

You Can't Buy Love: The secrets of demand generation strategy and success

August 7, 2013

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#TMGWebinar

Today's Speakers



Ruth Stevens
eMarketing Strategy Consultant



Heidi Bullock
Director of Demand Generation
Marketo

Moderator



Thorin McGee
Editor in Chief
Target Marketing

#TMGWebinar

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#TMGWebinar

Please Welcome



Ruth Stevens

eMarketing Strategy Consultant

#TMGWebinar

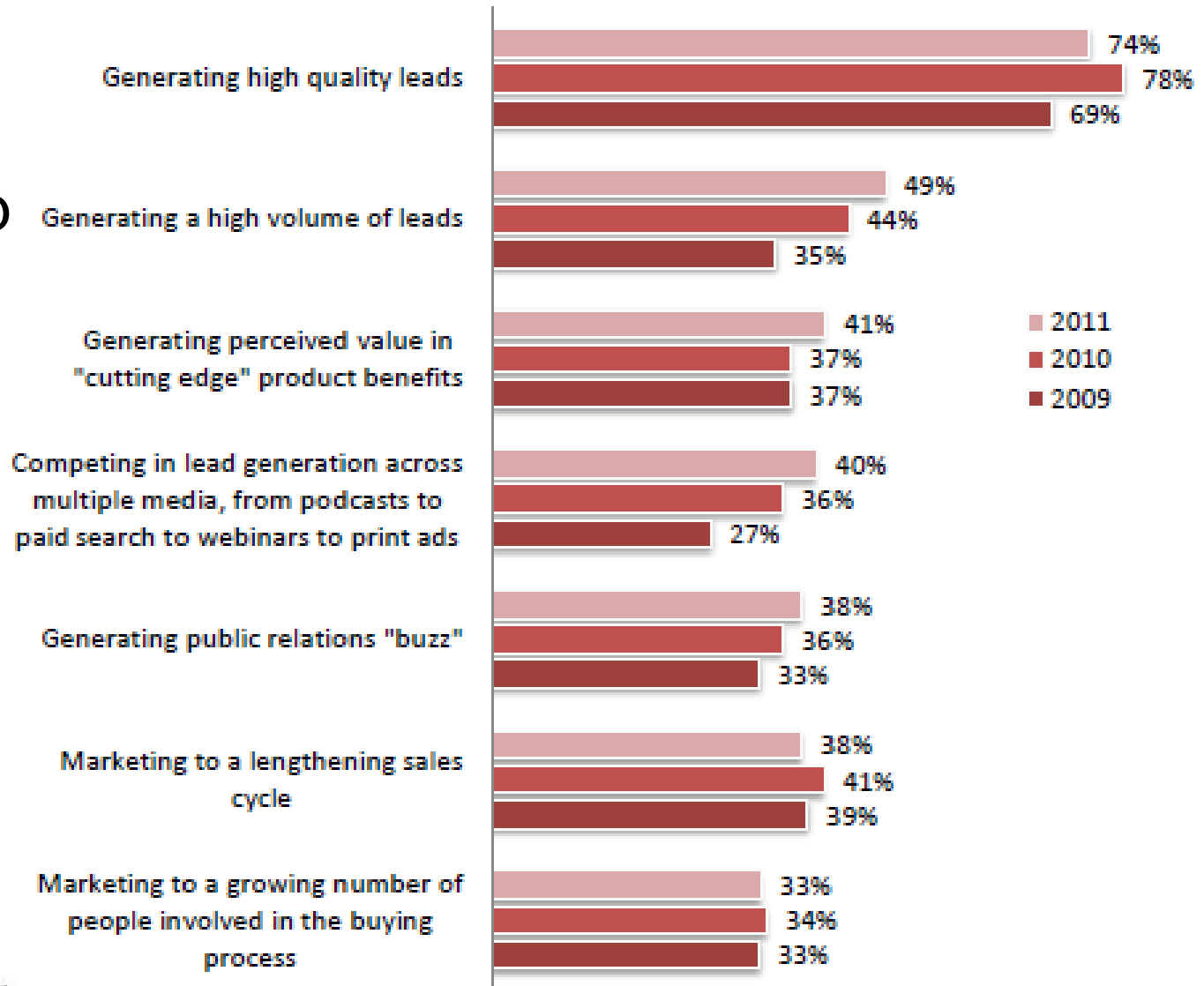
You Can't Buy Love

The secrets of demand generation strategy and success

Ruth P. Stevens
ruth@ruthstevens.com
@RuthPStevens
August 7, 2013



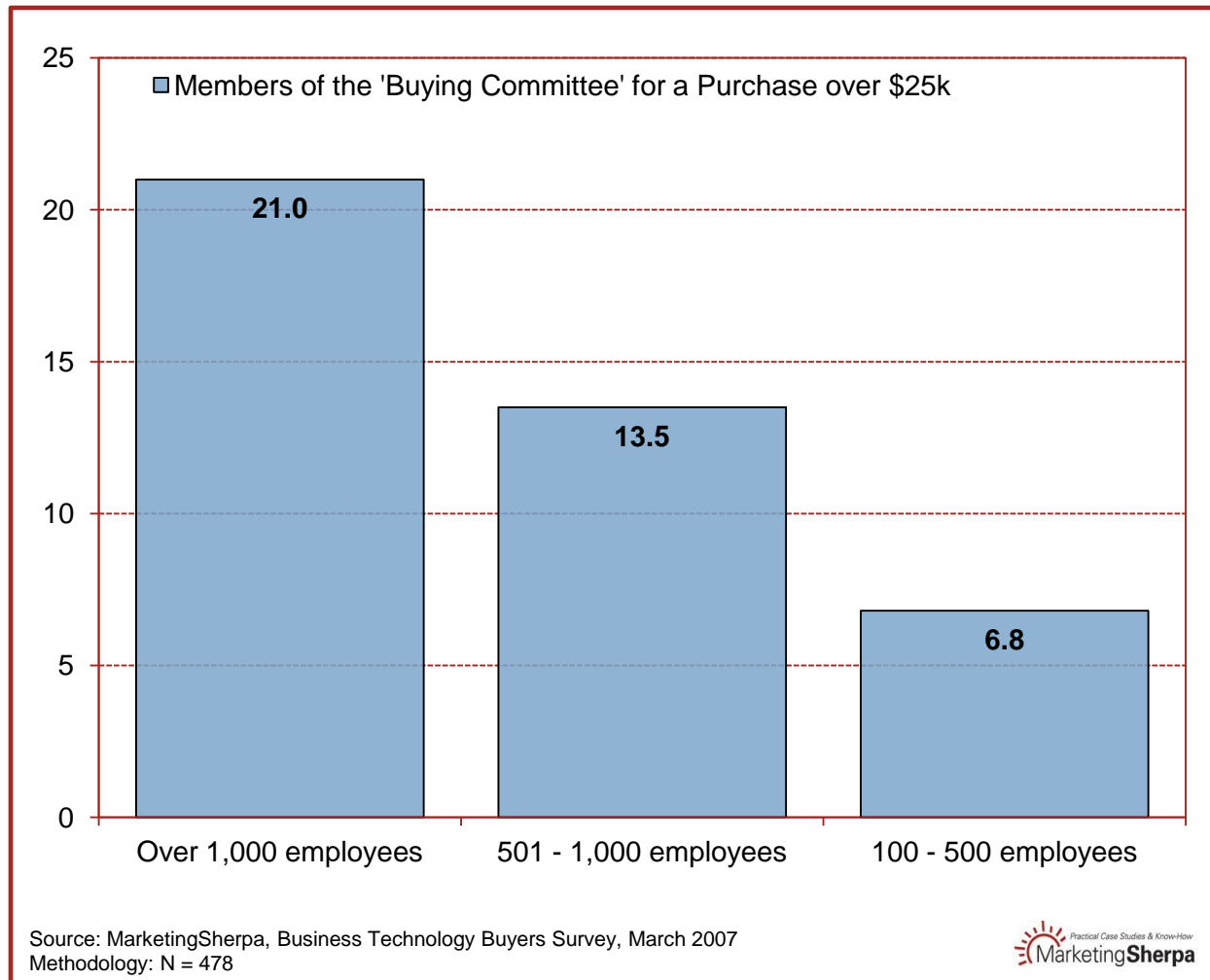
What's keeping B2B marketers up at night?



