

Welcome

Dear Attendee:

Welcome to B2B Summit 2012. You are now part of one of the world's largest vendor-neutral, research-based, B2B marketing events. It represents yet another iteration of our continuing efforts to **understand how to achieve greater results with our marketing**.

For the past 12 years, the scientists and analysts at MECLABS (the research group that powers MarketingSherpa) have tested more than 10,000 pages; we have tested a myriad of messages across more than a billion email sends; we have surveyed and interviewed thousands of practitioners. And we have constantly refined our theories and principles.

Our goal in this event is to provide you with **actionable training that is thoroughly grounded in this rigorous research**.

To this end, this year's Summit will include:

- **7 Tactical Training Sessions** – You will get hands-on, interactive training that features real-world examples from the audience, as well as key tools you can take back to your own team.
- **Key Thought Leaders in Lead Generation** – You will hear from prominent thinkers in B2B marketing like Sally Hogshead, Brian Carroll, Joel Book, and more.
- **20 Real-world Case Studies** – Most of all, you will hear from the challenges and victories of your own email marketing peers.

The content of each and every session has been carefully crafted to address your top lead generation challenges (based on our recent study of more than 2,000 companies around the globe). **There will be no sales pitches from the stage – only vendor-neutral training**. Nevertheless, you can interact with our vendors and sponsors in the Sponsor Exhibition Hall. They are an essential resource, and have truly helped many of our past attendees.

I also encourage you to allow this Summit be a two-way conversation. We have designed it to give you opportunity to **dialog with both the speakers on stage and those seated next to you**. Take these few days to make new connections, get feedback on your own campaigns, discuss new ideas, etc. Whatever you choose, do not leave Orlando with unanswered questions. Use **#B2BSummit on Twitter**, or simply raise your hand, and we'll do all we can to answer as many of your questions as possible.

Finally, while we hope that the next two days will help you to capture, nurture, and convert more leads, we know that this event (like everything else we do at MECLABS) can be further optimized. Please feel free to share your input on how we can make these events better serve your email marketing needs. You can send me any personal feedback at flint.mcgloughlin@MECLABS.com.

Thank you for your trust,



Dr. Flint McGlaughlin
Managing Director & CEO, MECLABS
Parent company of MarketingSherpa and MarketingExperiments

Sponsors

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Educational Marketing Drop Sponsor



Networking Break Sponsor





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Agenda

A decorative graphic in the bottom right corner of the slide, consisting of several parallel diagonal lines. The lines are in shades of green and dark grey, creating a sense of movement and depth.

Monday, August 27

Pre-Summit Workshop: Landing Page Optimization

This seven-session course will teach you “what to test,” and show you a systematic method for applying the five essential elements of website conversion.

You’ll learn how to:

- Motivate page visitors to take action
- Design landing pages that hold visitors’ attention
- Develop and clearly express your value proposition
- Analyze results to make further improvements



Once you have taken and passed the final exam, you will be designated as a **Certified Professional in Landing Page Optimization**.

Moderator:

Daniel Burstein, Director of Editorial Content, MECLABS

8:00-9:00am	Breakfast and Morning Workshop Registration
9:00-11:00am	Orientation and Meta-theory, Value Proposition Part I, Value Proposition Part II, Motivation
	Instructor: Dr. Flint McGlaughlin , CEO & Managing Director, MECLABS
11:00-11:15am	Break
11:15am-12:15pm	Friction, Incentive
12:15-1:00pm	Lunch
1:00-3:00pm	Incentive Continued, Anxiety, Process and Examples, Review
3:00-3:15pm	Break
3:15-4:00pm	Certification Exam

Tuesday, August 28

B2B Summit - Day 1

Moderator:

Daniel Burstein, Director of Editorial Content, MECLABS

7:00-8:00am	Networking Breakfast and Registration
8:00-8:30am	Welcome and Introduction Presenters: Dr. Flint McGlaughlin , Managing Director & CEO, MECLABS Jen Doyle , Senior Research Manager, MECLABS
8:30-9:45am	The Web as Living Laboratory: How one B2B marketer used Web experimentation to achieve a 90% lift in total leads Presenter: Dr. Flint McGlaughlin , Managing Director & CEO, MECLABS
9:45-10:30am	Networking Break
10:30-11:15am	Panel Discussion: 5 B2B Social Media Career Killers ... and how to Overcome Them Presenters: Nichole Kelly , President, SME Digital Eddie Smith , Chief Revenue Officer, Topsy Labs Chris Baggott , Chairman, Compendium Moderator: Daniel Burstein , Director of Editorial Content, MECLABS
11:15am-12:15pm	Add-On Session - Return to Sender: The 5-step program to reaching the inbox Presenter: Tom Sather , Senior Director of Email Research, Return Path
11:15-11:45am	Transforming “Thought-Leadership” and “Innovation” Into Actionable Results Presenters: Lauren Cooney , Sr. Dir. of Software Market & Developer Strategy, Cisco Systems, Inc. Barry Cowan , Senior Manager of Brand Strategy & Experience, Cisco Systems, Inc.
11:45am-12:15pm	Case Study – Moving “Big Iron” with e-marketing: How Volvo Construction Equipment uses e-marketing to fuel sales Presenter: John Johnston , Director, Digital Marketing, Volvo Construction Equipment Moderator: Justin Bridegan , Senior Marketing Manager, MECLABS

Tuesday, August 28

B2B Summit - Day 1 (continued)

Moderator:

Daniel Burstein, Director of Editorial Content, MECLABS

12:15-1:15pm	Networking Lunch
1:15-1:45pm	<p>Case Study – Juniper Networks QR Code event strategy leads to richer attendee engagement and a paperless conference</p> <p>Presenter: Helda Lopes, Senior Director, Juniper Networks</p>
1:45-2:30pm	<p>Add-on Session – Solve Your Content Crisis: Use email and social media to accelerate your content marketing</p> <p>Presenter: Chris Baggott, Chairman, Compendium</p>
1:45-2:30pm	<p>Roundtable Sessions</p> <p>Please see “Roundtable Sessions” section, beginning on p. 43</p>
2:30-3:15pm	Networking Break
3:15-3:45pm	<p>Case Study – Developing a content creation engine no matter what the resources</p> <p>Presenters: Eric Webb, Senior Director of Corporate Communications and Brand, McGladrey Pamela Markey, Director of Marketing & Brand Strategy, MECLABS</p>
3:45-4:15pm	<p>How to Connect with the C-suite</p> <p>Presenter: Karyn Scott, Director of Enterprise Marketing, Cisco Systems, Inc.</p>
4:15-5:15pm	<p>Keynote Address with Q&A The Nine-second Attention Span: Selling your brand, and yourself, in social media</p> <p>Keynote Speaker: Sally Hogshead, Chief Fascination Officer, Fascinate</p>
5:30-7:30pm	Networking Cocktail Reception on Expo Floor

Wednesday, August 29

B2B Summit - Day 2

Moderator:

Daniel Burstein, Director of Editorial Content, MECLABS

7:00-8:00am	Networking Breakfast
8:00-9:30am	<p>Quick Win Clinic: The 4 most critical changes you can make to your landing page right now (an interactive working session)</p> <p>Presenter: Dr. Flint McGlaughlin, CEO & Managing Director, MECLABS</p>
9:30-10:00am	<p>Confessions of a Content Marketer: Lessons learned in a four-year transition from “push” to “pull” marketing</p> <p>Presenter: Edwin Jansen, Director of Business Development, The Ian Martin Group</p>
10:00-10:45am	Networking Break
10:45-11:15am	<p>Case Study – HP Uses Behavioral Segmentation for Dynamic Content to Drive Engagement</p> <p>Presenter: Cathy Howard, eMarketing Program Manager, Hewlett-Packard</p> <p>Moderator: David Kirkpatrick, Senior Reporter, MECLABS</p>
11:15am-12:15pm	<p>Add-On Session – Optimizing Your Message: Learn strategies to write high-impact copy and CTAs</p> <p>Presenters: Todd Lebo, Senior Director of Content & Business Development, MECLABS Justin Bridegan, Senior Marketing Manager, MECLABS</p>
11:15am-12:15pm	<p>Optimizing the Lead: How MECLABS is testing a data-driven optimization process that goes beyond lead capture</p> <p>Presenter: Brian Carroll, Executive Director of Revenue Optimization, MECLABS</p>
12:15-1:15pm	Networking Lunch
1:15-2:15pm	<p>Add-On Session – How Top B2B Companies Use CRM and Email to Drive Sales and Serve Customers</p> <p>Presenter: Joel Book, Principal, Marketing Research and Education, ExactTarget</p>

Wednesday, August 29

B2B Summit - Day 2 (continued)

Moderator:

Daniel Burstein, Director of Editorial Content, MECLABS

1:15-1:45pm	Case Study – B2B Gamification: How Autodesk used game mechanics for in-trial marketing Presenters: Andy Mott , Manager, In-trial Marketing, Autodesk Dawn Wolfe , Senior Manager, In-trial Marketing, Autodesk
1:45-2:45pm	Case Study – Building Brand Ambassadors from Within Your Organization Presenter: Trish Nettleship , Social Media & Influence, UCB, Inc.
2:15-2:45pm	Case Study – Make Marketing Indispensable: Strategies for turning the sales team into your biggest fans Presenter: Kelly Harman , Vice President of Marketing, Carousel Industries Moderator: Todd Lebo , Senior Director of Content & Business Development, MECLABS
2:45-3:15pm	Networking Break
3:15-4:15pm	Add-On Session – Measuring Link Sharing From the Social Web for Effective SEO Presenter: Eddie Smith , Chief Revenue Officer, Topsy Labs
3:15-3:45pm	Case Study – 7 Tactics National Instruments Used to Grow High-quality Sales Leads and Revenue Presenter: Joe Rawlinson , Senior e-Commerce Product Manager, National Instruments Moderator: J. David Green , Director of Best Practices, MECLABS
3:45-4:15pm	Case Study – How Your Companies' Janitor Failed His Way Forward to Getting More Leads and Closing More Sales Online Presenter: Mike Ulwelling , CEO, ServiceMaster Solutions
4:15-5:15pm	Live Optimization and Closing Remarks: A hands-on, group evaluation of test ideas for audience-submitted landing pages Instructor: Dr. Flint McGlaughlin , CEO & Managing Director, MECLABS

Thursday, August 30

Post-Summit Certification Workshop: B2B Marketing Advanced Practices

This **new B2B certification workshop** will teach you how to find and attract quality leads with practical training on automation, scoring, nurturing and analytics. Establish a detailed B2B marketing strategy to increase your contribution to the marketing/sales pipeline.

You'll learn how to:

- Overcome the top challenges facing B2B marketers
- Create and use buyer personas to target your ideal customers
- Implement B2B best tactics in content development
- Take steps to create an effective webinar strategy



Once you have taken and passed the final exam, you will be designated as a **Certified Professional in B2B Marketing**.

