



marketingsherpa | CAPTURE.
B2B summit 2011 | NURTURE.
CONVERT.
October 24-26 · San Francisco

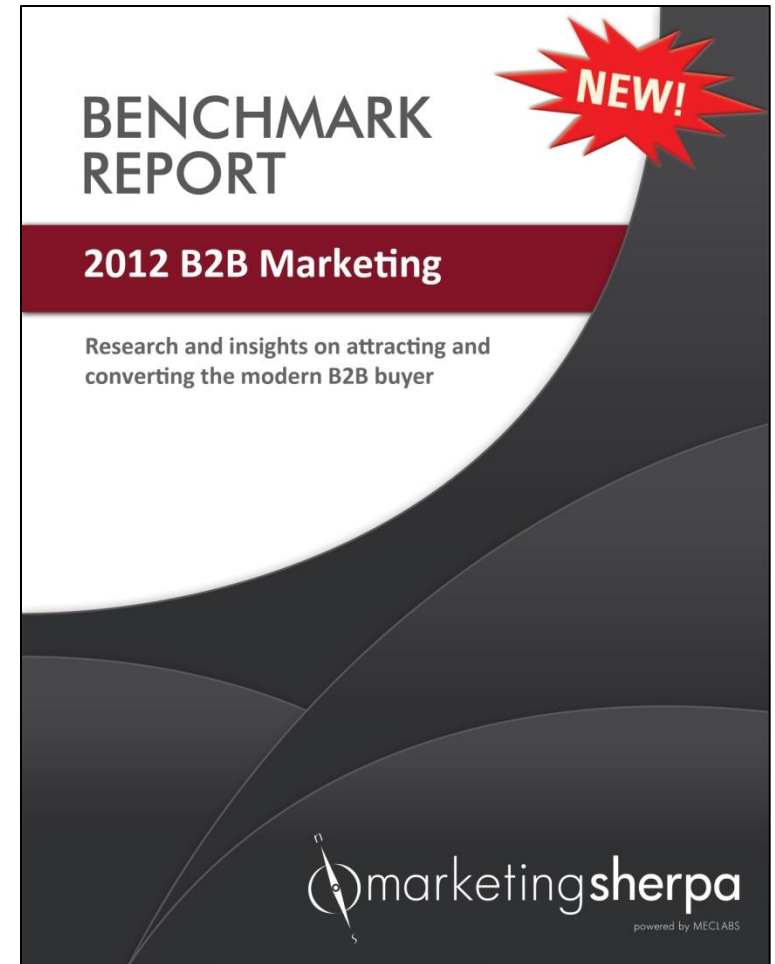


Insights from the *2012 B2B Marketing Benchmark Report* and how to get the most from the Summit