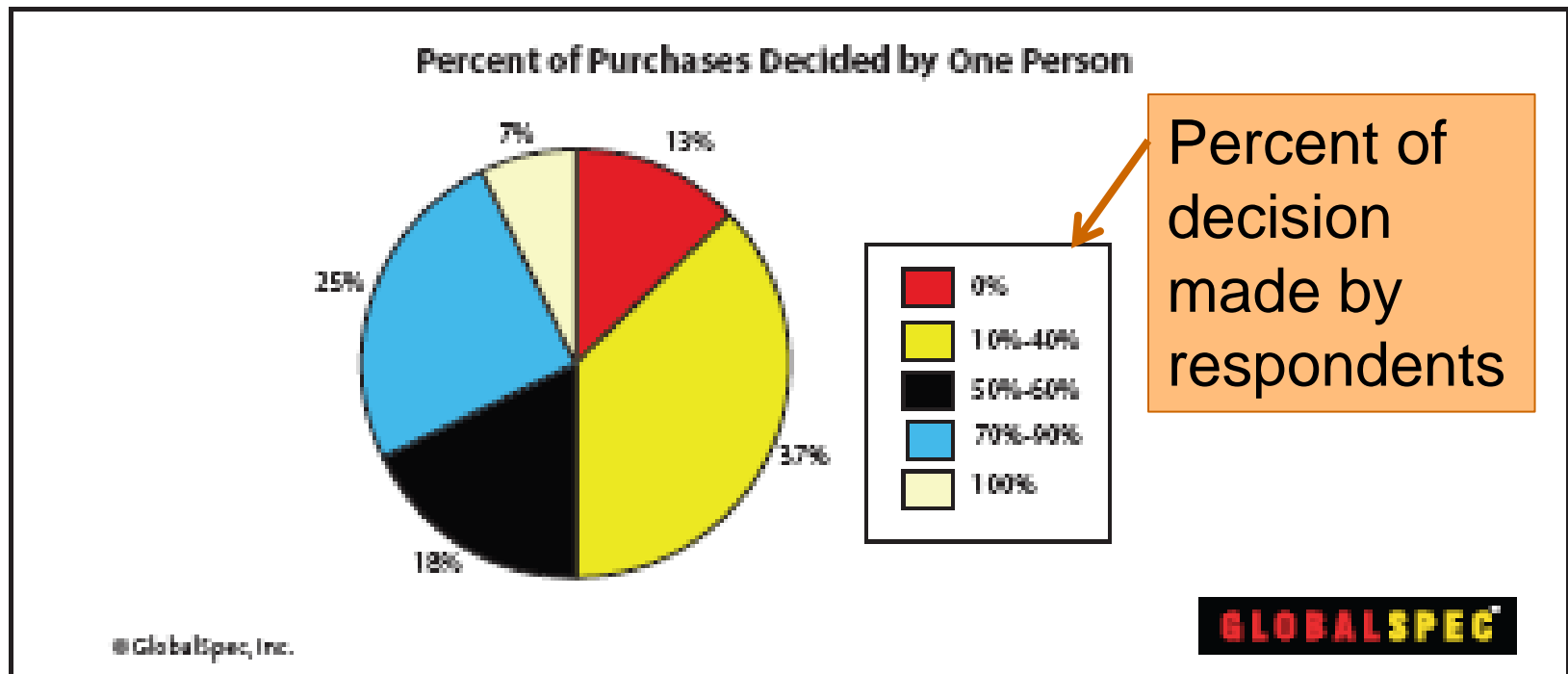
Source: ©2011 MarketingSherpa B2B Marketing Benchmark Survey
 Methodology: Fielded June 2011, N=1,745

BUYER BEHAVIOR IS CHANGING

Buying groups are growing in size



Only 7% of industrial purchases are made by one person alone





Consumer buying behavior is changing



where smart car buyers start®

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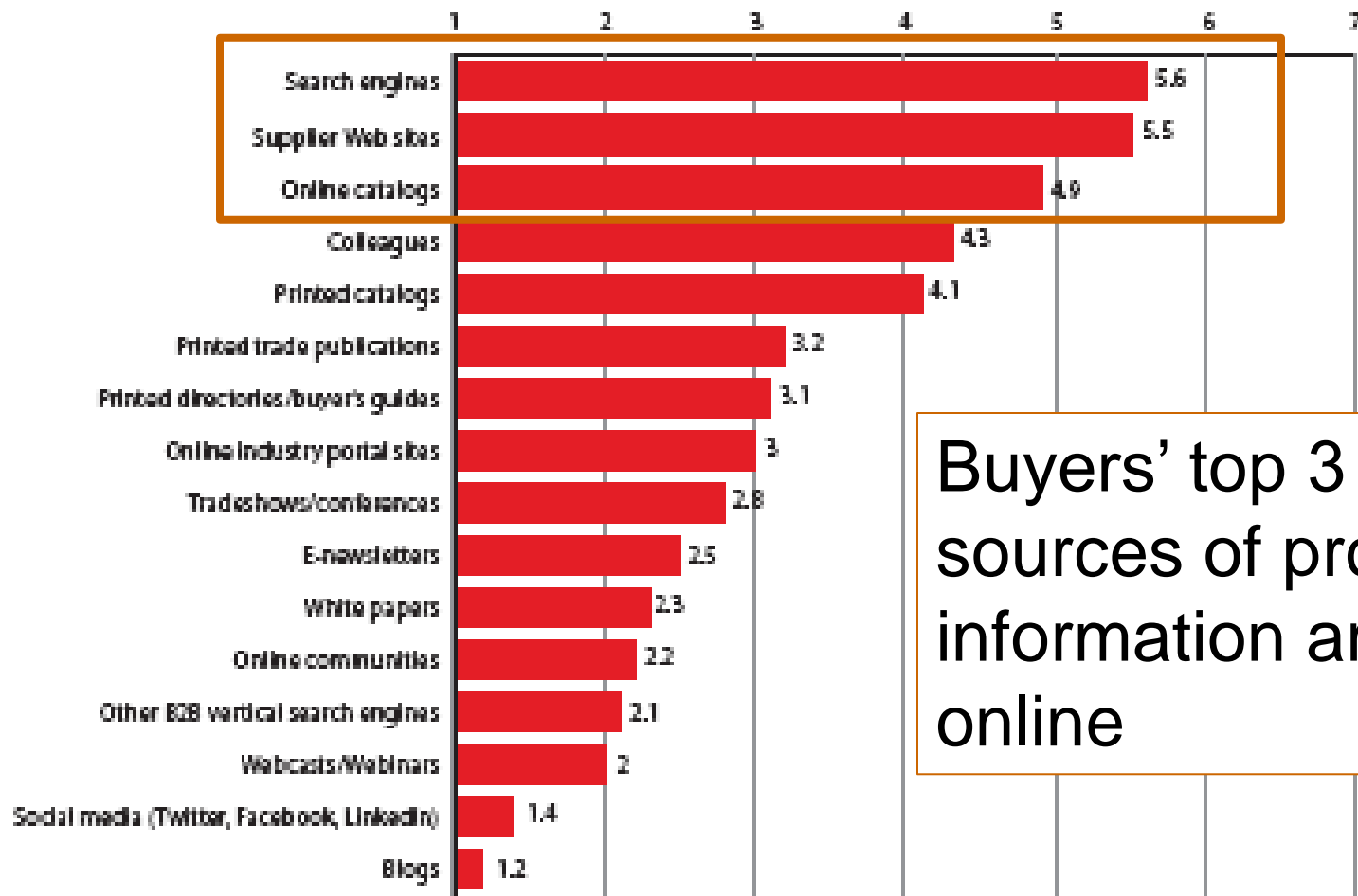
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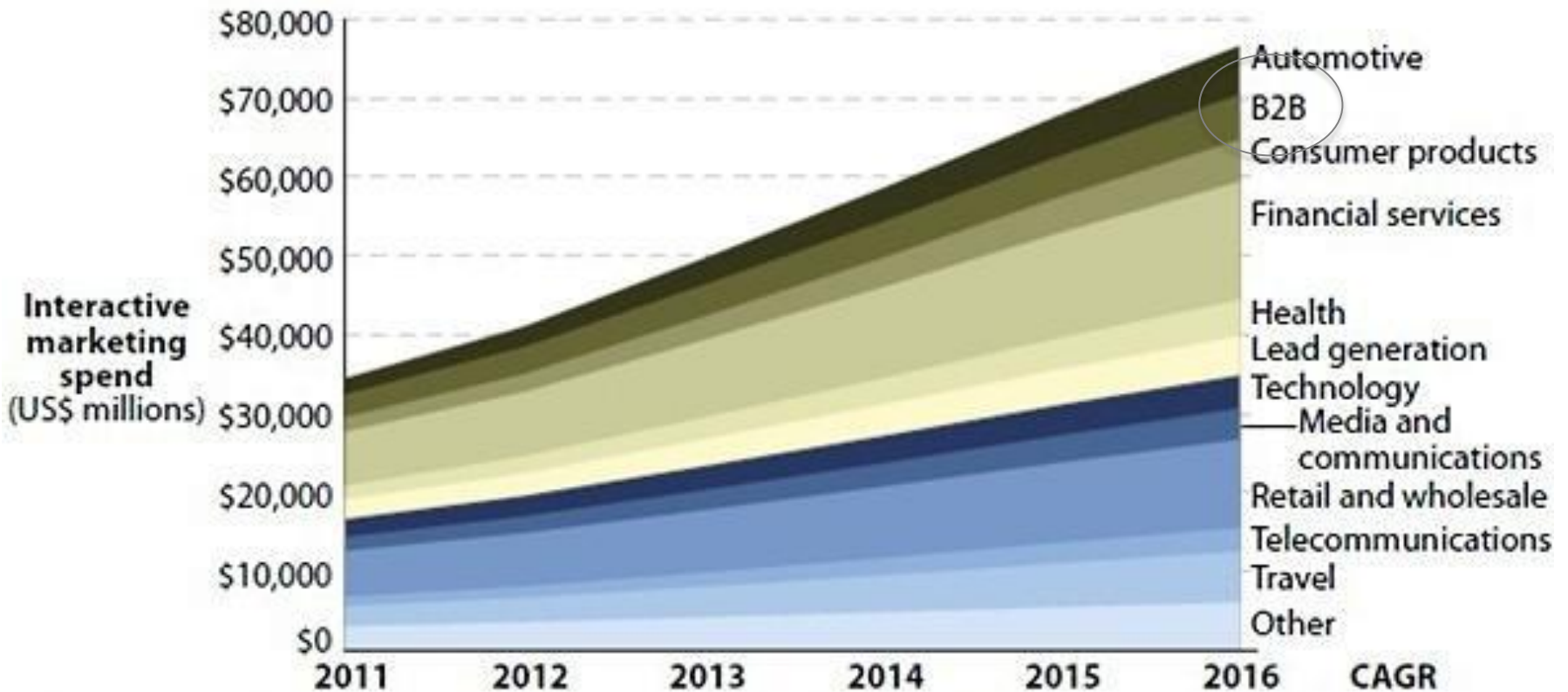
Sources Used When Searching for Products/Services to Purchase (mean score on scale 1–7, 1 = Rarely use, 7 = Always use)