Moderator:

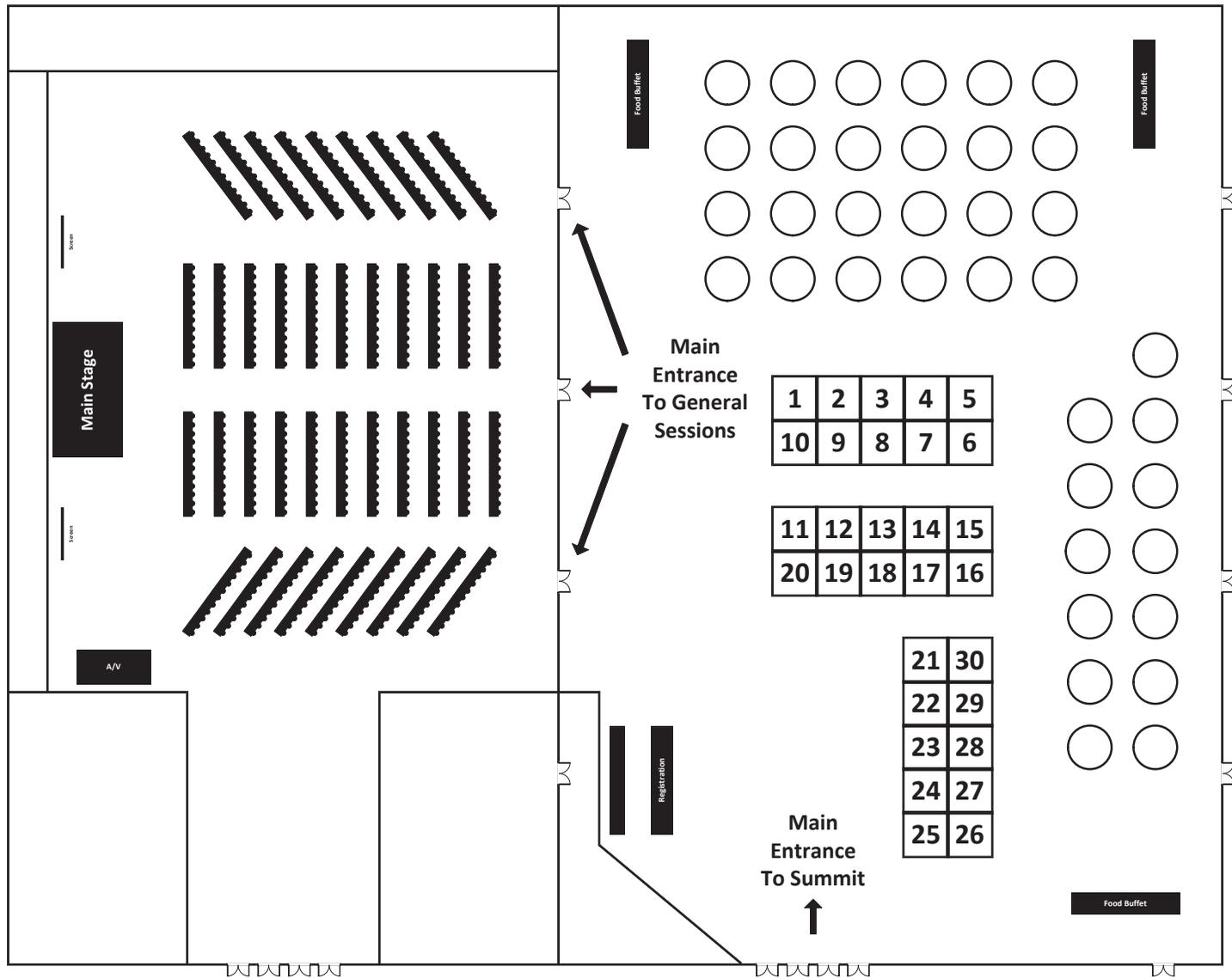
Daniel Burstein, Director of Editorial Content, MECLABS

8:00-9:00am	Networking Breakfast and Registration
9:00-9:15am	Introductions and Expectations
	Instructors: Jen Doyle, Senior Research Manager, MECLABS Kaci Bower, Senior Research Analyst, MECLABS
9:15-9:30am	Setting the Stage for B2B Marketing Success
9:30-10:15am	FUEL - Building the foundation for your lead generation programs
10:15-10:30am	Networking Break
10:30-11:30am	FUEL - Mastering essential lead generation
11:30am-Noon	FUEL - Uncover qualified leads - Part 1
Noon-1:00pm	Networking Lunch
1:00-1:45pm	FUEL - Uncover qualified leads - Part 2
1:45-2:15pm	FUEL - Establishing automated marketing processes
2:15-2:30pm	Networking Break
2:30-3:00pm	FUEL - Lift results
3:00-3:15pm	Review top takeaways to FUEL marketing effectiveness from lead generation to sales conversion
3:15-4:00pm	B2B Marketing FUEL certification exam

General Info



Exposition Floor Plan



- Add-on Sessions will be held in St. John's 23
- Coaching Clinics will be held in St. John's 24-27

Sponsor Booth Listings

1. MECLABS
3. Lightspeed Marketing Communications
5. XYDO
10. MECLABS
11. CFO Publishing
17. Compendium
18. Webmarketing123
19. Webmarketing123
20. Zoominfo
21. ReadyTalk
22. Pardot
23. Nexsales
24. LeadLifter
25. Silverpop



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anonymous website visitors even from mobile devices

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General Information

B2B Summit 2012 is in Orlando, Florida - home to a wealth of unique experiences for every visitor, ensuring an unforgettable visit. Discover what inspires a city built on imagination. Live music, theater, dance, galleries, and museums are just a small taste of Orlando's arts and culture scene.



Rosen Shingle Creek is situated on 230 acres of lush landscape and is Central Florida's most luxurious meeting destination. You'll find everything from the Orange County Convention Center, Universal Orlando® Resort, SeaWorld® Adventure Park, Walt Disney World® to a variety of other Orlando Florida attractions within reach.

Guests enjoy privileges at Shingle Creek Golf Club. Named by *Golfweek* as one of America's Top 40 New Courses, this spectacular challenge offers five-diamond service standards and an 18-hole, par 72 championship course.

Address:

Rosen Shingle Creek
9939 Universal Boulevard
Orlando, FL 32819
Phone: 407-996-6338
Fax: 407-996-9938

Meeting Rooms:

Gatlin Ballroom, St. Johns #23



General Information

Business Center:

Copy, fax and Internet services are available. The business center is conveniently located in the main lobby area.

Internet:

Guests will receive complimentary Internet in the convention area and in their rooms. The WiFi code will be provided at the opening of Summit events. If you have any questions or concerns, please visit the registration booth for assistance.

Dining:

The hotel has three signature restaurants, four lounges, six casual restaurants, an ice cream shop and a coffee shop. Room service is available 24 hours a day. While in Orlando take advantage of discounts on dining, attractions, golf, nightlife and more. Please see the hotel desk for more information.

Recreation:

Four heated pools and two hot tubs are available for hotel guests. A luxury fitness center and two lighted tennis courts are also available for use.

Airport:

Orlando International Airport (MCO)

Travel Distance: 11 miles

Cab Fare: \$37 each way

Shuttle:

Mears Transportation Group offers a one way rate of \$19, or round trip for \$30. Make your reservations online at www.mearstransportation.com, or call 407-423-5566.

Parking:

Self-parking is \$8 per day.

Coaching Clinics



1-to-1 Coaching Clinics - Don't Miss Out!

Our goal is for every one of our attendees to leave B2B Summit 2012 armed with great ideas and answers to their most pressing B2B marketing questions. Although the general sessions and post-Summit workshop will be very informative, there is nothing quite like advice that is tailored to your specific situation. That's where our one-to-one coaching clinics come in.

We've assembled a team of industry experts that can help you with your unique set of circumstances. This is your chance to get one-to-one advice about your marketing automation program, your lead generation efforts, your content production plan, and more. We urge everyone to take advantage of this incredible opportunity. These clinics are not cleverly disguised sales pitches. They are designed to address your challenges and leave you with actionable ways to improve your marketing efforts.

One-to-one coaching clinics are conducted in half-hour sessions on a first-come, first-served basis. Don't miss out on this crucial component of B2B Summit 2012.

Reserve a 1-to-1 coaching clinic at www.meclabs.com/B2BSummitClinic





Coaching Clinic Topics

List Building and Hygiene: A great list is at the heart of every successful B2B marketing program. Learn how to maximize the quality and quantity of your leads and keep your database clean and up-to-date.

Lead Nurturing: Not every lead is sales-ready. Sometimes they are months or even years away from being ready to make a purchase decision. However, an effective lead nurturing system will keep you “top-of-mind” when the time comes. Get advice from our consultants on how to create a first-class nurturing program for your prospects.

Content Creation: Providing relevant, valuable content is a major factor in acquiring leads, nurturing prospects and keeping customers, yet producing this content is a challenge. Get ideas about how you can set up a process for generating great content for your organization.

Social Marketing: This is one of the hottest topics in marketing. But should your organization be engaging in social marketing? Is your current social strategy as powerful as it could be? Are you able to quantify the effectiveness of your social investment? Get the answers to these questions and more.

Conversion/Webpage Optimization: Designing landing pages and email messages that effectively convey your offer, and converting traffic into leads is easier said than done. Let our experts show you the changes you should be making in order to improve and optimize your online marketing presence.

Value Proposition: Crafting an effective value proposition is much harder than it seems. Let our experts help you clearly communicate a company or derivative value proposition that is credible, appealing, and exclusive.

SEO Strategy: While there are four billion searches on Google every day, 95% of clicks happen on the first page of results. Search Engine Optimization is about positioning your business in front of every prospect the moment they start searching for your product or solution – before your competitors do. Let our consultants guide you in creating and implementing an SEO strategy that will make a positive impact on your sales pipeline.

Behavioral Marketing: Providing a more personal experience to customers increases campaign and content relevancy. Learn how to effectively utilize marketing automation and behavior analysis to truly understand customers and generate real-time, cross-channel campaigns.

Marketing Automation: There are more tools than ever to help you run effective marketing campaigns. However, the complexity of these systems can make getting an automation system up and running a daunting task. Let our experts show you how to create and maintain an effective program for your situation.

Coaches



Adam Lapp

Senior Optimization Manager
MECLABS

Adam Lapp joined MarketingExperiments as a Research Analyst in September 2006. Prior to that, he attended the Masters program at the University of North Florida in the department of Literature.

While at MECLABS, Lapp has filled several roles such as research project manager, writer, and paid search manager. He specializes in website optimization, usability, SEO, Google Analytics, Google Website Optimizer, and social media.

TOPICS COVERED:

Conversion/Webpage Optimization
Value Proposition



Brandon Stamschror

Senior Director of Operations
MECLABS

Brandon Stamschror is a co-founder of InTouch (now the MECLABS Leads Group) and a former partner at iNETech, Inc. From early operational positions with 3M and functional financial experience at iNETech, Stamschror has become the key driver of all operational processes and support teams that execute the Leads Group client engagements.

Stamschror has more than 12 years of experience managing teleprospecting and lead generation teams across dozens of industries and solutions. He collaborated with Brian Carroll on his book, *Lead Generation for the Complex Sale*, and earned his B.S.B. in operations management from the Carlson School at the University of Minnesota.

TOPICS COVERED:

List Building and Hygiene
Lead Nurturing
Content Creation



Coaches



Nathan Thompson

Senior Manager, Research and Strategy
MECLABS

As the lead analyst for the Research Partnership with a large financial institution, Nathan Thompson is adept at generating greater ROI from already high-performing websites, and email marketing for enterprise-size marketers.

In his previous role as the Director of Online Sales for venture-backed Internet music startup Grooveshark.com, Thompson also learned how to craft effective online marketing for startup companies where the potential is far greater than the marketing budget.

With a B.S. in Public Relations and Entrepreneurship from the University of Florida, Thompson has a sense for not only how to run a successful business but how to let everyone know you're running a successful business. Like all good Web marketers, he asks that you look out for his book as soon as he gets around to writing one.

TOPICS COVERED:

Conversion/Webpage Optimization
Value Proposition



Erin Fagin

Research Manager
MECLABS

Erin Fagin has been with MECLABS since 2011, first as a Research Analyst, and now as one of the company's Research Managers. In her current role, she works directly with Research Partners to optimize their websites and increase conversion rates.