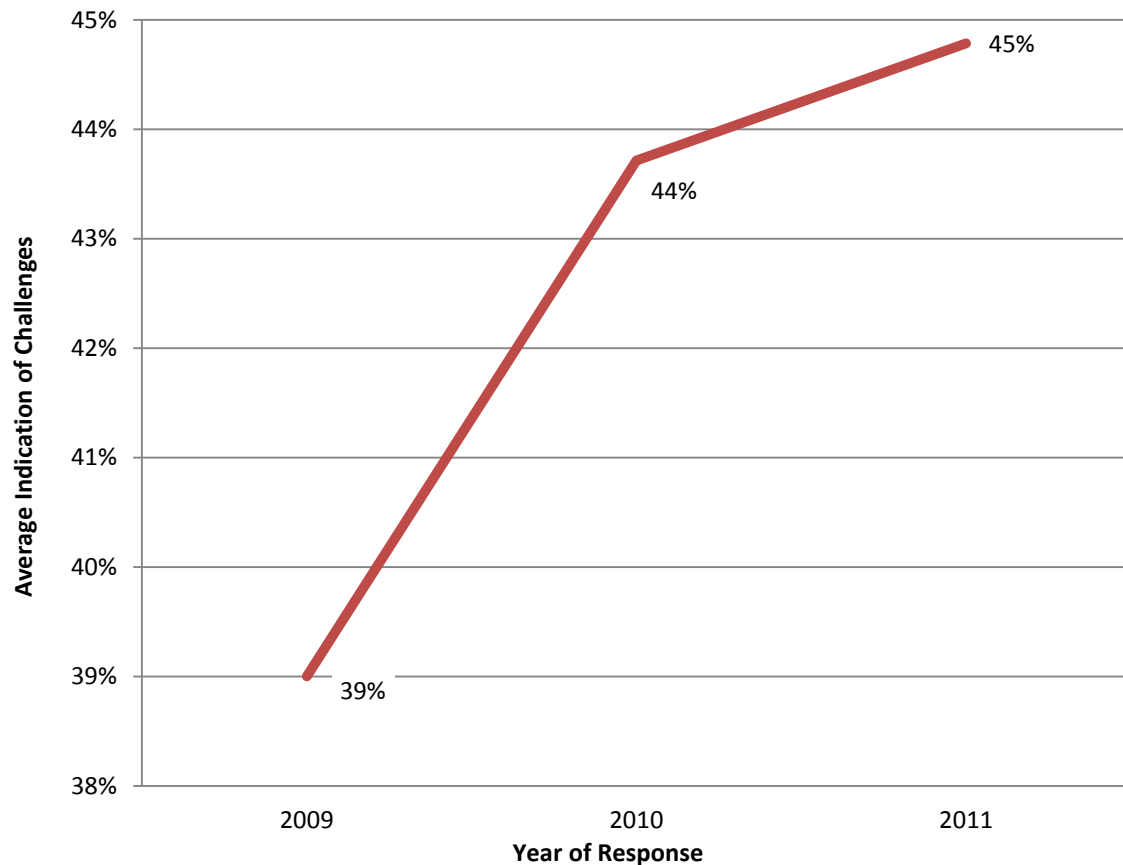
2011 B2B Marketing Research

B2B Marketing Benchmark Report

- 1,745 surveyed marketers
- 157 charts and analytical commentary
- Key marketing insights on:
 - Automation
 - Personas
 - Propositions
 - Content
- Key success stories

