

# 3 Steps to Overcome Internal Resistance to Digital-First Growth Strategies



In fast-growing industries such as agile tech and AI, digital-first growth strategies have long been the standard—and they remain essential for future success. However, in more traditional sectors with deeper roots, perspectives can differ. While some see adopting digital-first strategies as an obvious next step, others may hesitate to fully commit.

But today, we believe reaching customers where they are is a necessity.

If you've encountered internal pushback when working on new approaches to business development, these three steps can help your team drive alignment and build momentum toward modern growth that scales.

## Step 1: Align Around Shared Goals

The resistance to change often stems from trust in current methods and skepticism around changing what seems to work.

That means it's important to help the rest of your team see for themselves how digital initiatives both support what's working now and make it easier to meet your customers where they are online. Focus on shared priorities, including:



Pipeline growth

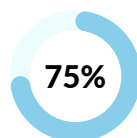


Operational efficiency



Customer retention

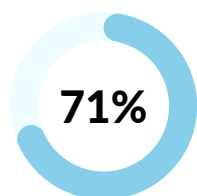
The goal is to reframe digital transformation as an **intentional evolution**, not a disruption.



More than one-third of professional service firms expect over 75% of their revenue to come from digital in the next three years.

Why? Digital-first growth strategies allow companies to direct their resources to more targeted audiences and scale personalized outreach. In the process, you can capture data that supports more effective business decisions over time.

In comparison with traditional sales and marketing tactics, digital efforts are typically easier to measure and optimize. For firms looking to maintain modern relevance and grow as efficiently as possible, going digital will be a strategic advantage.



71% of consumers expect companies to deliver personalized interactions. And 76% get frustrated when this doesn't happen.

Regardless of team preferences, consumers are looking for tailored experiences. A digital approach offers the ability to **adjust messaging based on user behavior, expectations, and stage in the buying journey** on a scale that traditional approaches simply can't match. This level of personalization meets rising consumer expectations, but it also builds stronger relationships that lead to better results for your team.

## Step 2: Start Small and Show Wins

Big change often starts small. Choose one initiative to take on, like automated lead scoring or a LinkedIn content series. Then you can:



Marketing testing is a low-risk way to test ideas, see how well they work, and refine your approach before investing further. Early indicators such as engagement, lead quality, or conversion lift can provide supporting data for next steps. This approach will help build confidence for your team and leadership while shaping your strategy based on real results.

## Step 3: Empower Internal Advocates

One of the best ways to make sure your changes last is to find additional supporters from within. Here's how:



Identify natural advocates who already see the value of a digital approach



Encourage collaboration across departments



Create feedback loops to keep the process going

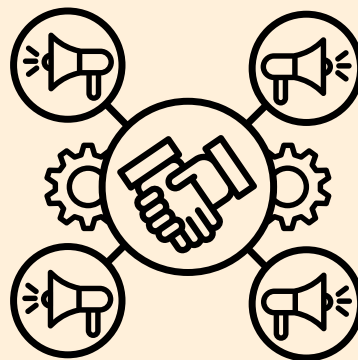
Helping your teams feel ownership over new initiatives will encourage their ongoing support and turn digital transformation into a company-wide movement.



### Looking to Partner With a Digital-First Team?

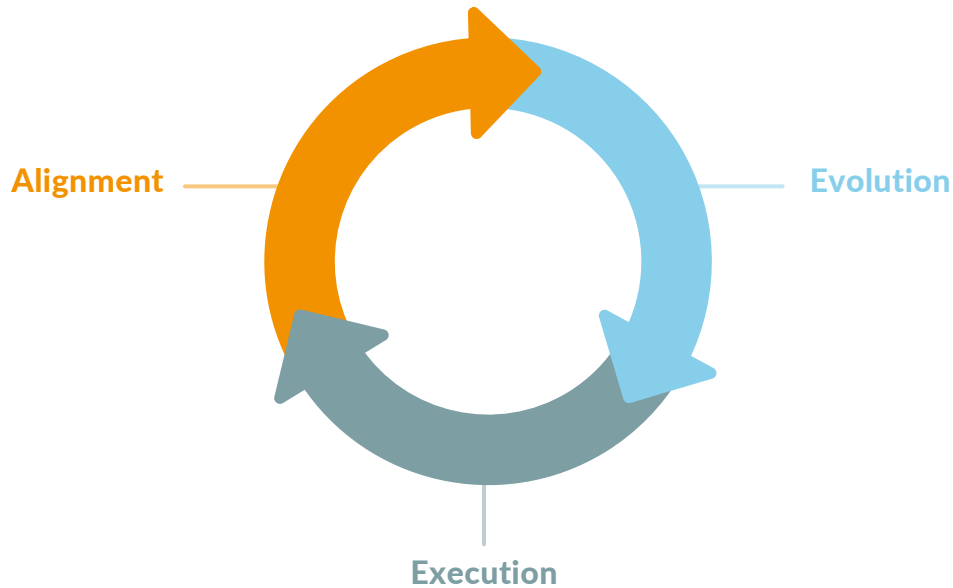
If your internal capacity for new responsibilities is limited, external support can significantly accelerate execution. Möve's flexible model makes digital growth accessible for every organization.

Get strategy and speed, with none of the restrictions.



## Final Thoughts

Digital-first growth strategies don't need to be forced onto unwilling participants. Instead, they'll succeed when everyone's aligned, the evidence is clear, and you have a plan to execute. Our advice? Start small, build trust, and scale what works.



**Interested in pursuing a digital-first growth strategy?  
Get in touch with our team today to start your journey**

**Let's Talk**

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We deliver on our promise to accelerate growth for start-ups and growth-stage companies. With acute demand generation expertise, our team builds and fuels your marketing engine for maximized growth. As our clients grow, we grow. At the heart of what we do, we bring authenticity, transparency, collaboration, and leadership to every project. We remain flexible and keep speed top-of-mind so we're consistently delivering results. For more information, please visit [move-mktg.com](https://move-mktg.com).