Prior to MECLABS, Fagin interned in the research department at Visit Florida, the state's official tourism marketing association. She graduated from Florida State University with a degree in Advertising and Management.

TOPICS COVERED:

Conversion/Webpage Optimization
Value Proposition



Nicolette Dease

Program Manager
MECLABS

Nicolette Dease stands on the frontlines of lead generation. She began her career with MECLABS as a telespector, making phone calls to generate B2B leads. She was promoted to program expert, where she trained and coached callers, and developed the kind of messaging and value propositions that motivated prospects to respond.

Today, as a program manager, Dease provides organizations from Fortune 100 companies to privately held global organizations the smartest real-world strategies to speed leads through their sales and marketing funnels, and typically achieves as much as an 800% ROI as a result.

Dease specializes in data analysis, universal lead definitions, telespecting best practices, database management and ideal-customer profile discovery.

TOPICS COVERED:

List Building and Hygiene
Lead Nurturing
Content Creation



Warren Staley

Program Manager
MECLABS

Warren Staley, MECLABS Program Manager, develops and guides lead generation programs that efficiently and effectively drive revenue for MECLABS Research Partners. He has more than a decade of sales and leadership experience, and is expert in all aspects of creating and executing telespecting programs that engage decision makers.

Staley's efforts have paid off handsomely for leading organizations, including a global asset management company that witnessed a near 70% increase in sales-ready leads in just three months.

TOPICS COVERED:

List Building and Hygiene
Lead Nurturing
Content Creation



Pamela Tinsen

Coach
MECLABS

Pamela Tinsen works with Research Partners to develop teleprospecting programs where precisely the right people are given the right message to convert them to leads quickly. This includes call guide development, caller training, list quality analysis, Universal Lead Definition, ideal customer profile creation, and value proposition discovery and testing.

Tinsen's efforts helped achieve a 66% lift in qualified, sales-ready appointments for a global asset management organization. Prior to MECLABS, she held customer service, technical, and supervisory positions at a global telecommunications company.

TOPICS COVERED:

List Building and Hygiene
Lead Nurturing
Content Creation



Goldfish have an average attention span of 9 seconds. So do your customers.

Connect faster with Content Marketing, Lead Nurturing and Behavioral Marketing.

Sign up for a coaching clinic with our experts.

Pepper is a leading integrated marketing and communications agency, serving its clients through global reach and local focus with a combination of strategy, analytics and creativity.

pepper

Creative thinking. Strategic results.

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Coaches



Nancy Chou

Sr. Director of Customer Success
LeadFormix

Nancy Chou, Sr. Dir. of Customer Success at LeadFormix, a CallidusCloud Company, is responsible for clients' successful deployment of the LeadFormix marketing automation platform. She has more than 20 years of B2B and B2C as well as Fortune 500 and startup experience, including HP, IBM and the Norton Consumer Business of Symantec.

Chou was the VP of marketing for a number of startups and a marketing course instructor at Stanford University. She has an MBA in marketing from the Kellogg Graduate School of Management, Northwestern University, and is the current president of the NorCal Business Marketing Association.

TOPICS COVERED:

Marketing Automation
Lead Nurturing
Value Proposition



Mike Sasaki

Manager, Enablement
LeadFormix

Mike Sasaki, Manager, Enablement, at CallidusCloud is responsible for customer success by heading up LeadFormix's customer onboard and training. More than 250 customers have benefitted from his expertise, particularly in marketing automation and lead nurturing.

Sasaki's ability to communicate and teach all levels (coordinators to vice presidents) about marketing automation and lead generation makes him a very effective onboarder, trainer and coach. Raised in Los Angeles, and currently living in San Diego (for the past 18 years), he has never surfed.

TOPICS COVERED:

Marketing Automation
Lead Nurturing
Value Proposition



Coaches

PEPPER

Creative thinking. Strategic results.



Brad Dornick

Account Director
Pepper North America

Brad Dornick has more than 10 years of e-communication, Variable Data Publishing (VDP), and TransPromo Messaging experience. He has worked closely with the HP Email Marketing team on promotional, thought-leadership, and transactional programs for more than five years, and currently leads strategy and campaign development of email marketing programs for Pepper's tech industry clients.

Dornick has an extensive background in brand implementation, customer lifecycle messaging/management, and integrated 1:1 communication program development.

TOPICS COVERED:

Content Marketing
Lead Nurturing
Behavioral Marketing



Brennen Roberts

Managing Director
Pepper North America

Brennen Roberts has more than 18 years of combined agency- and client-side experience in marketing and communications for the B2C and B2B space. He has developed and managed multichannel demand generation and lead nurturing programs in roles ranging from campaign and editorial planning to program development and management, for direct and indirect channels. He currently consults with Pepper's clients across all sectors.

TOPICS COVERED:

Content Marketing
Lead Nurturing
Behavioral Marketing

Coaches

webmarketing 1 | 2 | 3



Andrew Dobbs

Webmarketing123

Andrew Dobbs is a well a well-rounded marketing professional with more than seven years' experience in digital marketing. He has been with Webmarketing123 for three years, assisting online marketers with leveraging their websites to close sales, generate leads, and identify opportunities to help drive their business through search.

Dobbs started his marketing career in Chicago, selling print advertising campaigns to Fortune 500 companies. As clients and marketing dollars began to shift towards digital marketing he spearheaded the creation of the online advertising division of the firm he worked for at the time, Fox Associates.

Dobbs graduated from the University of Colorado at Boulder with a major in Communications, and a double minor in Geology and American Sign Language. When he isn't obsessing over measurable results, he enjoys the outdoors as much as possible, and has a developing passion for bow-ties.

TOPIC COVERED:

SEO



Paul Taylor

Founder

Webmarketing123

Paul Taylor founded Webmarketing123 in 2004 and continues to direct the company's overall strategy and manage its operations. He concentrates his efforts on helping companies improve their marketing ROI by boosting the quality and quantity of prospects visiting their corporate websites, and improving the rate at which website visitors become customers.

Prior to founding Webmarketing123, Taylor was a Vice President and General Manager at AT&T Wireless, and a Management Consultant with Bain and Company. He earned a Bachelor's degree and Master's degree in Business Administration from the Haas School of Business at the University of California at Berkeley.

TOPIC COVERED:

SEO

Coaches

webmarketing 1|2|3



Mike Turner

Senior Account Manager
Webmarketing123

Since 2007, Mike Turner has helped thousands of businesses achieve their web marketing goals through instructional webinars and direct consultation. He started with Webmarketing123 as a Search Engine Optimization Account Manager, where he managed a multimillion dollar portfolio of key accounts. He then transitioned into a Senior Account manager role within two years, where he was successful at both cross- and up-selling. Turner currently leads the Sales Team for Webmarketing123.

Prior to Webmarketing123, Turner was the Assistant Marketing Manager for Aplia Inc., an online textbook company where he also helped optimize the corporate website. He graduated from San Francisco State University with honors, earning his degree in economics, after joining the United States Air Force as an Operations Resource Manager, where he served during Operation Southern Watch.

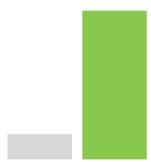
TOPIC COVERED:

SEO

webmarketing 1|2|3

WE'RE OBSESSED WITH CONVERTING ONLINE VISIBILITY INTO MEASURABLE RESULTS.

Our SEO services have helped hundreds of B2B clients:

 INCREASE SITE TRAFFIC UP TO: 973%	 RAISE LEAD VOLUME UP TO: 600%	 LOWER COST-PER-LEAD BY AS MUCH AS: 40%
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Talk to us at the Coaching Clinic or come by our booth.

1.800.619.1570 | contact@webmarketing123.com | www.webmarketing123.com

Webmarketing123 is a digital marketing agency specializing in Search Engine Optimization, Pay Per Click Management, and Social Media Marketing.

Sessions



Pre-Summit Workshop

9:00am-4:00pm, Monday, Gatlin Ballroom

Landing Page Optimization

WORKSHOP DESCRIPTION

In this full day of hands-on training, you'll learn our proven methodologies and step-by-step, actionable and repeatable process for applying five essential elements of website conversion.

You'll learn how to:

- Motivate page visitors to take action
- Design landing pages that hold visitors' attention
- Develop and clearly express your value proposition
- Analyze results to make further improvements

Once you have taken and passed the final exam, you will be designated as a **Certified Professional in Landing Page Optimization.**

Instructor:



Dr. Flint McGlaughlin

Managing Director & CEO
MECLABS

Dr. Flint McGlaughlin is the Director of MECLABS Group. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation and Reuters Group. Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre.

Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

General Session

8:00-8:30am, Tuesday, Gatlin Ballroom

Welcome and Introduction

Presenters:



Dr. Flint McGlaughlin

Managing Director & CEO
MECLABS

Dr. Flint McGlaughlin is the Director of MECLABS Group. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation and Reuters Group. Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre.

Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.



Jen Doyle

Senior Research Manager
MECLABS

Jen Doyle is a Senior Research Manager at MarketingSherpa covering B2B marketing, social media and search engine marketing (SEO and PPC). She is the lead author of the *2011 B2B Marketing Benchmark Report*, the *B2B Advanced Practices Handbook*, and the *2011 Search Marketing Benchmark Reports*.

Doyle is a speaker at MarketingSherpa and partner events, a MarketingSherpa newsletter columnist, blog contributor, and a speaker for MarketingSherpa and partner webinars. Her research has been instrumental in the development of new media marketing practices, including the FUEL methodology for B2B marketing effectiveness.

General Session

8:30-9:45am, Tuesday, Gatlin Ballroom

The Web as Living Laboratory: How one B2B marketer used Web experimentation to achieve a 90% lift in total leads

Session Description:

Too often, marketers are faced with campaigns that underperform. When it happens, it seems as though there is nothing to do but wait for the next campaign to make up the difference – or wait for the chat they'll have with the boss.

But imagine there was a way to **use every failed campaign to learn more about your customer?**

With the Internet, marketers are now able to use their failed campaigns to discover why their customers act on some offers, while ignoring the rest. By using the Internet as a lab, marketers can effectively predict customer behavior. And, when you know enough about your customer to predict how they will react to a campaign, fewer of them will fail.

In this session, Dr. Flint McGlaughlin will teach Summit attendees how they can effectively use the Internet as a laboratory to learn about their customers.

Presenter:



Dr. Flint McGlaughlin

Managing Director & CEO
MECLABS

Dr. Flint McGlaughlin is the Director of MECLABS Group. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation and Reuters Group. Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre.

Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

General Session

10:30-11:15am, Tuesday, Gatlin Ballroom

Panel Discussion: 5 B2B social media career killers ... and how to overcome them

Session Description:

While social media and content marketing are growing in use and effectiveness in many B2B organizations, industry legends and common misunderstandings about their use persist – to the detriment of your company's performance, and your personal career growth.

So we've rounded up a few industry experts – Nichole Kelly, President, SME Digital; Chris Baggott, Chairman, Compendium; and Eddie Smith, Chief Revenue Officer, Topsy Labs – and asked them to discuss the most common mistakes B2B marketers make ... and how to overcome them.

In this session, you'll learn:

- How to make the CFO your ally, not your nemesis
- How to get more mileage out of your content
- How to get your users and audience involved in creating effective content

Presenters:



Nichole Kelly

President
SME Digital

Nichole Kelly founded Full Frontal ROI, a social media consultancy which merged with Social Media Explorer to launch a new division called SME Digital. She specializes in helping companies take their social media strategies to the next level, and tie the results to financial goals.