Buyers' top 3 sources of product information are online

B2B digital marketing to grow 14.4% annually

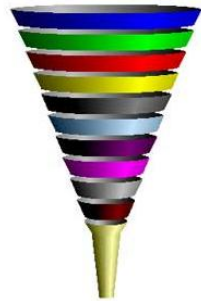
Forecast: US Interactive Marketing Spend By Industry, 2011 To 2016



Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

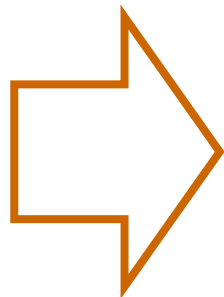
How B-to-B marketing is evolving

Traditional approach:



The “funnel”

- Generate a lead
- Qualify
- Hand off to sales
- Cross-sell/up-sell



The new B-to-B marketing:



The “relationship”

- Communications across a long sales cycle
 - Multiple touches, media, offers
- Messaging relevant to multiple parties

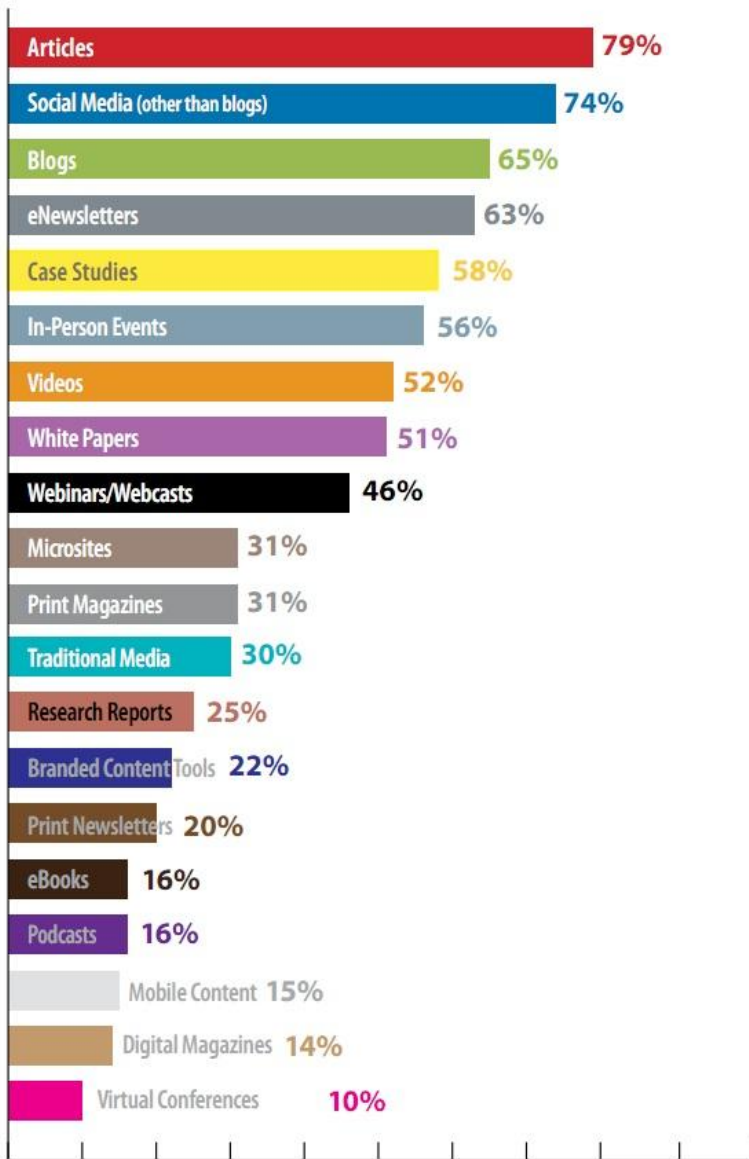
NEW APPROACHES TO LEAD GENERATION

The new importance of *content marketing*

A library of **content assets** that can serve different needs.

- Case studies
- White papers
- Archived webinars
- Podcasts
- Videos
- Infographics
- Research reports
- Blog entries





B2B Content Marketing: 2012 Benchmarks, Budgets and Trends

91% of B-to-B marketers use content marketing.

54% of B-to-B marketers plan to increase their content spending in 2013.

Factors Considered by Their Company When Creating New Content According to US B2B Marketers, Aug 2012

% of respondents



Content marketing increases in sophistication, now being created for specific target audiences.

Source: Demandbase and Ziff Davis, "Account-Based Marketing in 2013," Dec 17, 2012

Segment content by buying stage

	Stage in the buying process		
	Early	Middle	Late
Prospect's needs	Education	Specialized information	Answers
Tactics	<ul style="list-style-type: none">• Online demo• White paper• Case study• Webinar	<ul style="list-style-type: none">• Seminar• Live demo• Technical white paper	<ul style="list-style-type: none">• Comparison• Free trial• Case study• Free consultation• Pricing

Modified from Marketo

Social media is ramping up

Most Important Objectives of Social Media Marketing Strategy According to B2B and B2C Marketing Professionals Worldwide, Feb 2013

% of respondents

	B2B	B2C
Improve customer engagement	43%	55%
Increase website traffic	37%	47%
Increase content reach	34%	27%
Increase sales revenue	33%	39%
Increase lead quality	29%	18%
Increase lead quantity	27%	18%
Improve search engine rankings	25%	26%
Reduce marketing costs	7%	8%
Reduce customer support costs	3%	3%

Source: Ascend2, "Marketing Strategy Report: Social Media" in partnership with Research Underwriters, March 18, 2013

58% of B2B marketers say they are using social media for lead generation.

2012 study from
SocialMediaExaminer.com

But it ain't easy

Most Difficult Lead Generation Tactics to Execute According to B2B and B2C Marketing Professionals Worldwide, April 2013

% of respondents

	B2C	B2B
Social media marketing	50%	49%
Mobile marketing	42%	25%
SEO	29%	26%
Content marketing	25%	39%
Email marketing	25%	18%
Offline events (trade shows, etc.)	13%	21%
Online events (webinars, etc.)	13%	18%
Paid search or online ads	13%	18%
Direct mail or print ads	17%	15%
Other	6%	2%

Note: n=435

Source: Ascend2 and Research Underwriters, "Lead Generation Strategy Outlook Report," April 18, 2013

155895

www.eMarketer.com

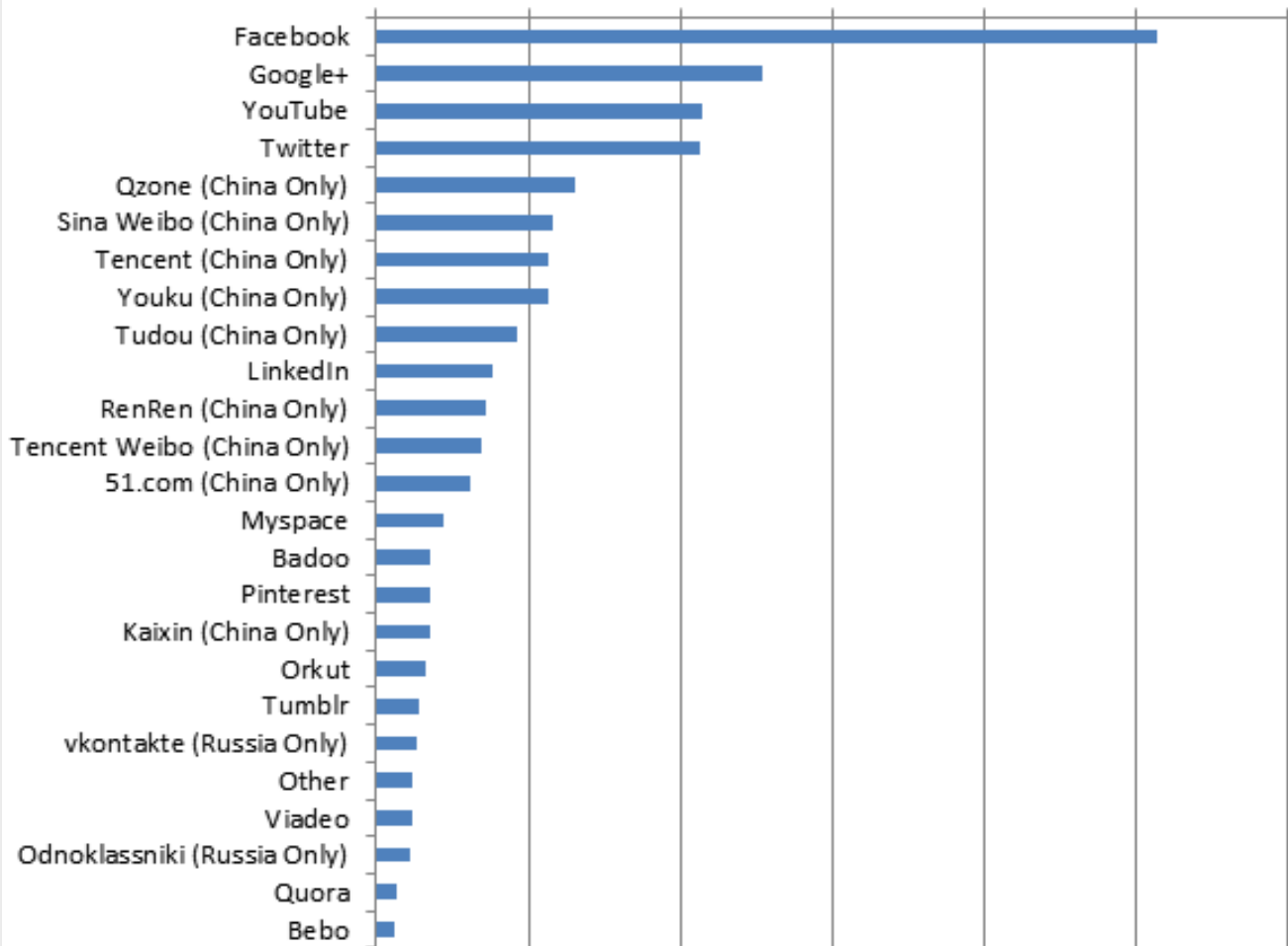
21

Social media contributes **less than 5%** of all traffic and leads to B2B websites.