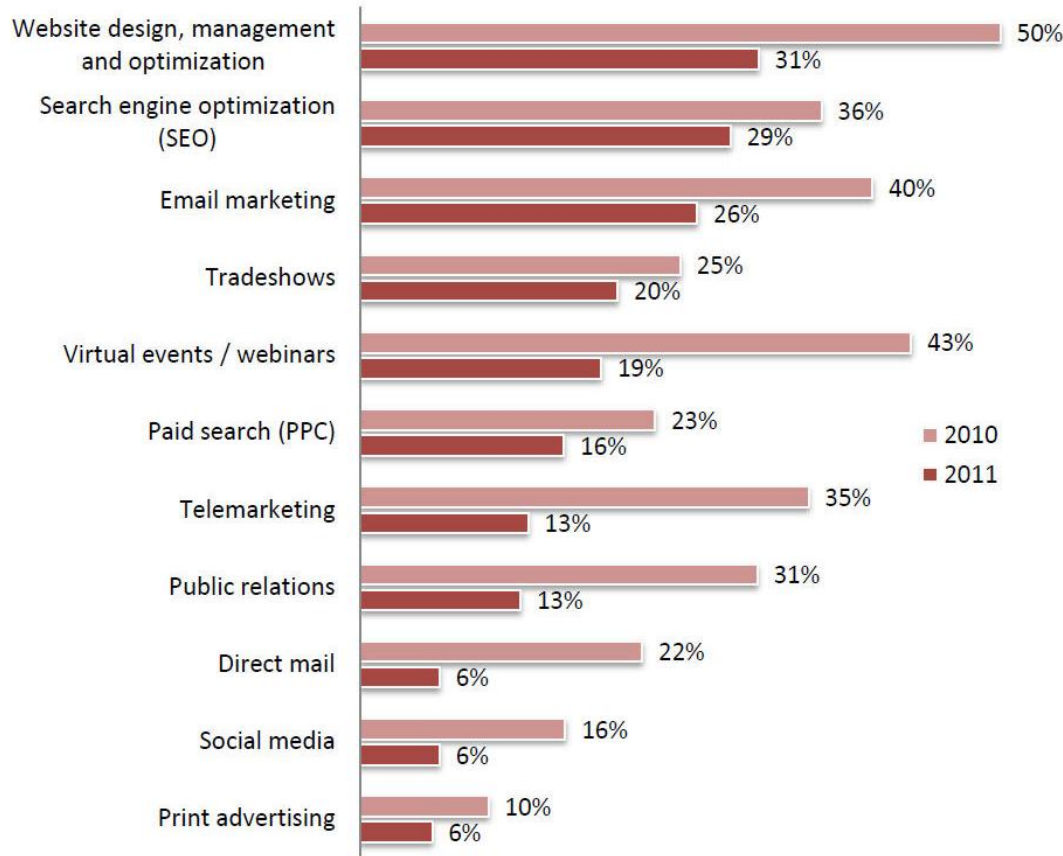


Key Finding: Challenges are still growing



- B2B marketers rated the pertinence of several challenges including:
 - Lead quality
 - Lead volume
 - Lengthening sales cycles
 - Growing committees
- **YEAR-OVER-YEAR**, average indications of challenges continue to grow

Key Finding: All tactics are losing effectiveness



- Perceptions on the effectiveness of **ALL TACTICS** experienced dramatic declines in 2011
- External and internal factors influence challenges and perceptions



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

But what is really at the root of all these challenges?



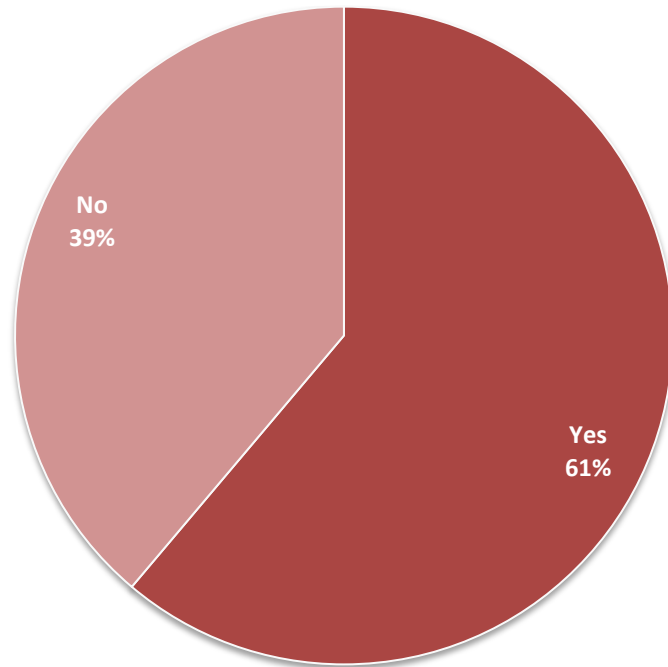
B2B marketers are resisting change




Our research indicates the industry is resistant to the changes happening in the marketplace, and the resulting new best practices that are vital to success.

So, are you resistant to change? Let me ask you a few questions...

Q1: Do you send all of your leads directly to Sales?