Kelly provides innovative social media strategies that can actually be measured using her systematic approach to show where it delivers value to the organization and provide executives with bottom-line ROI.



Eddie Smith

Chief Revenue Officer
Topsy Labs

Eddie Smith has been building businesses within the digital marketing sector since the mid '90s, bringing together technology, data and media to produce game-changing solutions for digital marketers. He is currently Chief Revenue Officer with Topsy Labs, responsible for leading the company's sales, business development and marketing efforts. Before Topsy, Smith headed up Quantcast's real time bidding platform business, integrating Quantcast data within the audience buying ecosystem used by trading desks, demand-side platforms and exchanges.

Smith has been actively involved in the evolution of social advertising, co-chairing IAB's social ad committee and co-authoring the IAB's initial Social Advertising Best practices. Smith's prior professional engagements include NexTag, DoubleClick and Reuters Marketing Information.



Chris Baggott

Chairman
Compendium

Chris Baggott is a Software-as-a-Service entrepreneur, and currently the chairman at Compendium, a content marketing platform. There, he evangelizes about ROI-driven online-marketing initiatives like business blogging and content marketing.

In 2007, Baggott created Compendium, a platform that helps organizations capture and create original content in a branded hub for distribution to any marketing channel. Two years ago, Invesp dubbed Baggott one of the "25 most influential marketers in the world." In 2006, he wrote *Email Marketing by the Numbers*.

Moderator:



Daniel Burstein

Director of Editorial Content
MECLABS

Daniel Burstein oversees all editorial content coming from the MarketingExperiments and MarketingSherpa brands – helping their team of reporters dig for actionable information while serving as an advocate for the audience. Previously, he was the main writer powering MarketingExperiments publishing engine – from Web clinics to Research Journals to the blog.

Prior to joining the team, Burstein was Vice President of MindPulse Communications – a boutique communications consultancy specializing in IT clients such as IBM, VMware and BEA Systems. He has 10 years of experience in copywriting, editing, internal communications, sales enablement and marketing communications.

Add-on Session

11:15am-12:15pm, Tuesday, St. John's #23

Return to Sender: The 5-step program to reaching the inbox

Session Description:

Email is one of the most effective forms of communication and marketing when done correctly. The biggest challenge marketers have today is reaching the inbox so their message can be heard.

Based on Return Path's Global Email Deliverability Study, B2B marketers have more than 11% of their emails blocked or filtered, with some spam filters blocking more than 50% of opt-in marketing messages.

We will seek to understand:

- The common reasons for B2B inbox failure
- How to manage your email reputation
- How to test your emails for content issues

Presenter:



Tom Sather

Senior Director of Email Research
Return Path

Tom Sather is Return Path's senior director of email research. He uses his knowledge of ISPs, spam filters and deliverability rules to advise marketers on how to get their email delivered to the inbox. Sather began his Return Path career as an email deliverability consultant working with top-brand clients like eBay, MySpace, IBM and Twitter.

His previous experience includes roles with email service provider Experian, and on the abuse desks for AOL, Bellsouth, AT&T, and GTE.

General Session

11:15-11:45am, Tuesday, Gatlin Ballroom

Transforming “Thought Leadership” and “Innovation” into Actionable Results

Session Description:

Thought-leadership and innovation are frequently discussed topics at all companies, but the challenge lies in transforming these words into action. How do you connect the culture of the company to capture innovation and thought leadership internally to then push it external?

The most effective marketing strategies take internal thought leadership and are able to push it external, turning the individuals inside the company into evangelists of their products, solutions, and effectively creating personalities that have common ties and connections with customers.

How do you do this effectively? How do you work across multiple organizations either in large companies or small, and find the common ties that bind to do this?

In this session, speakers will dive into what has worked effectively and what has not, giving you a roadmap for what you can do at your company to deliver on this in a way where commonly used words are turned into actionable results.

Presenters:



Lauren Cooney

Senior Director of Software Market and Developer Strategy
Cisco Systems, Inc.

Lauren Cooney has 15 years of experience with product management, product marketing and building technical communities/ecosystems, strategies and GTM across many customer audiences (CxO, IT, Partner, Developer) and languages (Java, ASP.NET, PHP, Ruby, more) for large enterprise companies.

Cooney joined Cisco Systems in March 2012 as the Senior Director of Software Market and Developer Strategy, leading the teams that drive new innovations out of Cisco’s central networking software group. Her team owns technology and solutions marketing and outbound developer engagement for multiple technologies, programs and efforts across Cisco focused specifically new software initiatives and high-impact programs.



Barry Cowan

Senior Manager of Brand Strategy & Experience
Cisco Systems, Inc.

Barry Cowan, Senior Manager of Brand Strategy & Experience at Cisco, has worked in a range of brand roles at Cisco over the past 12 years. After spending two years in PR and brand consulting, Cowan came into Cisco as the in-house naming (and product numbering) guru, attempting to bring order to chaos.

Cowan moved on to develop Cisco's co-brand and ingredient brand strategies and to work with Cisco international offices to develop localized brand strategies and programs in markets such as China, India, Australia, Spain, and Nigeria. Cowan received his Ph.D. in Linguistics from the University of Hawaii.

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General Session

11:45am-12:15pm, Tuesday, Gatlin Ballroom

Case Study - Moving “Big Iron” with e-marketing: How Volvo Construction Equipment uses e-marketing to fuel sales

Session Description:

Join in as John Johnston, Director, Digital Marketing at Volvo Construction Equipment, discusses how the company uses the top 10 keys for building and managing successful digital marketing solutions. In this session he'll walk through how Volvo uses email personalization, social media, SEO, CRM and more to increase website traffic, engage customers, and respond and nurture leads more effectively.

Presenter:



John Johnston

Director, Digital Marketing
Volvo Construction Equipment

John Johnston is responsible for all aspects of Volvo Construction Equipment's e-business marketing for North America, including online content and design, email marketing, social technologies, e-commerce integration, lead and opportunity management and more. In addition to his North American responsibilities, Johnston has served on several global Volvo Group communications, marketing and online steering committees, and participates in several AEM (Association of Equipment Manufacturers) online committees.

Moderator:



Justin Bridegan

Senior Marketing Manager
MECLABS

Justin Bridegan has more than seven years of experience in marketing to the software training industry, printing industry, and marketing professionals. He has received his Email Marketing Certification from MarketingExperiments and specializes in creating, organizing, and implementing marketing plans for the MarketingSherpa Summits, webinars, workshops and publications. He is also a contributing author to the 2011 *B2B Marketing Advanced Practices Handbook*.

General Session

1:15-1:45pm, Tuesday, Gatlin Ballroom

Mobile Marketing: Juniper Networks QR Code event strategy leads to richer attendee engagement and a paperless conference

Session Description:

Many marketers are trying to increase engagement with attendees, while also reducing the environmental footprint of their events, yet event-marketing campaigns are typically very paper-laden and one-dimensional. Learn how Juniper Networks made its partner conference as paper-free as possible, while also driving greater attendee engagement with a mobile marketing event strategy.

In this session you will:

- Discover how Juniper used QR codes and a mobile-optimized event microsite to provide attendees with all the event materials they needed – from registration information, to presentation evaluations
- Hear how the mobile strategy drove greater engagement and interaction with in-person attendees
- Uncover lessons learned and potential pitfalls
- Outline recommended steps-to-success for implementing a mobile strategy for your next event

Presenter:



Helda Lopes

Senior Marketing Director of Worldwide Channels
Juniper Networks

Helda Lopes is a Senior Marketing Director of Worldwide Channels Marketing for Juniper Networks. She and her team are responsible for the worldwide channel marketing strategy for Juniper's Partner Marketing Organization, which includes the management and development of the Marketing Concierge, Juniper's co-marketing platform, as well as the creation of innovative partner co-marketing programs designed to grow marketing influenced pipeline for Juniper and its partners.

Prior to Juniper, Lopes was an 11-year veteran with Cisco Systems where she held numerous marketing positions, including; WW Strategic Partner Marketing, Services Marketing, SMB, Commercial and Distribution marketing leadership positions both at the global and theater levels.

Prior to joining Cisco, Lopes held numerous channel marketing positions at 3Com and Hewlett Packard where she delivered high-impact marketing programs, promotions and sales tools in the U.S. and Latin America. She received a Bachelor of Arts degree in Marketing and Sociology from San Jose State University.

Add-on Session

1:45-2:30pm, Tuesday, St John's #23

Solve Your Content Crisis: Use email and social media to accelerate your content marketing

Session Description:

Over the course of his 20-year career, Chris Baggott has redefined what it means to be a marketer. In this session Chris will provide the you with practical ways to unite blogging, social media, email, e-books, and print strategies into one content marketing strategy.

Using a multitude of case studies from both B2B and B2C organizations such as Cvent, ExactTarget, Bass Pro Shops and more; you will leave with actionable items you can introduce into your content marketing strategy immediately.

Key takeaways from this session:

- Why the blog should be the hub of your content strategy
- Why a blog is an email marketer's best friend
- How to "outsource" content creation to your customers and advocates
- How to repurpose content across multiple channels including triggered email campaigns and print material

Presenter:



Chris Baggott

Chairman
Compendium

Chris Baggott is a Software-as-a-Service entrepreneur, and currently the chairman at Compendium, a content marketing platform. There, he evangelizes about ROI-driven online-marketing initiatives like business blogging and content marketing.

In 2007, Baggott created Compendium, a platform that helps organizations capture and create original content in a branded hub for distribution to any marketing channel. Two years ago, Invesp dubbed Baggott one of the "25 most influential marketers in the world." In 2006, he wrote *Email Marketing by the Numbers*.



Roundtable Sessions

1:45-2:30pm, Tuesday, Gatlin Ballroom

These special discussion sessions offer succinct, information-packed presentations that get right to the heart of the topics which interest you most. Every 15 minutes, you will have the chance to attend a different session, giving you an opportunity to participate in three roundtable discussions in total. Don't miss out on this very exciting part of B2B Summit 2012.

How to Re-utilize Content You Already Have

Session Description:

Do you struggle with content marketing? Do you have a hard time developing new content? Why not use content you already own? In this session, we'll uncover great content in many places you might not have thought to look.

We'll also discuss how you can successfully re-use your past content to fuel your current content marketing strategy. By the end of this roundtable, you'll leave feeling good about all the new content possibilities for your program.

Presenter:



Frank Dale
CEO and President
Compendium

Frank Dale is CEO and President at Compendium, a content marketing platform that helps organizations capture and create original content in a branded hub for distribution to any marketing channel. He is a frequent speaker about digital marketing at conferences around the country, and contributes articles to business publications, including a monthly column for MediaPost.

Dale is a problem solver and a leader – consistently advocating testing and experimentation to find success. With a passion for startup companies and entrepreneurship, he serves as a panelist for marketing and entrepreneurship at the Kelley School of Business at Indiana University. Dale also leads the Indianapolis Lean Startup Meetup, a group of Indianapolis area entrepreneurs that employ Lean Startup and Customer Development techniques.

Prior to his current role, Dale was vice president of operations at Compendium. He joined Compendium after holding the same title at LightsOut Intelligence, and also served as Channel Development Manager at WhatCounts, and has been a consultant at the Indiana 21st Century Research and Technology Fund.

A graduate of Valparaiso University, Dale earned an MBA at Indiana University's Kelley School of Business.

Sales in the Era of Social Media: Listening for sales opportunities and generating leads

Session Description:

In this session, speakers will share sales 2.0/social media applied best practices to help you and your sales colleagues generate more sales-qualified leads. This session will help you determine if you are making good use of social media from a listening for sales opportunities and generating leads perspective.

