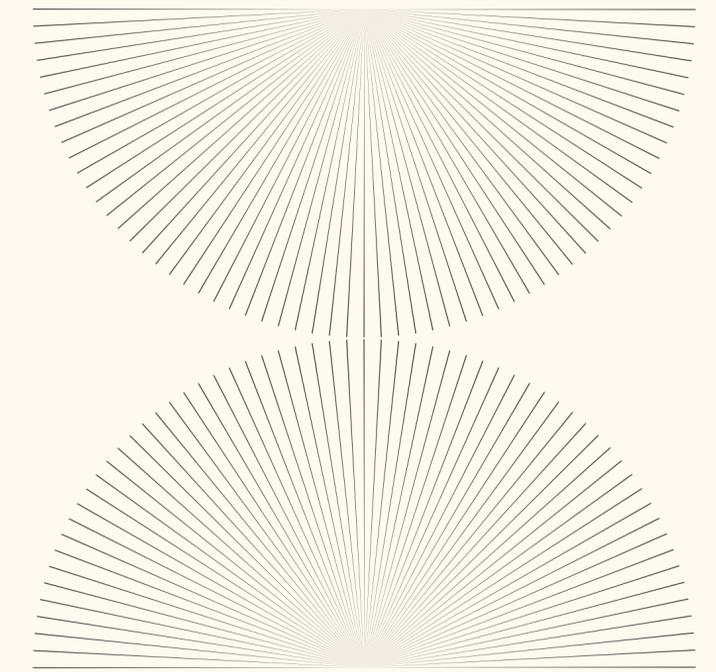
CIOs and CTOs want to keep abreast of the latest technologies, but *be careful not to make your solutions sound risky or unproven.*

→ Highlight technology *and* business benefits

CIOs and CTOs are technical people, but they're responsible for delivering business value through IT, so *ensure you highlight the benefits for tech and line of business teams equally.*

→ Don't overclaim

CIOs and CTOs see more product pitches — and marketing hyperbole — than any member of the C-suite, so take care to *deliver a measured message supported by strong proof points.*



→ RECOMMENDED CONTENT TYPES

- White papers
- Technical documentation
- Case studies

→ WHERE TO FIND TOPICS THAT INTEREST THEM

[Newsletter.pragmaticengineer.com](https://newsletter.pragmaticengineer.com)

[Interface.media](https://interface.media)

[Ctomagazine.com](https://ctomagazine.com)

Chief Innovation Officer

CInO

Priorities

Identifying emerging opportunities and fostering a culture of innovation and continuous improvement across the business.

Challenges

Breaking down technological, behavioural, and process-based barriers to evolution, and prioritising and progressing the right innovation initiatives.

Things to keep in mind:

→ Be honest about your offering

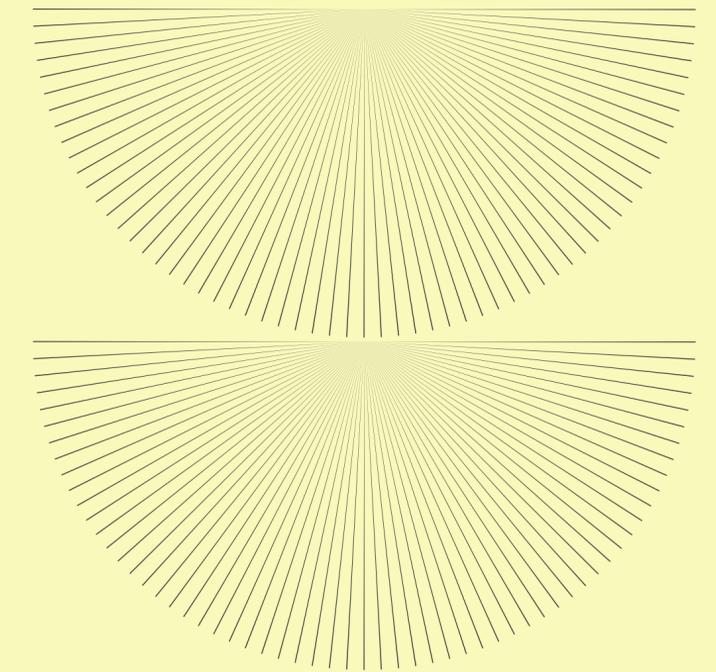
CInOs experience transformation bottlenecks every day. *If you downplay the effort required to achieve specific results, they'll be unimpressed.*