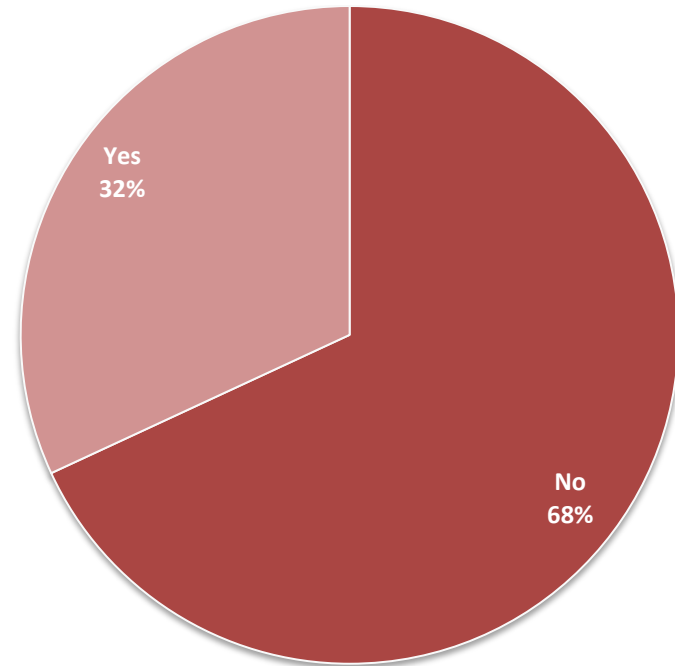


- **61%** send all leads directly to Sales ... but
- **Only 27%** of leads generated are actually qualified

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

Q2: Have you identified a marketing-sales funnel?

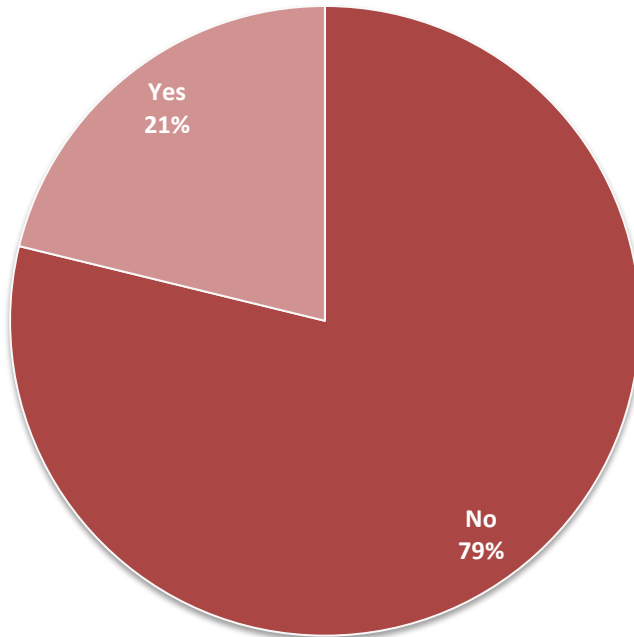
- **68%** have not identified their funnels
- Before you can optimize lead progression through the buying cycle, you first need a map



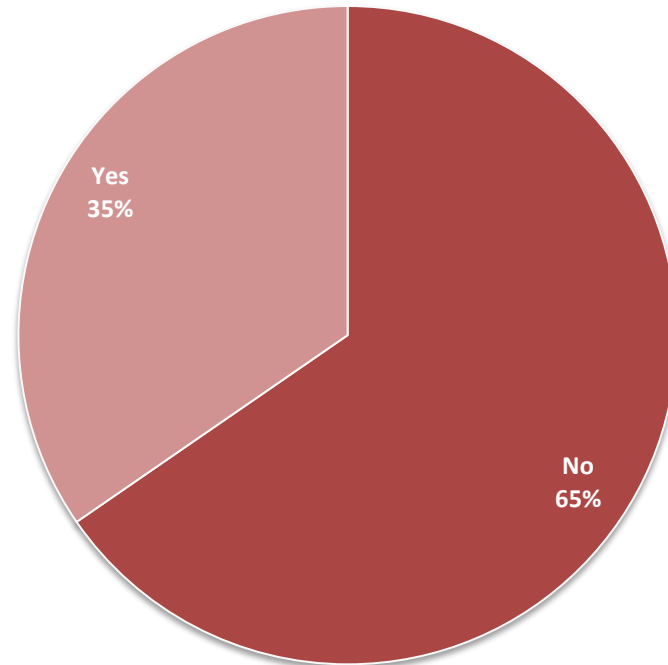
Source: ©2011 MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded June 2011, N=1,745

Q3: Do you score and/or nurture leads?