We will walk through some simple and practical LinkedIn tactics. Everyone is encouraged to share his/her best kept social marketing secrets.

Presenter:



Nancy Chou

Senior Director of Customer Success
LeadFormix

As Sr. Dir. of Customer Success at LeadFormix, a CallidusCloud Co., Nancy Chou is responsible for clients' successful deployment of the LeadFormix marketing automation platform. She has more than 20 years of B2B and B2C, as well as Fortune 500 and startup experience, including HP, IBM, and the Norton Consumer Business of Symantec.

Chou was the VP of marketing for a number of startups, and a marketing course instructor at Stanford University. She has an MBA in marketing from the Kellogg Graduate School of Management, Northwestern University, and is the current president of the NorCal Business Marketing Association.

Sales-aligned Lead Capture: Using an unconventional call-to-action to capture sales-worthy leads early in the buyer's cycle

Session Description:

Join this lively discussion as we look at ways to use an unconventional call-to-action to accomplish three goals:

- Capture a higher number of sales worthy leads from your existing website without increasing traffic,
- Tie in the sales team to approve leads for you, eliminating “lead rejection,” and
- Learn a “quick and dirty” way to quantify marketing’s value to an organization without “tracking back” to sales. It’s an eye opener!

Presenter:



Dale Underwood

Founder
LeadLifter

Dale Underwood has developed, marketed and sold information technology for 20 years. Primarily focused on complex B2B and B2G IT sales, he has developed inbound techniques that help qualify and capture large sales opportunities. As the Founder of LeadLifter, Underwood helps businesses maximize their marketing dollars and boost sales.

Reaching our Customers ... Anytime and Anywhere with a Multichannel Approach!

Session Description:

Content consumption and brand engagement have dramatically changed over the last decade. To reach our customers, we need a variety of touch points and channels, from mobile to tablet to email to social media, etc., as these are now part of the mainstream culture. Consequently, professionals are increasingly shifting their research and content digestion into times that lack the normal work related interruptions such as the weekend.

Discussion topics:

- What different channels proved successful?
- How can we have sophisticated channel measurements?
- How can we effectively engage with our customers, especially users of mobile and tablet?
- How do we align our products and engage with their strategic initiatives?
- Sharing: What are some winning multichannel marketing strategies where we could increase our engagement with our customers and allow marketers to tap a growing and highly active audience
- What are some key Industry trends and takeaways from primary research?

Presenter:



Dr. Cheemin Bo-Linn

Chief Marketing and Revenue Officer
NetLine Corporation

Dr. Cheemin Bo-Linn is responsible for marketing, sales and revenue. Prior, to NetLine she served as IBM's Vice President and President, Peritus Partners, a global marketing and business consultancy group. In recognition of her track record in creating market leaders and robust B2B revenue, she received *Silicon Valley Business Journal's* "Women of Influence" award, YWCA's "Tribute to Women in Industry" award, and was selected to speak at the United Nations.

Bo-Linn earned a doctorate specializing in "Implementation of Management Information Systems and Organizational Change" from University of Houston and completed Stanford University's Graduate School of Business Executive Certificate Program in Strategy. She's elected to the Board of Directors of various companies and the Association of Corporate Growth, American Electronics Association, and the American Marketing Association Marketing Leaders Council.

5 Simple Steps to Trigger Marketing

Session Description:

Learn how to easily drive better email results by implementing content mapping, targeting and more. Trigger marketing increases customer engagement to accelerate the buying cycle and increase ROI by taking timely action on a customer's behavior with a relevant message. It's easier to implement than you think, and will significantly improve your results.

Presenter:



Cathy Howard
Hewlett-Packard

Cathy Howard has worked for Hewlett Packard for more than 11 years, and has spent the past four years in the HP commercial email center of excellence, managing various programs including the Technology at Work e-newsletter (TAW), which is a dynamic customized e-newsletter sent to more than 8 million subscribers worldwide in 50 countries and in 18 languages, for both small- to medium-sized businesses (SMB) and enterprise segments.

TAW is customer-focused, highly targeted and provides subscribers with industry news, relevant business solutions and thought leadership content.

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How Third-Party Content Marketing can Drive Engagement, Retention and Business

Session Description:

One of the biggest challenges in a marketing manager's job is bringing in more sales leads. In order to bring in more sales and leads, marketing managers look in many different directions until they find something that works well, and then streamline that process while they reach out for additional methods.

Content marketing and social content marketing is one of the fastest growing tools any marketing manager can put into place to drive new business. Content marketing not only helps a website rank well, but it also establishes businesses as the expert opinion in their industry, helping to bring in more new business, as well as retain current customers.

Presenter:



Eric Roach

CEO and Co-founder
XYDO

Co-founder and CEO Eric Roach founded Lombard Brokerage, which pioneered stock trading on the Internet and was acquired by Morgan Stanley. Later in his career, Roach was recruited by legendary Valley investors John Doerr of Kleiner Perkins, and Ram Shriram of Sherpa Ventures, to serve as CEO of Elance.com.

How Do You Keep Your Audience Engaged Before, During and After Your Webinars?

Session Description:

Join the discussion with ReadyTalk, provider of audio and Web conferencing and webinar services, to learn how webinars are a win-win for both your company and your participants. While webinars are a cost-effective method in reaching a large audience, they require considerable planning and resources to get the biggest return on your investment.

In order to get qualified leads, the content must be valuable to your attendees while keeping them engaged. Learn how to use social media to promote webinars and engage the audience, the value of integrating webinar data into other systems like marketing automation and CRM platforms, and more.

Come prepared to discuss what tactics have worked, and those that have not, for your company.

Presenter:



Beth Toeniskoetter

Product Marketing Manager
ReadyTalk

Beth Toeniskoetter is a Product Marketing Manager which includes working on the ReadyTalk for Salesforce and Eloqua applications, as well as our API for both customers and partners. In addition, she works with our customers to understand their needs as they relate to webinar services and ReadyTalk's Conference Center, a portal for before and after meeting activities.

Prior to joining ReadyTalk in 2011, Toeniskoetter worked as an account manager for a mobile payments start-up and as a product manager at First Data. Outside of the office, she loves to spend time with family and friends, practice her cooking skills, and run.

5 Tips for Maximizing your Return on Relationship

Session Description:

At the heart of any brand's marketing success is its relationship with its customers, but today's robust digital marketplace makes that a complex dynamic to nurture. With multiple channels at their disposal, marketers have lots of options for connecting, but maintaining the spark over time requires a certain agility that can be challenging to achieve.

Consider this roundtable "couples therapy," with all sorts of exciting conversations around strategies and tactics you can employ to help you get the most out your customer relationships. Specific conversation starters include:

- Collecting great customer data without making folks uncomfortable
- Capturing behaviors to improve your buyer's experience
- Using buyer personas to drive your content strategy and relevancy
- Improving social interaction: "Papa Don't Preach"

Presenter:



Ellen Valentine

Product Strategist
Silverpop

Ellen Valentine has more than 20 years of experience as vice president of marketing/CMO for a number of technology companies. She has deep expertise in launching new products, evaluating product and market positions, designing go-to-market strategy and managing all digital marketing initiatives.

She believes that great people and effective technology are foundations for success, but great execution is the ultimate differentiator.

In her role at Silverpop, Valentine is focused on coaching and mentoring Silverpop clients to adapt and thrive in marketing's changing role. She's also a sought-out speaker at industry conferences and events.



The Cost of Not Ranking on Page 1 of Google

Session Description:

One of the biggest reservations marketers have regarding Search Engine Optimization is that it's hard to measure results. That said, do you know how much money you're leaving on the table if your links don't show up on the first page of organic Google search?

In this presentation, Webmarketing123's CEO Paul Taylor will guide you through the step-by-step calculations and quantify your missed opportunity. Many of their clients use this presentation to make the business case for SEO within their own organizations.

Presenter:



Paul Taylor

Founder
Webmarketing123

Paul Taylor founded Webmarketing123 in 2004, and continues to direct the company's overall strategy and manage its operations. He concentrates his efforts on helping companies improve their marketing ROI by boosting the quality and quantity of prospects visiting their corporate websites, and improving the rate at which website visitors become customers.

In demand as a speaker, Taylor brings his 20 years of marketing and strategic consulting experience and enthusiasm for education to his many speaking engagements and webinars.

Prior to founding Webmarketing123, Taylor was a Vice President and General Manager at AT&T Wireless, and a Management Consultant with Bain and Company. He earned a Bachelor's degree and Master's degree in Business Administration from the Haas School of Business at the University of California at Berkeley.

General Session

3:15-3:45pm, Tuesday, Gatlin Ballroom

Case Study: Developing a content creation engine no matter what the resources

Session Description:

Generating content is a critical way to drive engagement and leads for a complex sales funnel. Learn how the fifth-largest tax, assurance and consulting firm in the world overcame resources challenges to build a strategy around content that drives reputation, increases readership and engages more qualified website visitors.

In this session, Eric Webb, Senior Director of Communications and Brand at McGladrey, shares how his team developed a content engine that increased content production by over 300% and doubled Web visitors in one year.

You'll learn the specific steps to build a simple but powerful strategy around content that addresses typical B2B company challenges:

- Identify adequate support and resources at the appropriate level in the organization
- Implement inexpensive tools that can help keep projects and contributors in the loop
- Determine the types of content required for a strategy that aligns best to the buy cycle
- Select tools for uncovering "hot topics" to make your content more relevant
- Set up measures and reports to help educate and encourage contributors
- Help subject matter experts (who are not writers) to develop consistent, quality content

Take advantage of this opportunity to learn how to take your Web presence and content library to the next level by redesigning your production process in simple ways.

This session is designed to provide you with a tactical framework that you can immediately implement with your team to drive your content engine.

Presenters:



Eric Webb

Senior Director of Corporate Communications and Brand
McGladrey

Over 22 years of marketing experience has enabled Eric Webb to help improve the marketing strategies and tactics of Internet start-ups and Fortune 500 companies. He produced and co-wrote award winning television commercials, was associate producer for the “Bulls-Sox” Television Show and specializes in creative strategy and direct marketing to improve ROI.

Webb currently manages the McGladrey ad agencies, marketing automation/demand generation and CRM systems, custom content teams, and is responsible for the website, Internet and social media marketing.

Webb is online marketing-certified by the Online Marketing Institute, and has a passion for measurement in marketing.



Pamela Markey

Director of Marketing and Brand Strategy
MECLABS

Pamela Markey builds strategic partnerships, plans promotional initiatives, and is responsible for Applied Research communication- and marketing-related activities. If it impacts a MECLABS brand, it goes through her.

Before joining the team in June 2009, Markey worked for seven years as a wireless marketing manager at Bell Canada, during which time she managed campaigns for the Solo Mobile and Bell Mobility brands. Her work has been recognized at Cannes, the CLIOs, and the Canadian Marketing Awards among others.

Markey started her career as a marketing intern at Microsoft while completing her Bachelor of Commerce degree at Dalhousie University.

General Session

3:45-4:15pm, Tuesday, Gatlin Ballroom

How to Connect with the C-suite

Session Description:

Marketing products and services drives short-term growth, which is key in today's challenging economy. But, to expand long-term pipelines, companies must do more. They need to establish trusted business relationships with the C-suite and become partners for the long haul.

Cisco's Scott addresses how she and her team have pioneered and revamped the company's go-to market strategies to nurture relationships with the C-suite, a critically important audience. Scott provides examples and best practices developed during the past five-plus years that have enabled Cisco to migrate from trusted technology vendor to trusted business partner status with its customers.