→ Respect their budget

Good CInOs have a keen radar for cost-effective opportunities that could help them achieve their goals. *If you want to stand out, you need to prove your value, fast.*

→ Balance proven value with fresh ideas

The great paradox of a CInO's life is that *they need confidence they're investing in the right areas, but also want to be early adopters of high-impact new tech.* Find a way to offer that balance, and they're yours.



→ RECOMMENDED CONTENT TYPES

- Short technical explainers
- Case studies
- Ebooks

→ WHERE TO FIND TOPICS THAT INTEREST THEM

Gartner (industry, tech, and Magic Quadrant reports)

McKinsey and Company

Ctomagazine.com

Chief Information Security Officer

CISO

Priorities

Developing and maintaining cybersecurity and data protection technology and policy.

Challenges

Responding to growing cybersecurity threats, proving security solution ROI, building a security-first culture.

Things to keep in mind:

→ Come with proof points

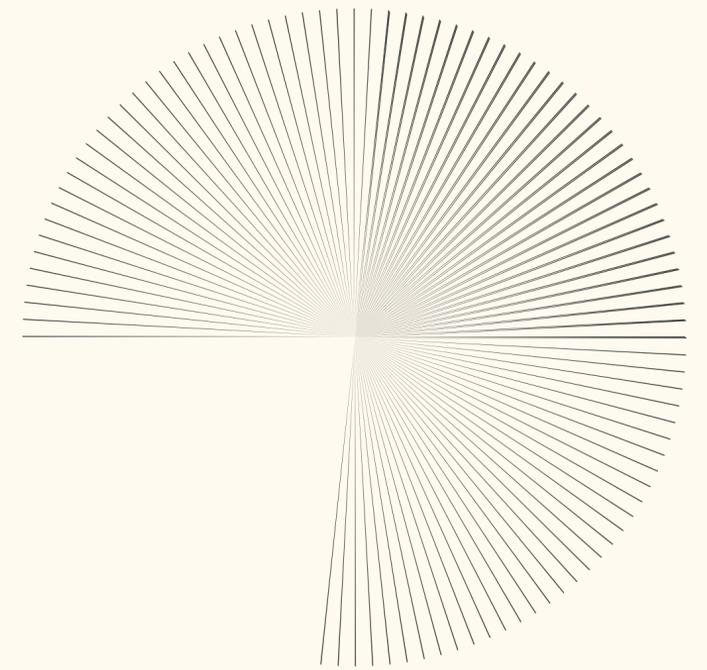
Few CISOs will be willing to leave things to chance. Reassure them that your solutions are the real deal and *offer proof for every claim you make.*

→ Focus on multiple benefits

Yes, security is paramount for this role. But *don't forget to highlight secondary benefits* your solutions offer, like improved data stewardship or increased brand reputation.

→ Scare tactics won't work

CISOs live with risk every single day. *You won't be able to scare them into action* by mentioning the severity of the threat landscape.



→ RECOMMENDED CONTENT TYPES

- Data sheets
- Infographics
- Ebooks

→ WHERE TO FIND TOPICS THAT INTEREST THEM

[Securityweek.com](https://www.securityweek.com)

[Thehackernews.com](https://www.thehackernews.com)

[Cybermagazine.com](https://www.cybermagazine.com)

Chief Operating Officer

COO

Priorities

Managing daily operations, allocating budgets, and building teams to execute operational plans.

Challenges

Aligning daily operations with long-term strategy, managing priorities across distributed teams, maintaining employee engagement.