- **79%** of B2B marketers are not scoring their leads



- **65%** of B2B marketers have no nurturing campaigns in place

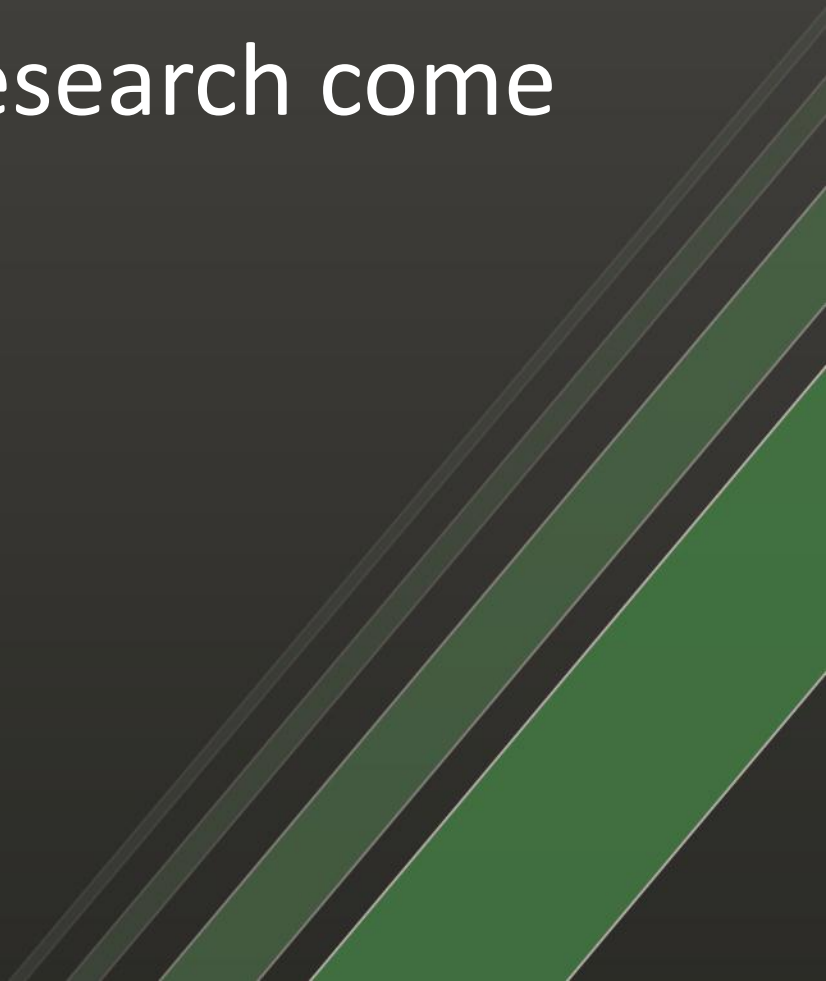


Source: ©2011 MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded June 2011, N=1,745

Summary: Key research findings

1. The challenges are only growing in B2B marketing ...
2. And yet B2B marketers have exhibited significant resistance to the change they must adopt in order to overcome these challenges.
3. In particular, there are three key areas in which B2B marketers have are falling behind.
 - The premature sales handoff
 - The misunderstood leads funnel
 - The absence of scoring and nurturing processes

Where does all this research come from?



Test your marketing intuition

Version A

sermo®

Call Us Direct
1-877-778-3963

Sermo Gives You Immediate Access to Over 120,000 Doctors

Sermo is the largest social network of verified US physicians, representing 68 specialties. Physicians spend 35,000 hours per month on Sermo discussing drugs, medical products and procedures as well as exchanging clinical insights on difficult cases.

Engage Sermo physicians in the following ways:

- Survey MDs in real time using your own screening criteria
- Observe and mine what physicians are saying about your products and those of your competitors
- Promote your message by stimulating peer-to-peer interaction

Start connecting with physicians today.