Scott's methodologies have been deployed worldwide within Cisco including in the field and in emerging markets on shoestring budgets. Tangible metrics include pipeline acceleration, decreased time to sales, increased online "dwell time," and enhanced brand perception.

Presenter:



Karyn Scott

Director of Enterprise Marketing
Cisco Systems, Inc.

Karyn Scott heads Cisco's global CIO Marketing program. A six-year Cisco veteran, Scott's professional career started in journalism working for CNN and FOX News. She then began a 22-year journey in technology marketing which includes Director of Channel Marketing at Macromedia, Director of Corporate Marketing at Latitude Communications and Senior Manager, Worldwide Marketing for the Desktop Media Group at Autodesk.

Scott also co-founded and ran a multimedia development start-up. She lives with her family and two-year old Golden Retriever in Marin County, CA.

Keynote Address

4:15-5:15pm, Tuesday, Gatlin Ballroom

The Nine-second Attention Span: Selling your brand, and yourself, in social media



Sally Hogshead

Chief Fascination Officer
Fascinate

We live in a world with ADD.

While the average attention span used to be 20 minutes, today, the average attention span is roughly nine seconds. Nine seconds. That's the same as a goldfish!

You only get nine seconds to introduce yourself, sell your idea, or start a conversation. After that, people get distracted – especially in social media, where attention darts from one message to the next. Yet, when we do break through – when we create messages that connect and communicate – the rewards are extraordinary.

Sally Hogshead reveals how to triumph in this nine-second world, with an emphasis on using social media for your online brand. Taking audiences on a thrilling ride inside the brain, she explores this accelerated trend and teaches audiences how to instantly capture attention through their messages on Twitter, Facebook, websites and sales.

You will learn how to identify their unique selling advantages, and articulate this more clearly in all areas of your professional brand.

About our Keynote Presenter:

Sally Hogshead is the Chief Fascination Officer of Fascinate, Inc. She is an international keynote speaker for some of the world's most prestigious events. Her proprietary research has been published by both HarperCollins and Penguin, and translated into 14 languages.

Using her science-based Fascinate system, Hogshead teaches how to instantly persuade and captivate in a world with a nine-second attention span. She frequently appears in national media including NBC's "Today Show" and *The New York Times*. The press has described her as "the marketing mistress of fascination," who has "changed the face of North American advertising." Reality TV show "Making It Big" dedicated an episode to Sally's leadership and creativity.

General Session

8:00-9:30am, Wednesday, Gatlin Ballroom

Quick Win Clinic: The 4 most critical changes you can make to your landing page right now (an interactive working session)

Session Description:

One of the best ways to get around IT and budget challenges is to optimize areas of your website that are relatively simple to change, yet present an opportunity to make a significant impact on conversion. In this session, Dr. Flint McGlaughlin will answer the essential question every marketer asks at some point in their career:

“How can I get the greatest amount of return, in the shortest time possible, on the least amount of optimization investment?”

In our research, we’ve come across a few ways to help you answer this question. In this session, you’ll learn the four most impactful elements to test on your page.

Instructor:



Dr. Flint McGlaughlin

Managing Director & CEO
MECLABS

Dr. Flint McGlaughlin is the Director of MECLABS Group. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation and Reuters Group. Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen’s University, and as a Trustee for Westminster Theological Centre.

Dr. McGlaughlin originally studied Philosophy and Theology at the University of London’s Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

General Session

9:30-10:00am, Wednesday, Gatlin Ballroom

Confessions of a Content Marketer: Lessons learned in a four-year transition from “push” to “pull” marketing

Session Description:

In 2010 Seth Godin said, “In the future, there will only be content marketing.”

Your future marketing success will be about creating and spreading awesome content, not about paying to interrupt and sell people. But, has your entire company bought in to this vision? Does your team have a road map for change? Do you know about the major pitfalls that are sure to arise?

Every major change needs to account for three key things: people, process and tools. Moving from traditional “push” marketing to content “pull” marketing is no different. In this session you’ll get the straight answers about what went right and wrong in a four year transition to B2B content marketing:

- **People** - How did marketing roles and goals change? Who else needed to buy in?
- **Process** - How did key processes change? What was most critical?
- **Tools** - How did marketing automation factor in? What tools were really essential?

If you are committed to moving your team to a content marketing focus, this session will give you practical, actionable tips on how to successfully drive and navigate the change.

Presenter:



Edwin Jansen

Director of Business Development
The Ian Martin Group

Edwin Jansen is the former Director of Marketing at Softchoice, one of North America’s largest IT Solutions Providers. Over a four-year span, he led Softchoice’s transformation from traditional direct marketing to a cutting edge content marketing approach. Currently, Jansen is the Director of Business Development for the Ian Martin Group, whose mission is to help people connect with meaningful work.

General Session

10:45-11:15am, Wednesday, Gatlin Ballroom

Case Study - HP Uses Behavioral Segmentation for Dynamic Content to Drive Engagement

Session Description:

One way to improve relevance with your email database is to offer dynamic content based on behavioral segmentation. Track what your audience is interested in, and provide the content they want to see. Learn how Hewlett-Packard is targeting two percent of its email database to drive higher engagement and generate 300% higher open rates, and 600% higher clickthrough rates.

Presenter:



Cathy Howard

Manager, Technology at Work e-newsletter
Hewlett-Packard

Cathy Howard has worked for Hewlett Packard for more than 11 years, and has spent the past four years in the HP commercial email center of excellence managing various programs including the Technology at Work e-newsletter. The Technology at Work e-newsletter (TAW) is a dynamic customized e-newsletter sent to over eight million subscribers worldwide in 50 countries and in 18 languages for both small- to medium-sized businesses (SMB) and enterprise segments. TAW is customer-focused, highly targeted and provides subscribers with industry news, relevant business solutions and thought leadership content.

Moderator:



David Kirkpatrick

Senior Reporter
MECLABS

David Kirkpatrick is a reporter for MarketingSherpa and has more than 20 years of experience in business journalism, marketing and corporate communications. He served as producer for the business research horizontal at the original Office.com, regularly reporting on the world of marketing; covered a beat for D/FW TechBiz, a member of the American City Business Journals family; and he provided daily reporting for multiple LocalBusiness.com cities.

Kirkpatrick's other media and corporate clients include: *USA Today*, Oxford Intelligence, GMAC, AOL, Business Development Outlook and C-Level Media, among many others.

Add-on Session

11:15am-12:15pm, Wednesday, St. John's #23

Optimizing Your Message: Learn strategies to write high-impact copy and CTAs

Session Description:

You don't need to be an expert or "word wizard" to be an effective copywriter. You just need to understand the optimization principles we've discovered through years of research and more than 10,000 experiments. In this session you'll learn:

- Strategies on how to structure headlines for most impact
- 5 common call-to-action errors to avoid
- 2 most impactful elements to test on your page
- 5 common headline errors to avoid

This interactive presentation is designed to give each attendee ideas that they can immediately apply to their pages. Todd Lebo and Justin Bridegan bring more than 30 years of combined marketing and testing experience to help answer some of your most challenging questions on how to optimize your copy.

Presenters:



Todd Lebo

Senior Director of Content & Business Development
MECLABS

Todd Lebo joined MarketingSherpa in 2008 and has directed successful launches of best-selling marketing research benchmark reports, industry leading marketing conferences and various regional workshops. He has also played a key role in MarketingSherpa's social media strategy, affiliate program, email program and list-growth initiatives.



Justin Bridegan

Senior Marketing Manager
MECLABS

Justin Bridegan has more than seven years of experience in marketing to the software training industry, printing industry, and marketing professionals. He has received his Email Marketing Certification from MarketingExperiments and specializes in creating, organizing, and implementing marketing plans for the MarketingSherpa Summits, webinars, workshops and publications.

General Session

11:15am-12:15pm, Wednesday, Gatlin Ballroom

Optimizing the Lead: How MECLABS is testing a data-driven optimization process that goes beyond lead capture

Session Description:

Generating a lead is only the beginning of a complex sales funnel. Learn how you can implement the principles of optimization to improve your lead management process.

Join Brian Carroll, Executive Director of Revenue Optimization at MECLABS, and author of *Lead Generation for the Complex Sale*, as he shows the methodology the MECLABS team has developed to implement successful lead management processes in companies around the world. Learn transferable, actionable principles that maximize the quality and quantity of your pipeline.

In this session you'll learn how to:

- Improve the quality of sales-ready leads with a simple definition exercise
- Segment and score leads to maximize effective selling time
- Build nurturing tracks and continue a relevant, well-timed conversation with your prospects
- Align your marketing and sales teams to keep the pipeline flowing

Presenter:



Brian Carroll

Executive Director of Revenue Optimization
MECLABS

Brian Carroll is the author of *Lead Generation for the Complex Sale* and the B2B Lead Generation Blog. He has been profiled and regularly quoted in publications such as *Business Week*, *BtoB Magazine*, *Selling Power*, *The Wall Street Journal*, *CMO Magazine*, *Target Marketing, Inc.*, *Marketing News*, *DM News*, *Marketing Profs*, *MarketingSherpa*, *Software CEO* and *Rain Today*.

Carroll speaks to 20,000 people a year on improving marketing effectiveness and lead generation strategies for the complex sale, and his B2B Lead Generation Blog is read by thousands each week.

Add-on Session

1:15-2:15pm, Wednesday, Gatlin Ballroom

How Top B2B Companies use CRM and Email to Drive Sales and Serve Customers

Session Description:

B2B marketing has become a 24/7 job, and in today's highly competitive marketplace to acquire and retain customers, "serving" has become the new "selling." This requires customer data and the ability to use it to deliver relevant information throughout the customer lifecycle that aids the buyer's purchase decision and fuels ongoing engagement.

In this session, Joel Book of ExactTarget will show how innovative B2B marketers are using email – in combination with CRM technology – as the backbone of an integrated marketing strategy, to attract, engage and retain customers. From lead generation and nurturing to purchase and brand advocacy, Book will show you what the winners are doing, and what you can learn from their strategies.

Presenter:



Joel Book

Director of eMarketing Research and Education
ExactTarget

Joel Book is Director of eMarketing Research and Education at ExactTarget, a global leader in Software as a Service (SaaS) solutions for cross-channel marketing, leveraging the combined strengths of email, mobile, social media and websites.

As ExactTarget's "eMarketing Evangelist," Book applies more than 35 years of experience in database marketing to teach organizations how to use digital media and marketing automation technology to drive customer engagement, increase sales, and improve return on marketing investment.

Book is one of the most engaging and highly rated speakers in the country because his presentations are packed with practical insight and "Best-in-Class" examples of effective interactive marketing.

Book is a 1976 graduate of the University of Illinois where he earned a B.S. in Marketing Communications. He is a member of several professional organizations including the Direct Marketing Association and the Business Marketing Association, and in 2010 was recognized by the Sales Lead Management Association as one of the top 50 most influential people in sales lead management.

General Session

1:15-1:45pm, Wednesday, Gatlin Ballroom

Case Study - B2B Gamification: How Autodesk used game mechanics for in-trial marketing

Session Description:

The average potential B2B customer is extremely busy. It's difficult enough to get them to read a whitepaper, let alone download (and learn) a large, complex 3D software platform. In this session, Andy Mott, Manager, In-trial Marketing, Autodesk, and Dawn Wolfe, Sr. Manager, In-trial Marketing, Autodesk, will share:

- Why they chose to leverage gamification
- How they increased trial usage by 14% using landing page optimization
- How they leveraged game mechanics to convince an audience that charges hourly, billable rates to spend 10 man hours learning a new software platform

Presenters:



Andy Mott

Manager, In-trial Marketing
Autodesk

As a member of the in-trial marketing division of the Autodesk Online Store team, Andy Mott is responsible for creating and executing marketing programs that enhance the customer experience of using trial software and converting trials to purchases. Prior to joining Autodesk in 2011, Mott was a member of the MarketingExperiments research team, executing marketing optimization projects for a variety of research partners, ranging from ad revenue optimization to sales-ready lead generation and paying customer acquisition.