Optify study, 2013

Social Platform Active Usage (Past Month)
 (% of global internet users)

0% 10% 20% 30% 40% 50% 60%

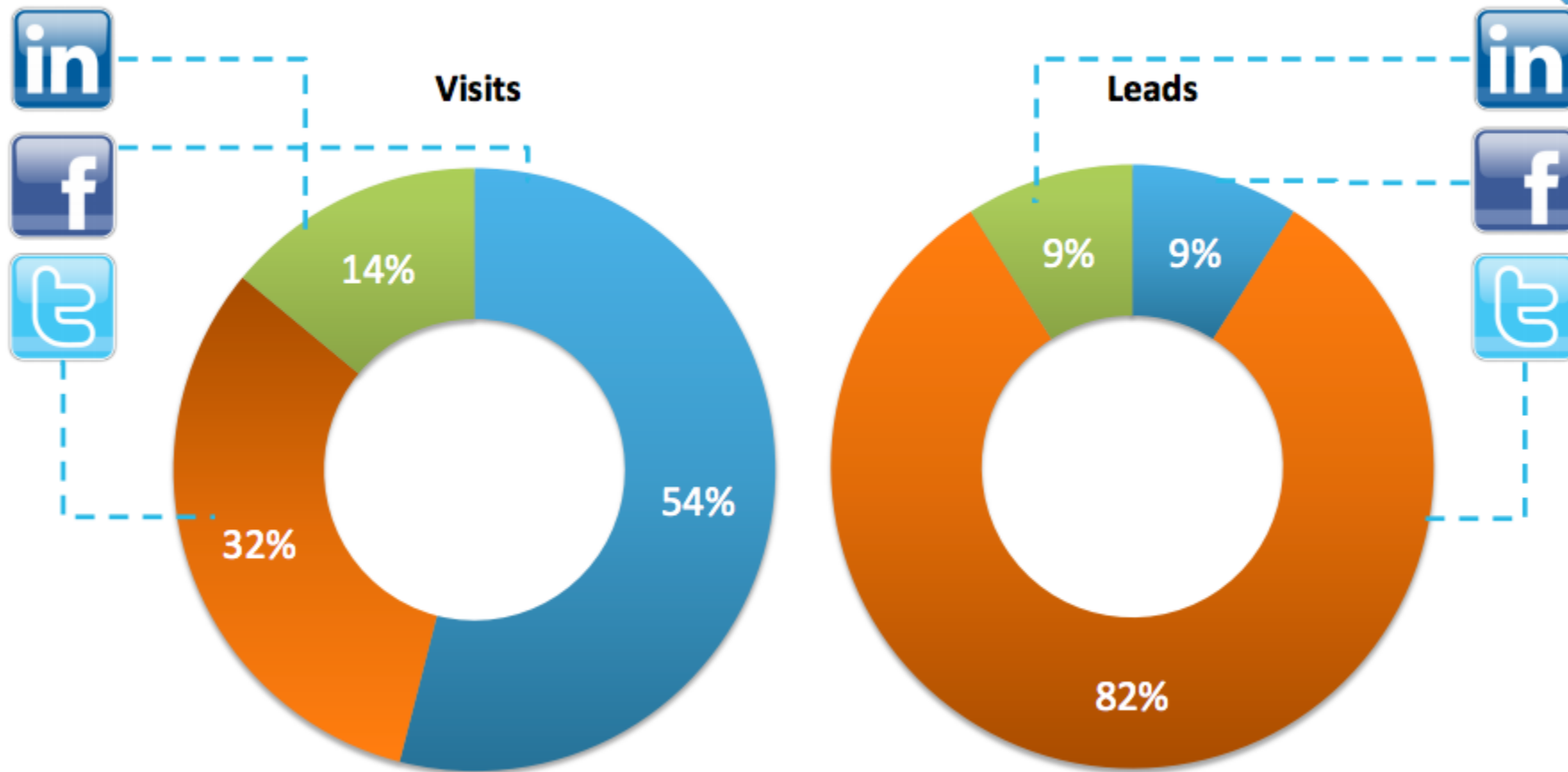


Google+ recently overtook YouTube as the number 2 social network.

Fastest growth
 Twitter: 40%
 Facebook: 32%
 Google+: 27%.

Facebook drives the traffic, but Twitter drives the leads

SOCIAL MEDIA BREAKDOWN



While Facebook drove the highest percentage of visits from social media, Twitter outperforms it in terms of lead conversion by over a 9-to-1 ratio.

Case study in B-to-B social media marketing Maddock Douglas in conversation

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(A hand is shown drawing the MD logo on a whiteboard.)

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Simon Sinek - The "Why" behind innovation success

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FEATURED ARTICLE

'You Two Should Be Fired'

by *Maddock and Viton* on December 8, 2011 8:52 AM

Bloomberg Businessweek **MD**


G. Michael Maddock and Raphael Louis Vitón discuss the reader backlash to their "Three Types of People to Fire Immediately" column By G. Michael Maddock and Raphael Louis Vitón The response to our last article was fascinating and a bit unnerving. The story, which discussed three types of people employers... [MORE >](#)

Topics: [Serendipity Lounge](#) [Culture](#) [Innovation Discussion](#) [New Products, Services, and Business Models](#) [Feedback](#)

RECENT DISCUSSIONS


Title	Replies	Last Post
The New Paradigm of Advantage - Allocative &		11/22 5:26AM

LATEST BLOG ENTRIES

Insights Live Features Mike Maddock 


Maddock Douglas Innovation Engine from 12/08 9:03 AM

Join Hosts Phil Davis and Kevin Gibson as they welcome Mike Maddock, founder of Maddock Douglas, self described as a "Innovation Company". Maddock and his... [MORE >](#)

Future Health Care Flash Mob: Micro HMOs 









Maddock Douglas Innovation Engine from 10/18 12:54 AM

Thinking About How Patients and Providers Can Get Health Care Done Without Any of What We Use Today We've all heard about flash mobs. The... [MORE >](#)

U5-ia*: Free Speech for Financial Services Professionals 

Maddock Douglas Innovation Engine from 09/28 10:42 AM

Applying social media to lead generation objectives

Objective	Medium	Application
Inquiry generation	 	Add an offer. Drive to landing page. Collect data.
Lead qualification	 	Supplement outbound communications with research on networks.
Lead nurturing	   	Keep in touch with unqualified prospects via every possible medium.

The growing importance of mobile

Best B-to-B applications

- Browsing: Enable your site!
- Apps: Where appropriate.
- Content: Make it legible.
- Landing pages.

SMS messaging

- Region-specific info and alerts.
- Order status notification.
- Replenishment reminders.
- New product updates.
- Sales specials, coupons or announcements.
- Event marketing alerts.
- Customer service.