See How Sermo Works

manhattanRESEARCH

24% of online MDs
have visited Sermo

FSTCOMPANY

Top 10 most innovative
healthcare company.

BusinessWeek

Lists Sermo among the
50 best tech startups.

Version B

Sermo is the largest social network of verified US physicians, representing 68 specialties. Physicians spend 35,000 hours per month on Sermo discussing drugs, medical products and procedures as well as exchanging clinical insights on difficult cases.

sermo™

Engage Sermo for your physician social media strategy

Need to engage practicing physicians? Learn how to use Sermo's physician-only social media tools to conduct research and create product awareness. [Get started with a free 30-minute demo.](#)

According to Manhattan Research, 25% of all online physicians have visited Sermo in the past three months to discuss drugs, devices and collaborate on new treatments and therapies.

Use Sermo's advanced online tools to reach this highly active physicians-only community:

- **Target** physicians against a matched list or by demographic criteria
- **Engage** physicians quickly using Sermo's unique social media tools
- **Analyze** the results of your campaigns in days, not weeks

Get started with a 30-minute demo. Have questions? Call 1.877.778.3963 or [email us](#).

Get Started

FSTCOMPANY

Top 10 most innovative
healthcare company.

BusinessWeek

Lists Sermo among the
50 best tech startups.

manhattanRESEARCH

24% of online MDs
have visited Sermo

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B2B summit 2011

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Version A

Products | Services | Customers | Industries | Partners | Platform | Resources | Company

Home > Products >

Run your Entire Business Better with One System

... is the industry's first and only online business application that supports your entire company—from customer relationship management (CRM) to enterprise resource planning (ERP) to Web capabilities. ... is the first and only web-based application to offer everything in a single, integrated and powerful solution. Additionally, ... enables you to make better, faster decisions through real-time business intelligence.

What this means is sales representatives can view the complete customer record, including support cases, billing issues and more. Warehouse managers can instantly view approved sales orders on their Dashboards, and accounting personnel are able to view support issues when calling customers to collect payments.

BENEFITS

... business software gives growing businesses a competitive edge.

- Make better decisions by giving each employee real-time information.
- Use one powerful solution that's quick to deploy, easy to use, and flexible enough to support all your business processes.
- Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Increase collaboration and improve relationships with partners, customers and vendors.

FREE TRIAL
SCHEDULE A DEMO
CONTACT ME

Related Links

Version B

... gives you **unprecedented control** of your company.*
Inc Magazine

The World's #1 On-Demand Business Software

6459+ Customers World Wide ... and still growing!

Forbes THE CPA Technology Source

◆ **Companies Worldwide Manage Their Business with**
We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. ... is the all-in-one solution that can grow with your business.

◆ **One System For Your Entire Company**
Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.

◆ **Software That Grows With You**
You work hard to expand your business. ... ensures that your growth won't outpace your business systems.

◆ **Real-Time Dashboards**
... is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with ... comprehensive solution. These savings are within your grasp when you join the ... community.

Start Your No Obligation Free Trial of ... Today!

Get My Free Trial!

*We saved **\$1 Million** by switching to ... from SAP, and reduced costs from 3% of revenue to 0.15%.*
David Stover, CFO, Asahi Kasei

*We save more than **\$200,000** annually in transaction costs and \$70,000 per year in IT costs.*
Jim Graham, CEO, Full Source LLC

In a class of its own.
eWeek

Test your marketing intuition

Version A

Version A features a clean, minimalist design. The main headline is "Effective Email Marketing Made Easy" with a sub-headline "Everything you need to create, launch, and track email campaigns". Below this, there are four bullet points highlighting key benefits: Simple, Inexpensive, Professional, and Free StartUp! Service. A prominent orange "Free Trial! Get Started" button is positioned below the text. To the right, there are four small image thumbnails, each with an "ENLARGE" link. Below the main content, there is a "Send an email campaign now!" section with a form for Name, Email, Industry, and Template, and a "Send Campaign" button. A "Featured Clients" section follows, featuring logos for LinkedIn and West49, along with a testimonial from Steve Kraidman of Perfumes Amencia. The footer is organized into several columns: "Features", "Free Tools & Advice", "Info", and "Follow Us". A "BUY NOW!" button and a "FREE 30 Day Trial" button are also present in the footer area.