Dawn Wolfe

Senior Manager, In-trial Marketing
Autodesk

Dawn Wolfe has been at Autodesk for more than six years in a number of roles: field marketing, online community development, Web and e-commerce marketing. Most recently, she has been involved in spearheading personalized marketing campaign strategy/development/implementation, in-trial marketing, and the role out of the Autodesk global e-store. Prior to Autodesk, Wolfe held numerous field marketing roles at start-ups, in the financial service sector and as a marketing consultant.

General Session

1:45-2:45pm, Wednesday, Gatlin Ballroom

Case Study - Building Brand Ambassadors from Within Your Organization

Session Description:

AT&T created an internal ambassador program to leverage the wealth of knowledge within the organization with its external audience. The program includes more than 140 AT&T employees across the business functions, who actively blog, network and engage with the external audience.

The program has produced increased social referral traffic into att.com properties, increased social interactions and had a significant impact on awareness for AT&T in emerging areas of the business. The case study will cover the keys to success in creating an ambassador program:

- Identify objectives and a vision that align to business priorities – don't create an island
- Find an executive champion
- Build your program based on objectives and vision, keeping growth and expansion in mind
- Find and nurture your experts
- Understand the importance of community management
- Track progress and share

Presenter:



Trish Nettleship

Director, Social Media & Influence
UCB, Inc.

Trish Nettleship has spent the better part of her career helping business customers succeed. Previously supporting small businesses with a resource portal to help increase productivity and grow their business, she ventured into social media with her role in small business marketing.

But, it wasn't until 2009 when AT&T turned its social media eye to the B2B space that Nettleship took on a much larger role in social media within the B2B marketing organization. Currently, she is embarking on creating a social media practice for global pharmaceutical company, UCB, Inc.

Nettleship has held various marketing roles from social media, digital strategy, communications, product marketing and business development within the tech space. She holds an MBA in International Business from Georgia State University.

General Session

2:15-2:45pm, Wednesday, Gatlin Ballroom

Case Study - Make Marketing Indispensable: Strategies for turning the sales team into your biggest fans

Session Description:

We all agree that the best way for marketing to win over the sales team is to generate leads – the more qualified the better. But in addition to lead generation there are many other ways that you can make yourself indispensable to sales. This workshop is a case study of how the marketing team at Carousel Industries did just that by using a blend of purchased and free tools to create a suite of resources for over 200 sales reps that helped them:

- Generate more qualified leads
- Improve customer proposals
- Shorten the sales cycle
- Make better presentations
- Stay more informed about company and industry information

Presenter:



Kelly Harman

Vice President of Marketing
Carousel Industries

Kelly Harman is Vice President of Marketing for Carousel Industries, where she is responsible for all aspects of marketing and public relations for the company. She has more than 20 years of marketing, sales and business development experience working with US and European-based technology and telecom companies in the areas of business and marketing strategy, tactical planning and execution, channel program development, merger and acquisition integration, and all aspects of sales/marketing plans.

Prior to joining Carousel, Harman was Vice President of Marketing for TriNET Systems, which was acquired by Carousel Industries in August 2010. Prior to joining TriNET in 2009, she was president and founder of Zephyr Strategy, a strategic marketing firm located in Virginia.

Harman speaks and writes on the subjects of marketing, entrepreneurship, Web 2.0, and women's issues. She has been quoted in *The Wall Street Journal*, *Newsweek*, *BusinessWeek*, *The Washington Post* and *Washington Business Journal*. She was also the recipient of *Women in Technology's* "Entrepreneur of the Year" award in 2009. In 2010, she was named by *CRN Magazine* as one of the top 100 most powerful women in the channel.

Moderator:



Todd Lebo

Senior Director of Content & Business Development
MECLABS

Todd Lebo joined MarketingSherpa in 2008 and has directed successful launches of best-selling marketing research benchmark reports, industry leading marketing conferences and various regional workshops. He has also played a key role in MarketingSherpa's social media strategy, affiliate program, email program and list-growth initiatives.

Lebo's business development responsibilities include leading innovative projects with strategic partners to help them meet specific goals in lead generation, brand building and thought leadership.

Prior to joining MarketingSherpa, Lebo was Marketing Director at The Kiplinger Washington Editors and National Institute of Business Management, marketing both B2B and B2C products. He got his start in the specialized newsletter publishing industry with Thompson Publishing Group.

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Add-on Session

3:15-4:15pm, Wednesday, St. John's #23

Measuring Link Sharing From the Social Web for Effective SEO

Session Description:

Every day tens of millions of links are shared on Twitter alone, and the rich link sharing enabled by social networks is significantly impacting SEO effectiveness. This session will explore techniques for measuring link sharing within the social Web, specifically Twitter, showing how link sharing propagates within a domain, what measurements can be used to quantify how links are resonating, and methods to increase social link sharing.

Participants will learn these actionable items from this session:

- How to measure links in real time, shared within the social Web
- How to quantify link sharing over time to detect trends
- How to perform competitive domain analysis to measure domain sharing within Twitter over time
- What metrics can be used to quantify link resonance in real-time

Presenter:



Eddie Smith

Chief Revenue Officer
Topsy Labs

Eddie Smith has been building businesses within the digital marketing sector since the mid 1990s, bringing together technology, data and media to produce game-changing solutions for digital marketers. He is currently Chief Revenue Officer with Topsy Labs, responsible for leading the company's sales, business development and marketing efforts.

Before Topsy, Smith headed up Quantcast's real-time bidding platform business, integrating Quantcast data within the audience buying ecosystem used by trading desks, demand-side platforms and exchanges.

Smith has been actively involved in the evolution of social advertising, co-chairing IAB's social ad committee and co-authoring the IAB's initial Social Advertising Best practices. Smith's prior professional engagements include NexTag, DoubleClick and Reuters Marketing Information.

General Session

3:15-3:45pm, Wednesday, Gatlin Ballroom

Case Study - 7 Tactics National Instruments Used to Grow High-Quality Sales Leads and Revenue

Session Description:

National Instruments has seen great success with creating virtual sales people online. Doing so includes interactive tools and online advisors that recreate the conversations that sales people have with prospective customers. These online tools have produced highly qualified sales leads, and a growing volume of e-commerce revenue for the company.

Joe Rawlinson, Senior e-Commerce Product Manager at National Instruments, will share examples from ni.com, including some that helped grow one product line's revenue 30% and increased conversion rates for an important call-to-action by 50%.

In addition to specific examples, you'll learn the principles behind why they are working so you can recreate the success on your site. You'll learn how:

- to simplify the choices you present to your customers on your website
- to gracefully help customers map their preferences and needs to your products
- organizing and eliminating options will increase the number of people finding the right product
- asking a series of easy-to-answer questions will boost customer confidence in your products
- defaults and recommendations can direct customer actions and choices
- social proof can be more powerful than just anonymous ratings and reviews

Presenter:



Joe Rawlinson

Senior e-Commerce Product Manager
National Instruments

Joe Rawlinson specializes in improving online sales, leads, and efficiency through the B2B e-commerce channel. As a Senior e-Commerce Product Manager and Strategist at National Instruments, he defines the strategy of several key e-commerce applications critical to both company and customer success.

Rawlinson has worked with Internet technologies, e-commerce and online marketing since 1998. He is an entrepreneur, author, blogger and consultant.

Moderator:



Daniel Burstein

Director of Editorial Content
MECLABS

Daniel Burstein oversees all editorial content coming from the MarketingExperiments and MarketingSherpa brands – helping their team of reporters dig for actionable information while serving as an advocate for the audience. Previously, he was the main writer powering MarketingExperiments publishing engine – from Web clinics to Research Journals to the blog.

Prior to joining the team, Burstein was Vice President of MindPulse Communications – a boutique communications consultancy specializing in IT clients such as IBM, VMware and BEA Systems. He has 10 years of experience in copywriting, editing, internal communications, sales enablement and marketing communications.



www.nexsales.com

Nexsales is the world's leading source of customized B2B data solutions. Trusted by leaders like Gartner, Thomson Reuters, Lionbridge and MECLABS, we have propelled thousands of successful lead generation campaigns with tele-verified prospect lists, rich account intelligence and CRM data cleansing.

Our **LinkStreak** solution combines Nexsales' B2B database of over 24 million contacts with FastSwitch™ (our patent pending technology platform) to guarantee relevant phone conversations with decision makers. With a unique "per-conversation" pricing model, LinkStreak boosts the performance of inside sales and telemarketing teams by upto 8X.

Contact us at: sales@nexsales.com | (650) 352-0100

General Session

3:45-4:15pm, Wednesday, Gatlin Ballroom

Case Study - How Your Companies' Janitor Failed His Way Forward to Getting More Leads and Closing More Sales Online

Session Description:

Beginning in 2008, CEO Mike Ulwelling needed more leads. His janitorial services business, ServiceMaster Solutions of Portland, Oregon, already ranked as one of the top five largest in the nation. To sustain rapid growth, an Internet marketing initiative was viewed as crucial.

The journey from small local pilot to a nationally recognized search marketing firm began with convincing the team to tackle search marketing in-house. Join this case study presentation to learn how one of the first hurdles faced was simply convincing the team to Fail Fast Forward.

In this session, you'll learn the following:

- What type of employees best enabled success
- How working with creative resources locally and overseas leveraged opportunities
- Why early success in-house substantiated partnering with world class technologists
- Why ROI metrics focused on net profits exploded sales channels, doubled leads and grew profits 2.3x
- What Ulwelling learned about search marketing that is helping to drive not just profits but future business strategy

Presenter:



Mike Ulwelling

CEO
ServiceMaster Solutions

Mike Ulwelling is CEO of ServiceMaster Solutions, a janitorial services company headquartered in Portland, Oregon, and one of the top five largest franchises in the ServiceMaster Clean network. Ulwelling also serves as CEO of Ideagility, a search marketing firm designed to meet the needs of marketers who need to be found easily, get more leads, and make more sales online.

Prior to purchasing ServiceMaster Solutions, Ulwelling served at HP Color Printers as Global Director of Marketing, Monochrome LaserJet Printing.

Sessions

Moderator:



J. David Green

Director of Best Practices
MECLABS

J. David Green is the Director of Best Practices at MECLABS. He has co-authored a book on scalable lead generation, written numerous blogs and whitepapers, and spoken at the DMA, MarketingSherpa, the BMA, and many other industry events.

His key accomplishments include designing and re-engineering for two of the largest software companies telesales operations that significantly exceeded first-year quota by more than 30% and 60%, respectively.

Green also wrote the business plan, and helped secure the funding, for a department focused on demand generation and global lead management for a Fortune 500 firm. Green then helped recruit the staff and select the vendors that drove more than a billion dollars in pipeline in the first 20 months of operation.

Don't miss Chris.

We're excited to announce two sessions hosted by Compendium founder Chris Baggott. Please come join in on these exciting topics.

And be sure to stop by Compendium's **Booth #17** to learn more about our **Content Marketing Platform**.



Panel Discussion:

New Ways to Generate Leads with Social Media and Content Marketing

August 28, 2012 | 10:30am - 11:15am

Solving your Content Crisis

August 28, 2012 | 1:45pm - 2:30pm

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Training Session

4:15-5:15pm, Wednesday, Gatlin Ballroom

Live Optimization and Closing Remarks: A hands-on, group evaluation of test ideas for audience-submitted landing pages

Session Description:

To help drive home the training at B2B Summit 2012, Dr. Flint McGlaughlin will work with the audience to apply new knowledge gained at the event to audience-submitted landing pages, by developing test ideas and suggesting page changes.