Effect of Mobile and Tablet Advertising on Brand Metrics in the US, 2013

average delta* above control

Ad awareness



Message association



Purchase intent



Brand favorability



Unaided awareness



Aided awareness



■ Tablet InsightNorms

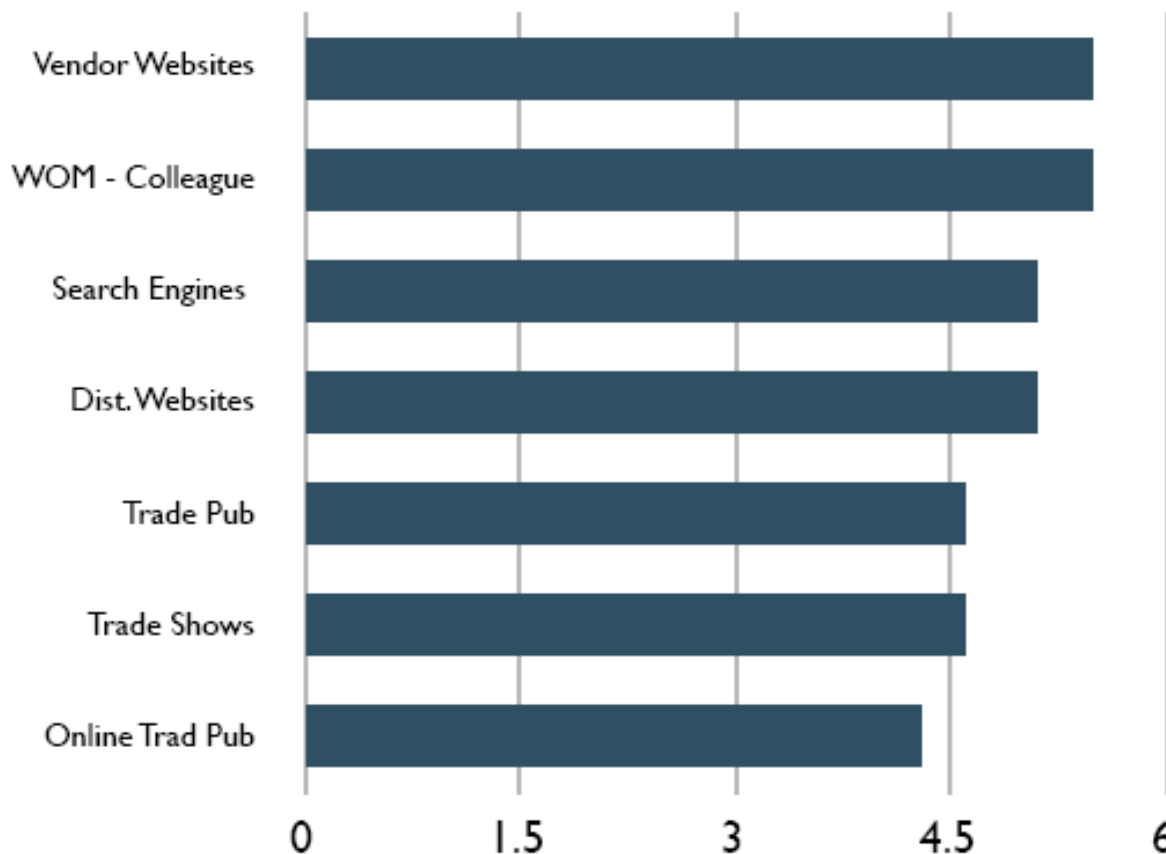
■ Mobile InsightNorms

Note: n=43 tablet ad campaigns, n=271 mobile ad campaigns; *delta defined as point difference in exposed vs. control groups

Source: InsightExpress as cited in press release, April 30, 2013

Don't think you can go entirely digital

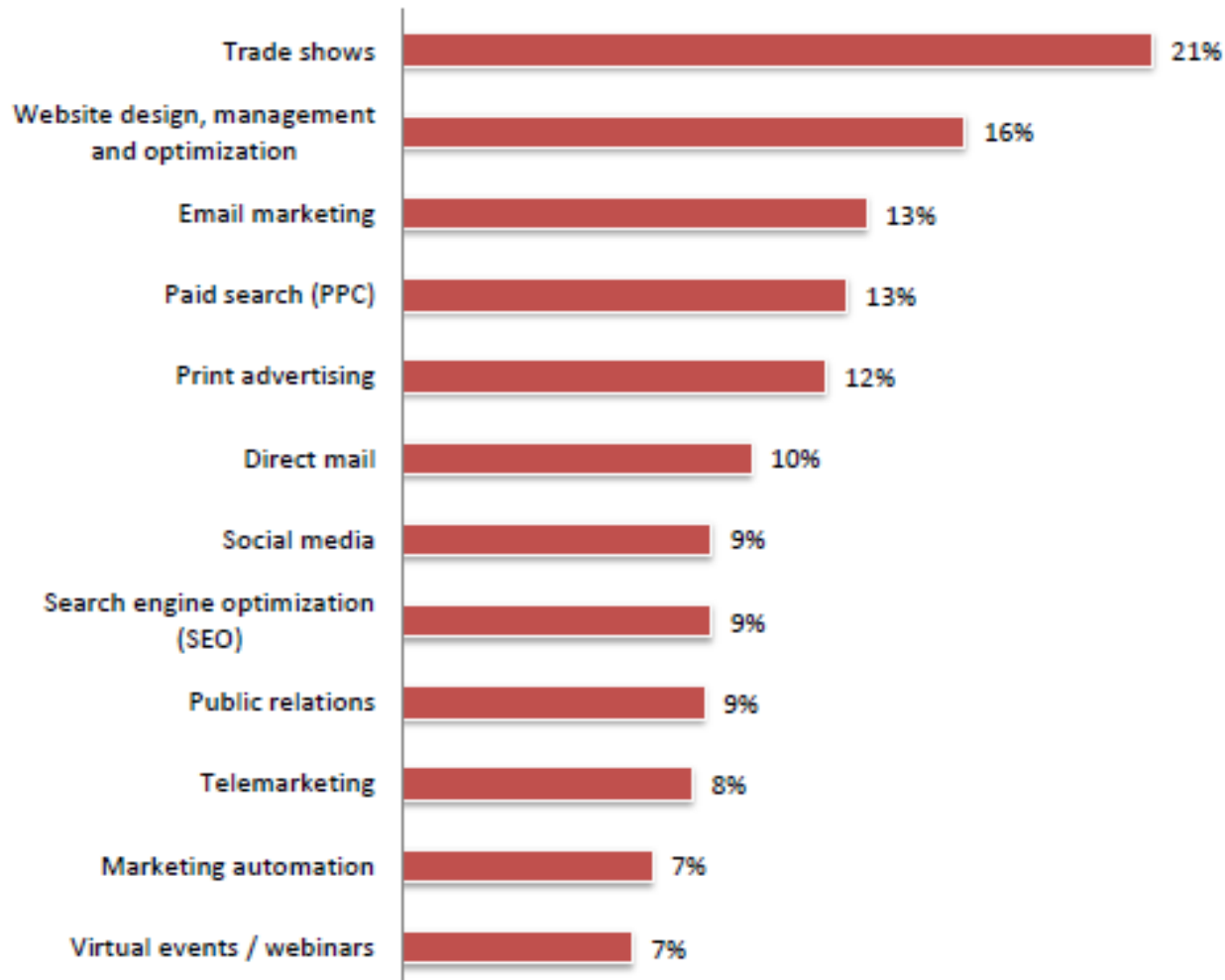
Importance by Influencing Factor



Both online and offline sources are important to buyers.

Where B2B marketing budgets go

Chart: The average allocation of B2B marketing budgets

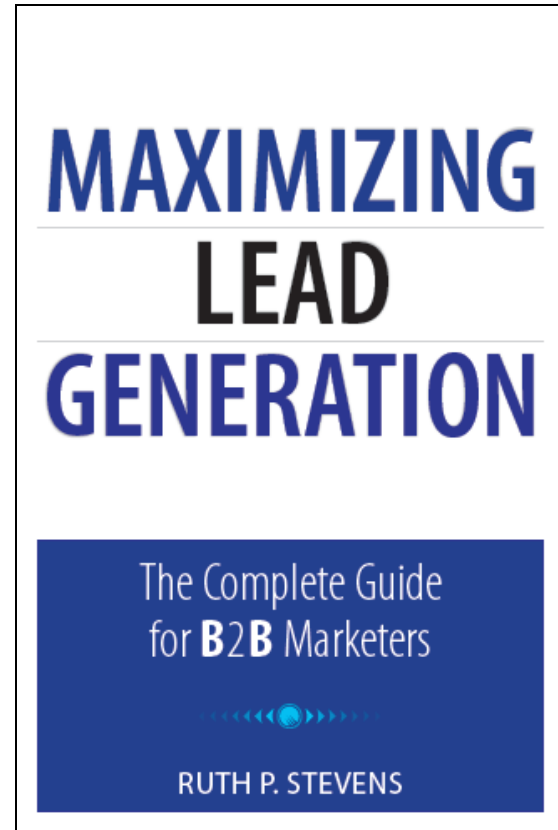


Thank You



ruth@ruthstevens.com

@RuthPStevens



Visit
MaximizingLeadGeneration.com
for a **free** sample chapter.