Version B

Version B has a more complex and detailed layout. The main headline is "The most Effective and Easy-to-use Email Marketing campaign management tool". It lists several benefits: Simple, Inexpensive, Free design and campaign templates PLUS one-on-one consultation, and Free StartUp! Service. Two buttons, "FREE 30 DAY TRIAL" and "PRODUCT TOUR", are prominently displayed. To the right, there is an image of a woman shouting into a megaphone. Below the main content, there are two columns: "Small Business and Organizations" and "Larger Business". The "Larger Business" section includes a "Send an email campaign now!" form with fields for Name, Email, Industry, and Template, and a "Send Campaign" button. The "Small Business" section includes a "Start your Free Trial!" section with a list of benefits and a "FREE 30 Day Trial" button. Below this, there is a "The Basics of Email Marketing | Free Webinar!" section with a "Register Now!" button. A "Featured Clients" section follows, featuring logos for LinkedIn, The Hartford, and West49, along with a testimonial from Steve Kraidman of Perfumes Amencia. The footer is organized into several columns: "Features", "Free Tools & Advice", "Info", and "Follow Us". A "BUY NOW!" button and a "FREE 30 Day Trial" button are also present in the footer area.

Test your marketing intuition

Version A

activeNETWORK™ | events [Log an Event? Call Us Today! 1-888-351-9948](#) | [Contact Us](#) | [Sign In](#)

Create online registration forms with RegOnline

Create online registration forms with style

Create online registration forms with RegOnline and produce the best event ever. Craft and control every aspect of your event's online registration forms down to every minute detail. Your next event can go green when you eliminate paper registration forms and put everything online. Collect exactly the information you want, accept payment online and give attendees a truly professional registration experience.

 **Cut your workload up to 64%**

When you create online registration forms with RegOnline, you can:

- ✓ Build colorful headers complete with logos and fonts to match your corporate site
- ✓ Choose what information you want to collect spread out over multiple categories
- ✓ Post itineraries and let attendees sign up for events during registration
- ✓ Collect fees of every kind with secure payment processing
- ✓ Sell merchandise, solicit donations and so much more with RegOnline

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Set up your free account

Name:

Email:

[Get Free Access](#)

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)




Ellen Perry
Sr. Associate Director
[University of Chicago Alumni Department](#)
"The RegOnline team was efficient from all sides: sales, implementation, support, training and development. The full package is fabulous!"

Version B

activeNETWORK [Home](#) [See & Try](#) [Pricing](#) [Resources](#) [Hotel Sourcing](#) [Try RegOnline](#) 848 | [RegOnline Blog](#) | [Contact Us](#) | [Sign In](#)

Industry Leading Online Registration Forms



Industry-Leading Online Registration Forms for Meeting and Event Planners

RegOnline is the industry leader in online event management software for meeting and event professionals. Since its inception in 1996, RegOnline's software has registered over 8 million people for over 140,000 events worldwide.

RegOnline is globally recognized as the industry-leading online event registration software that provides event planners and organizers with total data management, control and insight over every aspect of their events and attendees.

RegOnline is a flexible, affordable, online event registration software and management solution for organizations of all types and sizes.

RegOnline's software is used by corporations, universities, associations, churches, non-profit and government organizations, independent meeting planners, and more, for conferences, meetings, trade shows, class registration and other event managements.

Starting Today You Can...

- ✓ Launch custom registration forms in under an hour
- ✓ Decrease your workload by 50%
- ✓ Automate email communication
- ✓ Create and store accurate, reliable reports

Why do 10,000 Event Planners Choose RegOnline?