Things to keep in mind:

→ Make things easy

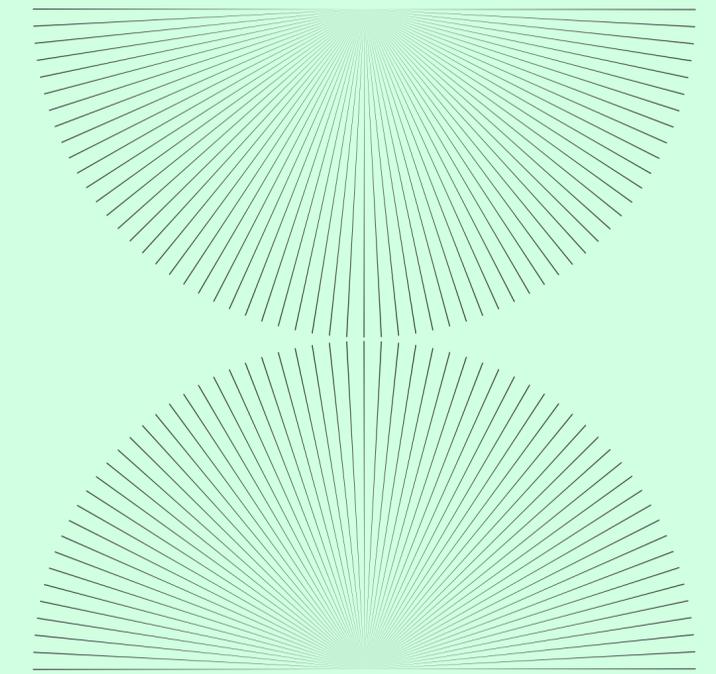
COOs already have a lot of plates to keep spinning. *Make sure your messages are clear*, and don't expect them to follow convoluted CTAs and next steps.

→ Focus on the right benefits

To score points with the COO, *focus on how you can improve efficiency, sustainability, and customer satisfaction.*

→ You can get into the weeds

The COO is one of the few C-suite members tasked with execution. So, you can get more into the details, and *support claims with emotive language and practical examples* of how your solutions will improve efficiency and execution.



→ RECOMMENDED CONTENT TYPES

- Practical guides
- Brochures
- Blogs

→ WHERE TO FIND TOPICS THAT INTEREST THEM

[Cooinsider.com](#)

[Harvard Business Review](#)

[Operations Nation \(community\)](#)

Chief Marketing Officer

CMO

Priorities

Setting marketing strategy and vision, managing marketing teams and budgets, and collaborating with other customer-facing functions.

Challenges

Attributing ROI to marketing, gleaning insight from fragmented prospect data, standing out in a crowded marketing landscape.

Things to keep in mind:

→ Pitch your solution at the right level

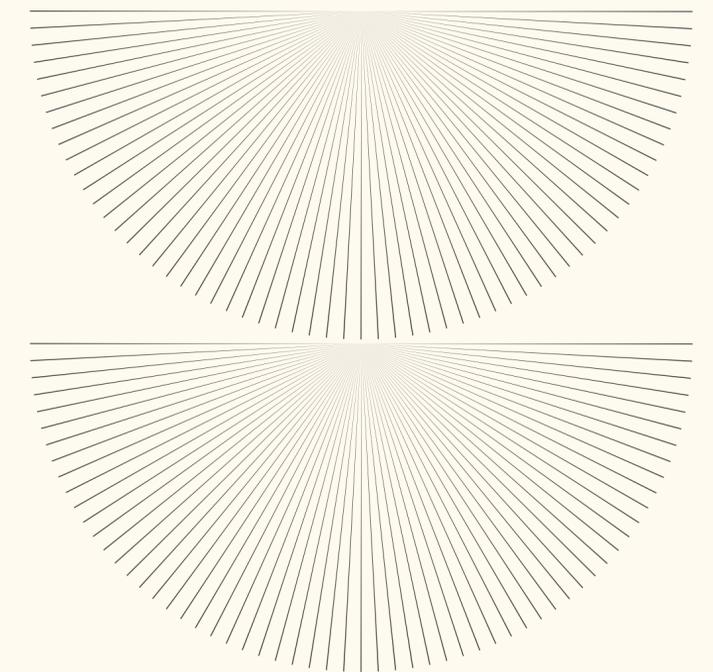
Remember that CMOs won't be looking at individual campaigns. Ensure you *pitch the broader, strategic benefits of your solutions*.