Please Welcome



Heidi Bullock

Director of Demand Generation
Marketo

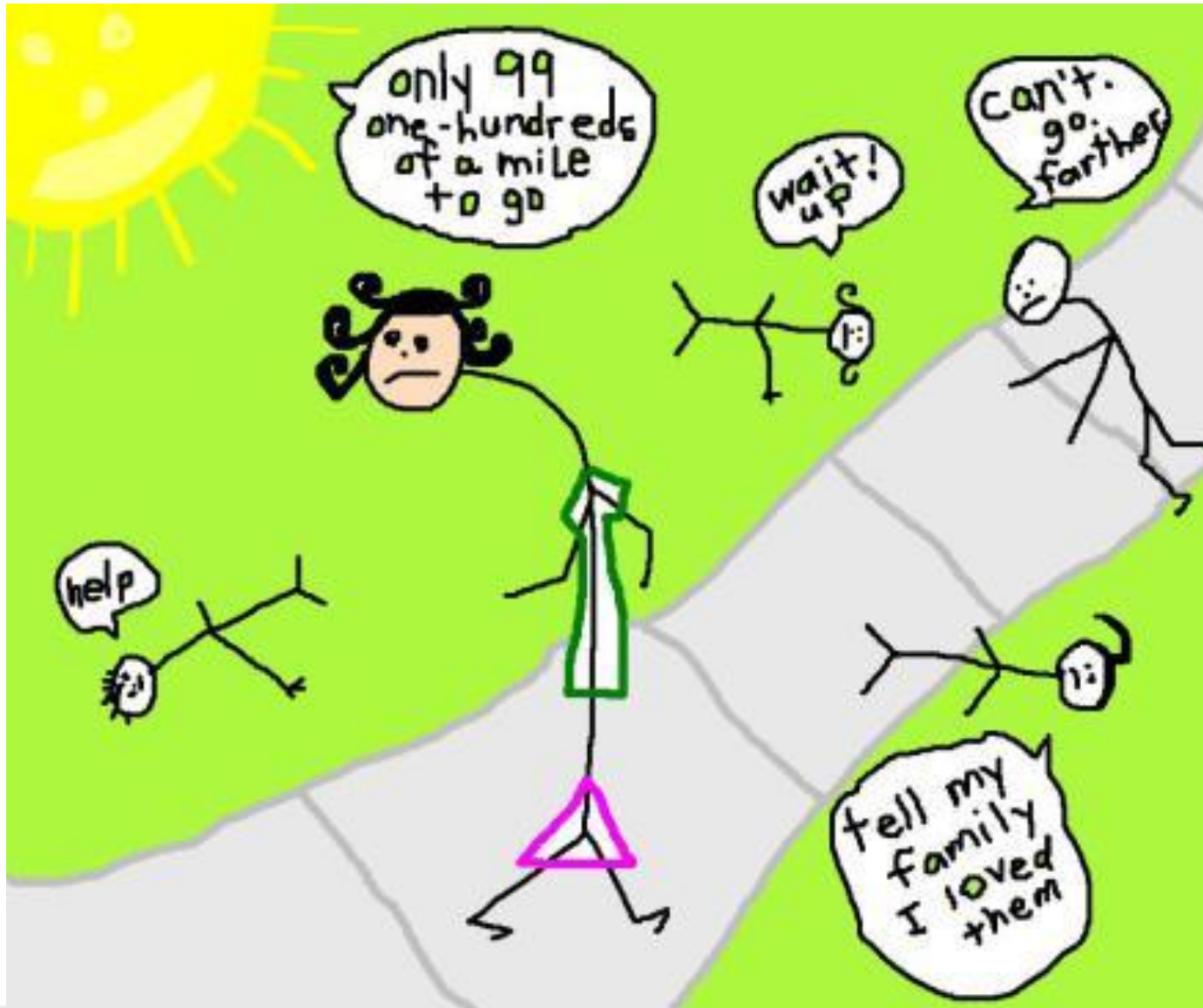
#TMGWebinar



You Can't Buy Love: The secrets of demand generation strategy and success

Heidi Bullock, Director Demand Generation, Marketo
@heidibullock

Not for the Faint of Heart





Average Cost to Generate a Lead





Inbound Marketing

Help Leads Find You



VS



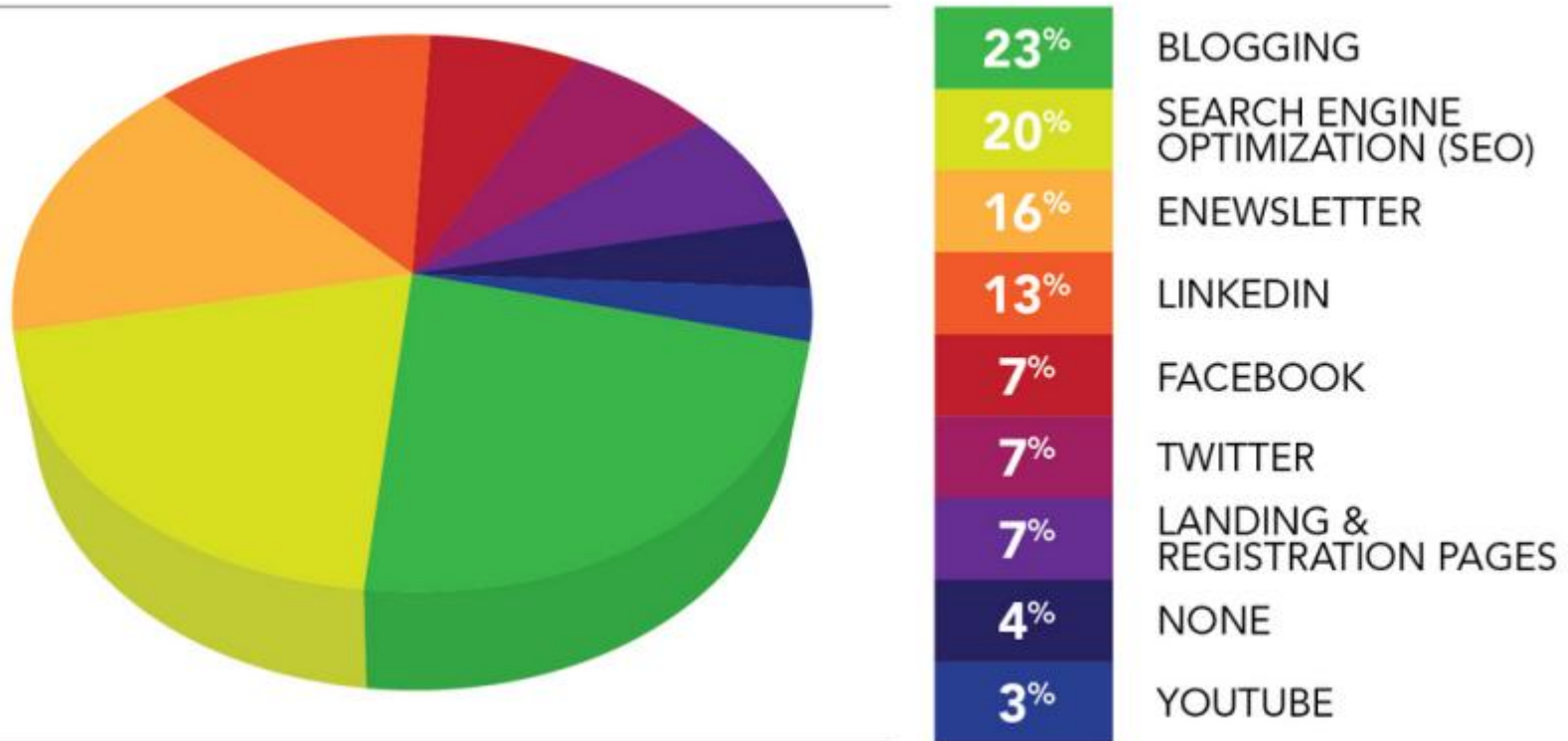
Use brains, not budget.

Some Inbound Marketing Tactics



Source: Optify.net

Most Effective Inbound Marketing



Source: constructionmarketingblog.org



Content

Quick Tips

Content Powers Your Demand Gen Engine



Good content = Optimized performance



Poor content = suboptimal performance

Tip One: Make it Visual

eBook



Interactive Infographic



Hits and Long-Tail Content

Tip Two: Map Content to Buying Stage

Early Stage - Awareness

Thought leadership and entertainment to build brand and awareness

Research data, funny videos, curated lists, infographics, thought leadership

Gated?

NO

Middle Stage - Evaluation

Tools that help buyers find you when they are looking for solutions

Buying guides, RFP templates, ROI calculators, whitepapers, analyst reports, webinars

YES

Late Stage - Purchase

Company-specific information to help evaluate and reaffirm selection

Pricing, demos, services information, 3rd party reviews, customer case studies

**MOSTLY
NO**

Tip Three: Form Length

Short Forms Outperform Long Forms

First Name: *

Last Name: *

Work Email: *

Job Function: *

Company: *

First Name: *

Last Name: *

Work Email: *

Company: *

Job Function: *

Employees: *

Industry: *

First Name: *

Last Name: *

Work Email: *

Work Phone: *

Company: *

Job Function: *

Employees: *

CRM System: *

Industry: *

Short (5)

Conversion: **13.4%**

Cost per: **\$31.24**

Medium (7)