In this session, you'll learn:

- New ideas for exactly how and where to make changes to your pages that can generate significant results
- Specific changes you should make to your own landing pages (if your page is chosen)

Instructor:



Dr. Flint McGlaughlin

Managing Director & CEO
MECLABS

Dr. Flint McGlaughlin is the Director of MECLABS Group. The organization has partnered with key market leaders including, *The New York Times*, Microsoft Corporation and Reuters Group. Dr. McGlaughlin also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge (UK), as the Chairman of the Board of Governors for St. Stephen's University, and as a Trustee for Westminster Theological Centre.

Dr. McGlaughlin originally studied Philosophy and Theology at the University of London's Specialist Jesuit College. Today, his primary research is focused on enterprise as transformative agent. His work has won multiple awards and has been quoted in more than 13,000 online and offline sources.

Post-Summit Certification Workshop

9:00am-4:00pm, Thursday, Gatlin Ballroom

B2B Marketing Advanced Practices

WORKSHOP DESCRIPTION

This new B2B certification workshop will teach you how to find and attract quality leads with practical training on automation, scoring, nurturing and analytics. Establish a detailed B2B marketing strategy to increase your contribution to the marketing/sales pipeline. You'll learn how to:

- Overcome the top challenges facing B2B marketers
- Create and use buyer personas to target your ideal customers
- Implement B2B best tactics in content development
- Take steps to create an effective webinar strategy

Once you have taken and passed the final exam, you will be designated as a **Certified Professional in B2B Marketing**.

Instructors:



Kaci Bower

Senior Research Analyst
MECLABS

Kaci Bower is a Senior Research Analyst for MarketingSherpa. She focuses on Inbound Marketing and is the author of MarketingSherpa's *2012 Search Marketing Benchmark Reports* (SEO and PPC editions), and the *Inbound Marketing Handbook*. Bower is also a co-presenter at the MarketingSherpa B2B Advanced Practices Workshop, where she speaks on the topics of mastering essential lead generation and lifting results. Prior to joining MarketingSherpa, Bower spent a large portion of her career in the telecom industry in roles spanning strategic planning to Web marketing. As a Web marketer, she gained her online marketing experience as the Senior Web Marketing and Content Manager for Verizon's small business and medium business customer segments.



Jen Doyle

Senior Research Manager
MECLABS

Jen Doyle is a Senior Research Manager at MarketingSherpa covering B2B marketing, social media and search engine marketing (SEO and PPC). She is the lead author of the *2011 B2B Marketing Benchmark Report*, the *B2B Advanced Practices Handbook*, and the *2011 Search Marketing Benchmark Reports*. Doyle is a speaker at MarketingSherpa and partner events, a MarketingSherpa newsletter columnist, blog contributor, and a speaker for MarketingSherpa and partner webinars.



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CFO Publishing is a leading business-to-business media brand, focused on the information needs of senior finance executives, through print, online, digital, events, and research. Award-winning content makes CFO Publishing a valued resource for readers, as well as an effective marketing partner for a wide range of companies.

COMPENDIUM

Compendium is a content marketing platform that helps organizations capture and create original content in a branded hub for distribution to any marketing channel. Compendium's proprietary software makes the process of content marketing easy. From inspiration through distribution, we help marketers capture, create, and organize their story to attract their audience.

LEADLIFTER

LeadLifter helps companies in their marketing and sales efforts by converting website traffic into high-quality leads. We combine software, marketing and sales best practices, and our own secret sauce to typically generate double-digit conversion rates for our clients. We know that every company is unique. That's why we take the time to get to know our clients, their business, and their target audience. The result: A tailored solution that produces measurable results.

LIGHTSPEED MARKETING COMMUNICATIONS

Lightspeed Marketing Communications is a full-service marketing and communications company that "gets it." We understand the importance marketing plays within business, but also recognize that marketing for the sake of marketing is a dead-end street that won't produce results.

NEXSALES

NexSales propels successful B2B lead generation campaigns for industry leaders like Thomson Reuters, MECLABS and LionBridge by providing tele-verified prospect lists, rich account intelligence and data cleansing. Our LinkStreak solution is powered by a patent pending FastSwitch™ technology and guarantees relevant phone conversations between telemarketing teams and their targeted decision makers.

PARDOT

Pardot, the best overall value in the marketing automation space, shows sales teams exactly where to spend their time by scoring, nurturing, and handing off sales-ready leads. A complete marketing toolbox, Pardot provides modules for email marketing, landing page creation, social media campaigns, custom ROI reporting and more.

READYTALK

ReadyTalk provides audio and Web conferencing and webinar services designed for lead generation, interactive training, sales demos and collaborative meetings. ReadyTalk combines ease-of-use with sophisticated marketing tools to increase audience engagement, event ROI and meeting productivity while integrating seamlessly with existing business processes, such as Salesforce and marketing automation.

Sponsors

SILVERPOP

Silverpop's on-demand digital marketing platform helps marketers succeed in turning prospects into customers—and customers into fans—through the creation, automation and delivery of relevant, multichannel messaging. Companies rely on the Silverpop Engage platform to create and manage sophisticated email marketing campaigns that reach millions of individuals, engaging prospective customers, and enhancing lifetime customer value and brand loyalty. Silverpop's marketing automation capabilities enable B2B marketers to efficiently manage leads and drive qualified sales opportunities through scoring, and by nurturing campaigns that move prospects from interest to conversion.

WEBMARKETING123

See “Educational Marketing Drop Sponsor”

XYDO

XYDO provides relevant, sharable content marketing using third-party industry news. With over 500,000+ sources per day being aggregated, filtered, and matched- XYDO's content curation platform makes publishing authoritative materials a breeze. Gone are the days of scouring the Internet for the latest posts, articles, alerts or feeds to find authoritative industry voices. XYDO's tool takes the manual labor out of content curation, allowing more time to engage customers with the degree of thought leadership they expect.

ZOOMINFO

ZoomInfo is the leading B2B directory and business information provider that offers real-time, in-depth profiles of millions of businesses and employees and the market's most powerful tools for searching and targeting. In the minute it takes to read this, four businesses will change addresses and 100 people will assume new titles — only ZoomInfo is poised to track this dynamic business information with its patented technology and products to help businesses efficiently connect with each other and accelerate their growth.

Clinic Sponsors

LEADFORMIX

LeadFormix is a cloud-based B2B marketing automation platform, wholly-owned by CallidusCloud (NASDAQ:CALD), a leader in cloud-based Sales Effectiveness and Marketing Automation suite. Our LeadFormix platform identifies and qualifies sales opportunities by measuring the online behavior of prospects and enabling sustained relationships with them. It delivers a new level of intelligence about visitor intent that helps sales and marketing to uncover hidden leads, identify decision-makers, and deliver custom real-time responses to online interactions.

PEPPER GLOBAL

Pepper is a leading integrated marketing and communications agency, serving its clients through global reach and local focus. Through a combination of strategy, analytics and creativity, Pepper provides the broad range of services and cross-channel approach that deliver real results, even for the most complex products and industries.

TENDO

Tendo is responsible for some of the most original, successful content marketing programs on the Web, or in print. Our combined talents have provided companies from Cisco and HP to Charles Schwab and American Honda with original, cutting-edge content marketing programs. With more than a century of combined experience at leading media companies such as CNET, IDG, McGraw-Hill, MSN, Time Warner, Wired and Ziff-Davis, our talented team works collaboratively and independently on a wide variety of projects.

WEBMARKETING123

See “Educational Marketing Drop Sponsor”

Media Sponsor**BRICK MARKETING**

Brick Marketing is a full-service SEO solutions firm that helps companies increase website visitors and website conversions through search engine optimization, white hat link building, content marketing and social media marketing management.

Educational Marketing Drop Sponsor**WEBMARKETING123**

Webmarketing123 provides SEO and PPC services to a growing client base in the San Francisco Bay Area, greater Los Angeles and San Diego regions, and throughout the United States. Webmarketing123 increases clients' visibility in a process that involves making minor alterations to their websites, selecting keywords that will generate targeted traffic, continually researching search-engine algorithms and policies, and – most importantly – thoroughly understanding the customer's needs.

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Notes





Session Name:

Lined area for taking notes during the session.

Takeaways	#1 _____
	#2 _____
	#3 _____
	#4 _____
	#5 _____

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About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly owned by MECLABS, dedicated to determining **what works in marketing** via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

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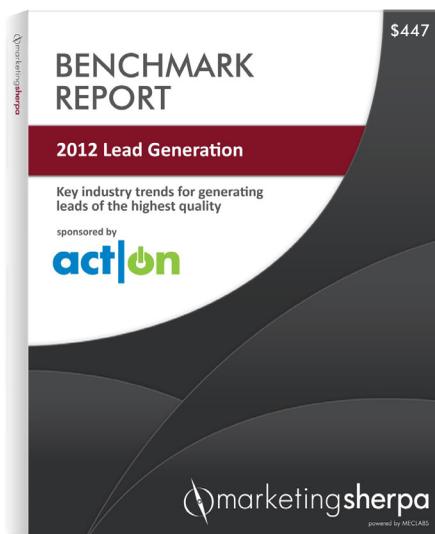
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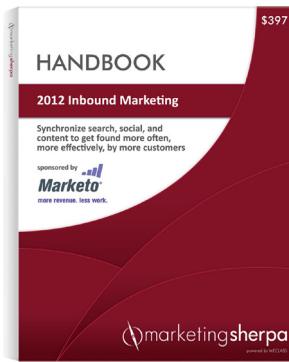
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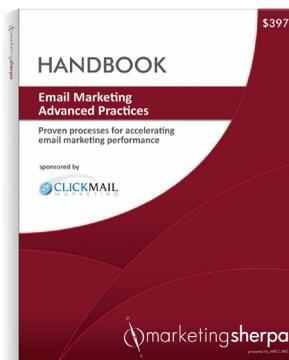
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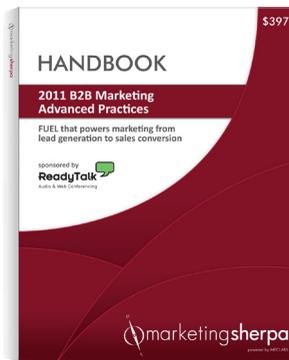
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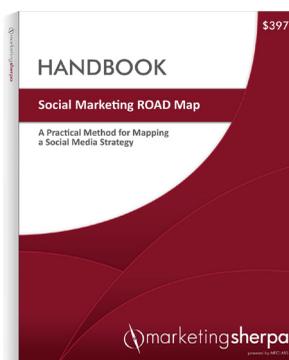
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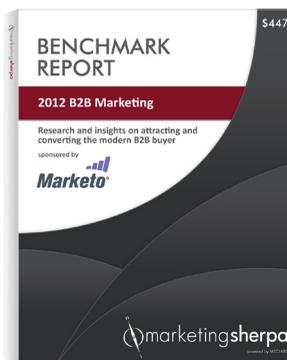
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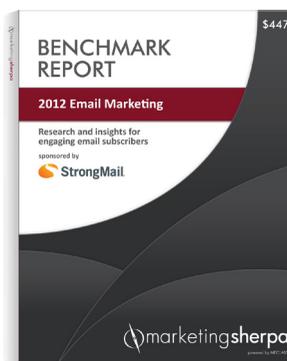
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