→ Demonstrate clear ROI and attribution

Marketing departments often struggle to demonstrate the value they deliver. Get the CMO's attention and *focus on how your solutions can deliver rapid ROI and clearly tie marketing efforts to revenue*.

→ Focus on substance over style

The CMO knows the marketing playbook and won't be impressed by flashy imagery and slick experiences. *Make sure your content has depth and genuinely helps solve their challenges*.



→ RECOMMENDED CONTENT TYPES

- ROI calculators
- Ebooks
- Case studies

→ WHERE TO FIND TOPICS THAT INTEREST THEM

[AdWeek](#)

[The Drum](#)

[Marketingweek.com](#)

Chief HR Officer & Chief People Officer

CHRO

Priorities

Strategic workforce planning, aligning talent strategy with business strategy, maintaining compliance, and attracting and retaining high-impact people.

Challenges

Closing talent gaps, balancing legacy and emerging skillsets, managing hybrid work, supporting human-AI collaboration.

Things to keep in mind:

→ Think long-term – like them

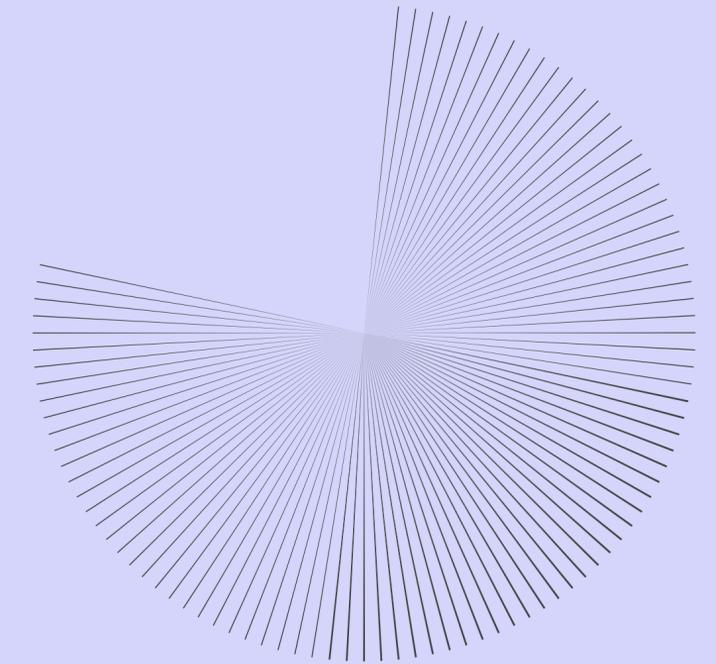
CHROs and CPOs plan months and years in advance. They don't want quick fixes. *They want partners and solutions that will help them achieve their long-term goals.*

→ Make people a priority

Even when you're not pitching directly at CHROs and CPOs, you need to keep them in mind. Every change in a business impacts people, so *show that what you offer impacts them positively.*

→ Back your claims up with hard data

CHROs and CPO rely on hard data to strategise and plan for the future. So *they respond very positively to strong facts and figures.*



→ RECOMMENDED CONTENT TYPES

- Case studies
- Implementation guides
- Infographics

→ WHERE TO FIND TOPICS THAT INTEREST THEM

[Gartner HR Leaders Quarterly magazine](#)