Conversion: **12.0%**

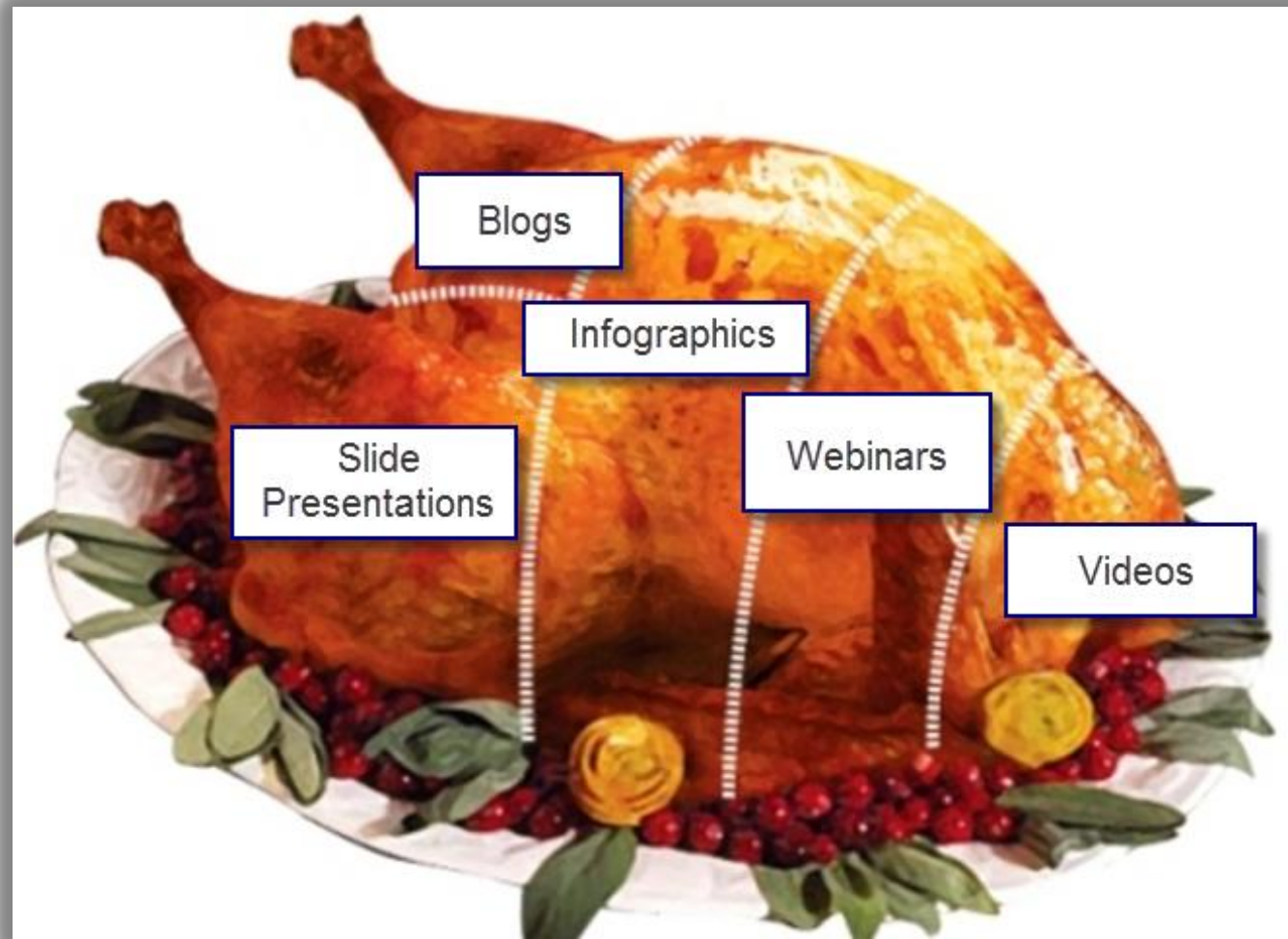
Cost per: **\$34.94**

Long (9)

Conversion: **10.0%**

Cost per: **\$41.90**

Tip Four: Repurpose! Repurpose!





Promoting Your Content for Demand Generation

The Asset

The Definitive Guide to Social Marketing: 111,000 Views



Webinars

1. Webinar 1: The Definitive Guide to Social Marketing

1. Registrants: 2,775 Attendees: 588
2. Recorded Asset: 14,000 Views



The Definitive Guide to Social Marketing Webinar

Check out this webinar presentation to discover how to add social to every marketing activity to drive buyer engagement, new business, and revenue.

1. Webinar 2: The ROI of Social Marketing

1. Registrants: 2,289 Attendees: 568
2. Recorded Asset: 3,000 Views



ROI of Social Marketing: Webinar

Check out the slides from our webinar to discover how to leverage peer-to-peer social engagement and use metrics such as brand lift, social engagement, and influencer reach to measure the ROI of your social marketing.

On Your Website

Marketing Automation

Marketing automation is a category of technology that allows companies to streamline, automate, and measure marketing tasks and workflows, so they can increase operational efficiency and grow revenue faster.

MARKETING AUTOMATION 101

IDC predicts that the overall market for automating marketing will grow from \$3.2 billion in 2010 to \$4.8 billion in 2015.

Three key trends have been driving companies to adopt the technology.

- Changing buyer behaviors forced companies to change how they market and sell.
- The 2008 recession permanently altered how companies approach revenue generation and



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Marketing Automation Resources



Marketing Automation Buyer's Kit

Choosing the right marketing automation system isn't easy. This is why Marketo has created a buyers kit consisting of key questions you should ask when evaluating any solution.

Success Kit | 14k Views



Getting from Good to Great Marketing – A Marketing Nation Virtual Event Keynote

In this presentation featuring Principal Analyst at Forrester Research, Lori Wizzo, and Marketo's CMO, Saniav Dholakia, you'll discover why marketers

Featured Resources



The Definitive Guide to Event Marketing

Jam packed with worksheets, templates, and checklists, the Definitive Guide to Event Marketing is your one stop shop for driving measurable results.

Like 0, +1 2, Tweet 0, Share



Creating Content that Sells: A Guide to Content



The Definitive Guide to Marketing Metrics and

10 TIPS FOR SUCCESSFUL EMAIL MARKETING CAMPAIGNS

10 Tips for Successful Email Marketing

Graduating from Email Marketing to Marketing Automation

Graduating from Email Marketing to Marketing



SOCIAL MEDIA TACTICAL PLAN

On Your Blog



People On The Keyboard



The 5 Key Marketing Metrics You Should Be Watching

It's common wisdom that metrics are the foundation of successful marketing. Yet all too often B2B businesses focus only on measuring number of net ...

March 8 by Dayna Rothman | B2B Marketing, Modern B2B Marketing

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How to Create Marketing People Love with Marketing Automation

March 7 by Jon Miller (@jonmiller) | Marketing Automation, Modern B2B Marketing

610 SHARES

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Hot Posts



Three Key Job Roles to Make Your Marketing Automation Rock

550 SHARES

Like 300

Tweet 100

Share 53

+1 10

Like our blog? Share the love!



Follow Us



Email Promotions

1. Rolling Launch: 4 Email Blasts to Database

Members by Progression Status

Sent:	114299
Opened:	27929
Clicked:	7845
Converted: 	4227
Unsubscribed:	0
Referrer Source: 	0



The Definitive Guide to Social Marketing
A Marketo Workbook

[DOWNLOAD NOW](#)

Are You Falling For These Social Marketing Myths?

Hi Friend,

Social marketing is changing - are you keeping up? If these three social marketing myths have you fooled, it's time to download our just-released [Definitive Guide to Social Marketing](#) to discover the latest social media strategies and trends.

[DOWNLOAD NOW](#)
DEFINITIVE GUIDE

- **Myth #1 - The goal of social marketing is to help your company talk to your buyer.** False! Our guide shows you how to leverage your community to amplify and extend your messages for you.
- **Myth #2 - Social marketing means doing more social campaigns.** False! Our guide shows you easy ways to integrate social into your existing programs rather than creating social-only campaigns.
- **Myth #3 - Social channels are only relevant to marketers, not sales.** False! Our guide shows you free, easy ways to listen to your social channels and engage with leads across all phases of the sales cycle.

Don't wait. [Download the Definitive Guide to Social Marketing](#) for everything you need to implement and optimize your social marketing - and get social!



The Definitive Guide to Social Marketing
A Marketo Workbook

[DOWNLOAD NOW](#)

Your Guide to the World of Social Marketing

Hi Friend,

Are you being asked to take your social strategy beyond posting white papers on Facebook or tweeting about events? Fear not - our newest definitive guide is here! [Download The Definitive Guide to Social Marketing](#) to see how you can take social to the next level by transforming it from just another channel into a fully integrated component of all your marketing activities that drives buyer engagement, new business, and ultimately revenue.

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DEFINITIVE GUIDE

Our newest guide has everything you need to implement and optimize your social marketing efforts. You'll learn how to:

- Create a social team and efficiently generate content
- Turn your customers into powerful brand advocates and influencers
- Leverage the newest social channels such as Google+ and Pinterest
- Incorporate social marketing into every stage of your sales funnel
- Identify and measure key social metrics for proving ROI

It's time to delight your bosses and astound your colleagues with your grasp of social strategy. [Download The Definitive Guide to Social Marketing](#) today - and get social!



The Definitive Guide to Social Marketing
A Marketo Workbook

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Social Marketing Has Changed - Are You Keeping Up?

Hi Friend,

Social is no longer just a channel, or a tactic - today's savvy marketers understand that social is a strategy that must be present in every aspect of their marketing. But how can you turn this philosophy into top-notch marketing practice? Download our brand new [Definitive Guide to Social Marketing](#) to discover how social marketing can drive buyer engagement, new business, and ultimately revenue.

[DOWNLOAD NOW](#)
DEFINITIVE GUIDE

Our newest guide has everything you need to implement and optimize your social marketing efforts. You'll learn how to:

- Staff your social media team and get your entire organization on board
- Turn your customers into powerful brand advocates by engaging in peer-to-peer sharing and influencer marketing
- Leverage social media channels such as Facebook, Twitter, LinkedIn, Google+, and Pinterest, including specific tactics for each channel
- Incorporate social marketing into every stage of your sales funnel
- Effectively measure social marketing to determine real business ROI

The question is no longer why should you do social marketing - its why wouldn't you incorporate the benefits of social marketing into your marketing mix? [Download the Definitive Guide to Social Marketing](#) today - and get social!

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Enjoy 80+ Pages Packed with Social Marketing
Tips and Best Practices

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the full guide!



- Make every campaign social
- Increase your visibility and engagement


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Fill out the form to receive the newest
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First Name: * Heidi
Last Name: * Bullock
Work Email: * hbullock@marketo.com
Job Function: * Marketing
Company: * Marketo

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Social Promotions

1. Facebook Tab: 10,854 Views, 2,680 Form Fill-outs
2. Facebook Ads: 2620 Downloads
3. Twitter Ads: 1,430 views, 31 Form Fill-outs
4. SlideShare: 7,641 views, 312 Downloads

THE DEFINITIVE GUIDE TO SOCIAL MARKETING Marketo

Whether You're Just Getting Started or You're a Seasoned Pro!

Get everything you need to know about social media marketing all in one place. Download our guide and learn how to:

- Incorporate social marketing into every stage of your sales funnel
- Effectively measure social marketing to determine real business ROI
- Leverage social media channels such as Facebook, Twitter, LinkedIn, Google+, and Pinterest into powerful lead generation channels
- And much, much more!

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DEFINITIVE GUIDE TO SOCIAL MARKETING

Enjoy 80+ pages packed with social marketing tips and best practices! Check it out!