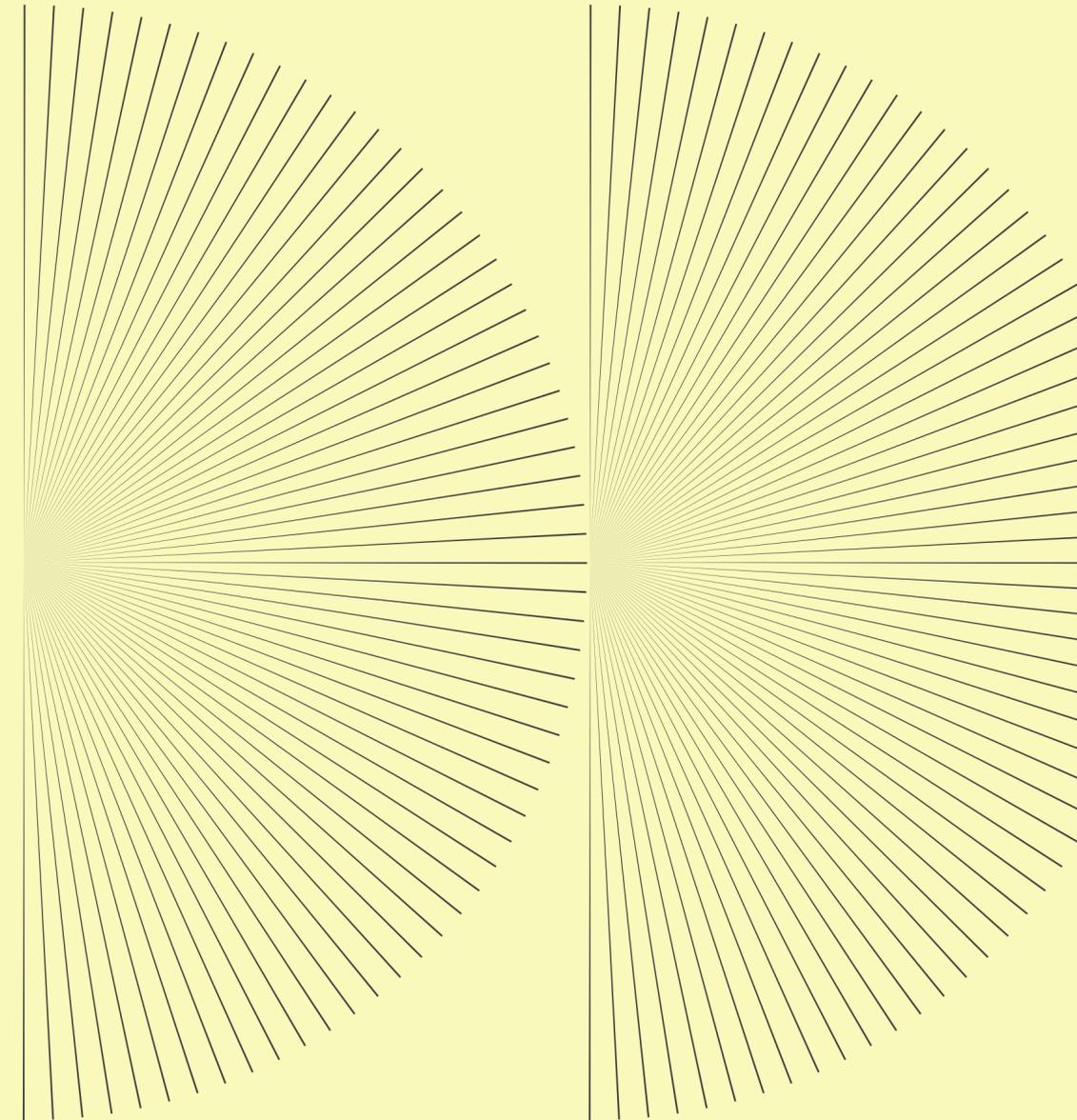
[Hrexecutive.com](#)

[CIPD Knowledge Hub](#)

A final note

Phew. We hope you enjoyed that high-speed tour of your C-suite MVPs — Most Valuable Personas. They're not so scary. Just respect their time and anticipate their needs, and pretty soon they'll be on your side.

Need some more help devising winning concepts and creating the kind of content that makes senior execs sit up and take notice? *Talk to Radix.* That's our bread and butter.



Radix