Social Marketing

Quick Tips

6 Social Marketing Golden Rules

1. Don't take yourself too seriously
2. Inbound is not enough
3. You must have good content and solid offers
4. You will need a strong call to action
5. Always add value
6. Never forget that social is a two-way street

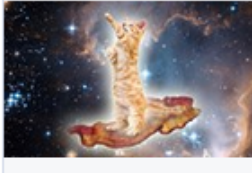


Facebook for Lead Generation

Marketo shared a link.
July 10

Mysterious, majestic creations, cats and bacon have totally taken the Internet by storm.

Check out our new #infographic for a fun visual representation of the insane popularity around cuteness and deliciousness!



Kittens & Bacon: The Most Viral Infographic Ever
blog.marketo.com

If the internet had a mascot, you can bet it would be a kitten dressed in a bacon costume. Mysterious, majestic

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Jason Miller and 31 others like this.

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Marketo
23 hours ago

Hey Boston! Marketo's JumpStart Tour is making a stop in your city on 7/23!

Learn actionable tips on #emailmarketing, #social marketing, #leadmanagement and more!

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25 people like this. Top Comments +

Write a comment...

Matthew Kelly I wish I wasn't busy. Love you guys!
Like · Reply · 23 hours ago

Marketo
July 6

Your Guide to Today's Hottest Marketing Trend!

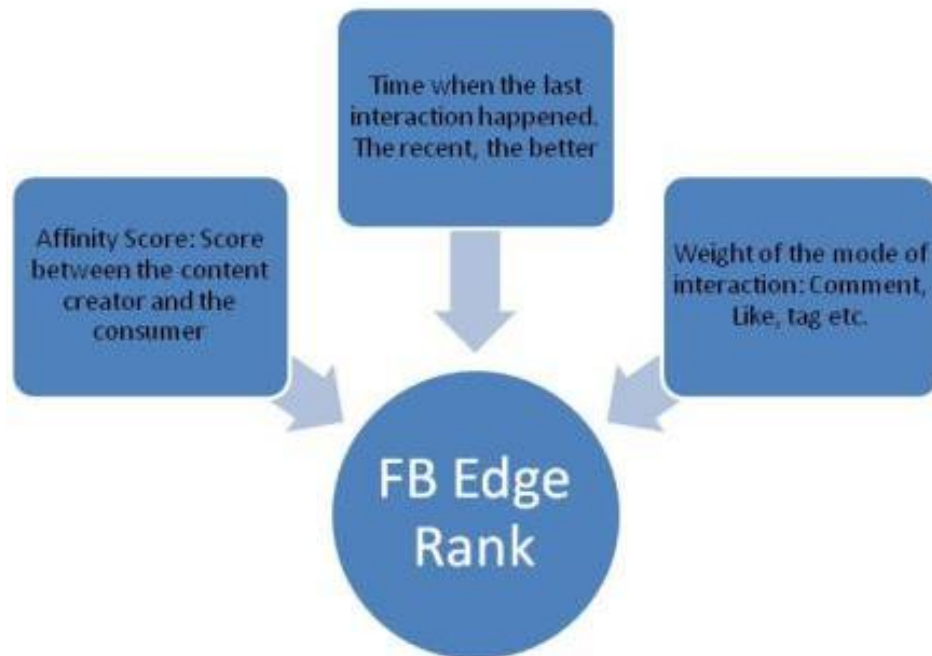
Download The Definitive Guide to #MarketingAutomation for free: <http://mrk.to/szo5>



Like · Comment · Share 44

1,013 people like this. Top Comments +

Facebook and EdgeRank



Twitter Promoted Tweets - Timelines

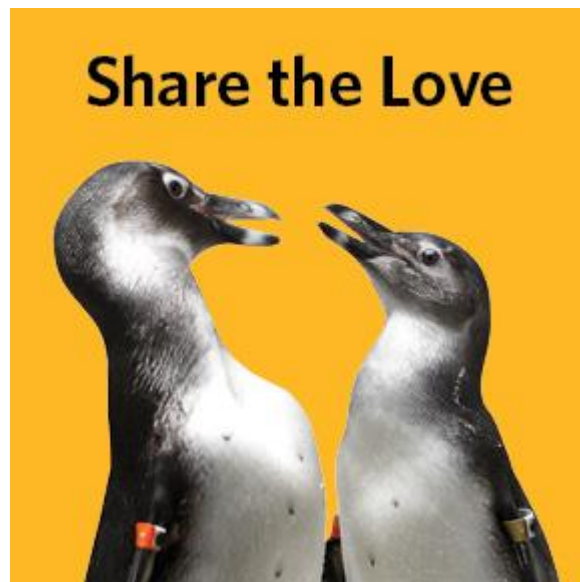


- Use gated resource pages
- Have strong CTA
- Can still be playful and fun
- Results depend on content and message

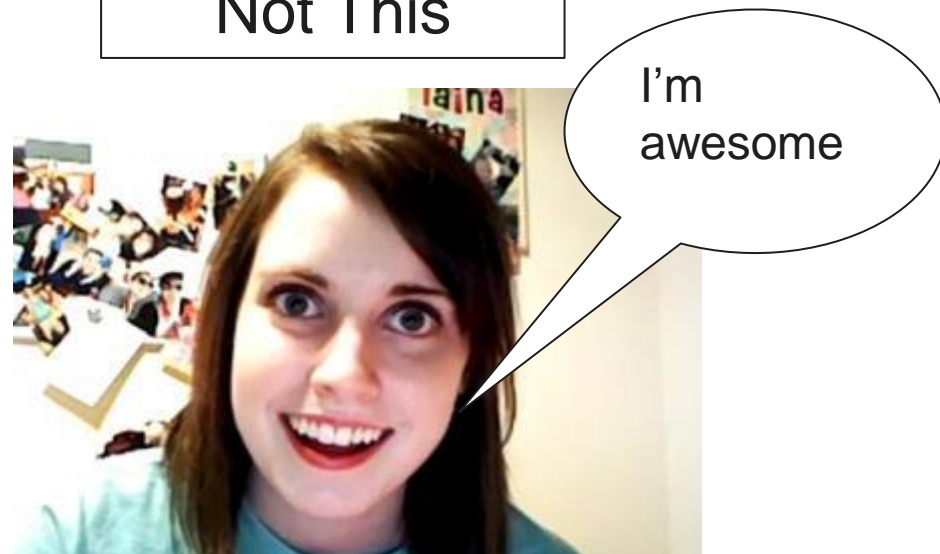
The 4-1-1 Rule

“For every one self-serving tweet, you should re-tweet one relevant tweet and most importantly share four pieces of relevant content written by others.”

Do This



Not This



Slideshare

The image shows a Slideshare presentation player. The main slide features the title "BUILDING A BETTER INBOUND MARKETING MACHINE" in large orange letters, with the subtitle "HOW TO AMPLIFY YOUR IMPACT" and "(Introducing the Inbound Marketing Multiplier)" below it. The slide content includes a stylized illustration of a factory machine with a conveyor belt. A yellow "Get in touch" button is visible at the bottom of the slide. The player interface shows "1 / 34" slides and "157K VIEWS".

On the right side, there is a "More" sidebar with a list of related presentations, including "Data Activ...", "Auto Mark...", "The Even...", "Floor Qual...", "Get Succ...", "Take Your Event Marketing from Good to Great with Xactly and Certain", "Marketing Automation Amazingness", and "Event Marketing Webinar".

Overlaid on the right is a contact form with the following fields and text:

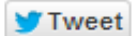
- Text: "Want to know more about our products? Give us your contact info and we'll get back soon with details. — Marketo"
- Form fields: "First Name *", "Last Name *", "Work Email *", "Phone *", "Organization / Company *", and a "Message" text area.

- Make it part of something bigger
- Base your presentation on your expertise
- Take it on the road
- Activate form capture to collect leads

Google +

1. SEO
2. Consider Google Hangouts!

#Google+ hangouts are fantastic for content, engagement, SEO, and thought leadership.



MARKETING HAPPY HOUR
GOOGLE HANGOUTS

JUNE 5 4PM PST / 7PM EST

Host
Jason Miller
Social Media Strategist,
Marketo

@jasonmillerca

Special Guest
Jay Baer
Marketing Keynote Speaker
& Best-Selling Author

@Jaybaer

The banner features a blue background with a martini glass icon containing a plus sign. On the right, there is a bottle of wine and a glass of red wine.

Marketo

3,173 followers on Google+

Marketo Inc. makes marketing automation software for companies. In 2012, Marketo was ranked 78th on the Inc. 500, #7 among software companies, and #1 among marketing software companies. Wikipedia

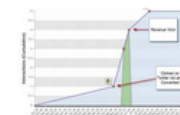


Stock price: MKTO (NASDAQ) \$25.86 -0.77 (-2.89%)

Jul 29, 4:00 PM EDT - Disclaimer

Headquarters: San Mateo, CA

Recent posts



Are you tracking #social as a lead source for #revenue? You absolutely should be! To capitalize on the selling power of social, and adopt a progressive ... 53 minutes ago

Tweetable Takeaways

1. Need a mix of inbound and outbound for a successful demand gen strategy
2. Repurpose content when you can
3. Map content to the different stages of the buying cycle
4. Multi-channel content promotion will give you biggest bang for your buck
5. Consider 4-1-1 approach for social campaigns
6. Leverage “peer-to-peer” influence to give every campaign a social boost
7. Measure every chance you get and be able to course correct in real-time



@heidibullock

Question & Answer Session

If you haven't done so already, please take this time to submit questions to our speakers using the "Q&A" box on your console.

Thank You

Thank you for taking the time to attend our webinar today.

For additional information about our webinar series,
check out the following Web site:

www.targetmarketingmag.com/webinar

**Please take a moment to fill out our
feedback survey.**

(It will open in a new browser window/tab momentarily!)