It's the easiest--yet most robust--event planning software around. Try it yourself with your own event in just minutes...

Set Up Your Free Access!

To access the RegOnline event software enter your

first name , last name ,

organization & email address .

Select your currency for your event fees, your phone number for account support, and an estimated number of annual event registrants:

[Try RegOnline](#)

When you click "Try RegOnline" you'll be taken to our secure server to create your username and password.

Safeguarding your personal information is taken seriously at Active Network. See our [Privacy Policy](#)

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Case Study: Background



Experiment ID: *Active Network*

Location: MarketingExperiments Research Library

Test Protocol Number: TP3055

Research Notes:

Background: A technology and media company specializing in online registration and event management software.

Goal: To increase the amount of leads generated online.

Primary research question: Which online capture process will generation the most leads?

Approach: A/B multifactor split test

Case Study: Control

Original Capture Landing Page

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Case Study: Control

Original Capture Process



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[Try RegOnline](#)

Great! This is, you are almost done!

We just need to set up a username and password for you.

Username:

Password:

Confirm Password:

By checking this box, I agree to the [terms of service](#)

[Continue to My Account](#)

Resources:

- [Help Center](#)
- [Pricing Sheet](#)
- [Buyer's Guide](#)
- [RegOnline Brochure](#)
- [Featured White Paper](#)

Company

- [Contact Us](#)
- [Careers](#)
- [Sitemap](#)

International:

- [RegOnline UK](#)
- [RegOnline CA](#)
- [RegOnline AU](#)

Information:

- [Class Registration Software](#)
- [Event Management Software](#)
- [Event Planning Software](#)
- [Online Event Registration Software](#)
- [Conference Registration Software](#)
- [Church Event Software](#)

Features List:

- [Attendee Management](#)
- [Badges & Signage](#)
- [Onsite Tools](#)
- [Payment Processing & Security](#)
- [Online Registration](#)
- [Surveys](#)
- [Travel and Lodging](#)

Products:

- [Online Registration Forms](#)
- [Seminar Planning](#)
- [League Registration](#)
- [Seminar and Training](#)
- [Professional Services](#)

Case Study: Control

Landing Page

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Step 1

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- [Seminar Planning](#)
- [League Registration](#)
- [Seminar and Training](#)
- [Professional Services](#)

Case Study: Background

Note: Utilizing the knowledge they had gained from MarketingSherpa B2B Summit 2010, and working closely with the MECLABS research team, this company developed the following marketing campaign:

Case Study: Treatment

New Lead Capture Landing Page

activeNETWORK™ | events

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Set up your free account

Name: first name last name

Email:

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Sr. Associate Director

[University of Chicago Alumni Department](#)

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Case Study: Treatment

New Lead Capture Process – Step 1



Your Profile is Almost Complete

Company Name:

Company Phone:

Company Website:

Account Currency Type:

Estimate how many people will come to your events in 12 months:

Continue to Free Access Now 

What You Get With Free Access

- **Access to all software features** without having to provide any payment information up front
- **Unlimited U.S. based support** for anything RegOnline (whether its setting something up or sending stuff out)
- **Fully customizable event templates** for email marketing, online registration pages, agendas and printable badges
- **Custom report builder** with our easy-to-navigate attendee management dashboard



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Case Study: Treatment

New Lead Capture Process – Step 2



Your Profile is Complete

Create Your Username and Password

Username:

Password:

Log In to your Account 



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Case Study: Treatment

Landing Page

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- Custom report builder with our easy-to-navigate attendee management dashboard

[Add This](#) **TRUSTe** CERTIFIED PRIVACY

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Step 2

activeNETWORK

Your Profile is Complete

Create Your Username and Password

Username:

Password:

[Log In to your Account](#)

[Add This](#) **TRUSTe** CERTIFIED PRIVACY


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Case Study: Treatment



548% increase in total leads

The new page's conversion rate increased by 548.46%

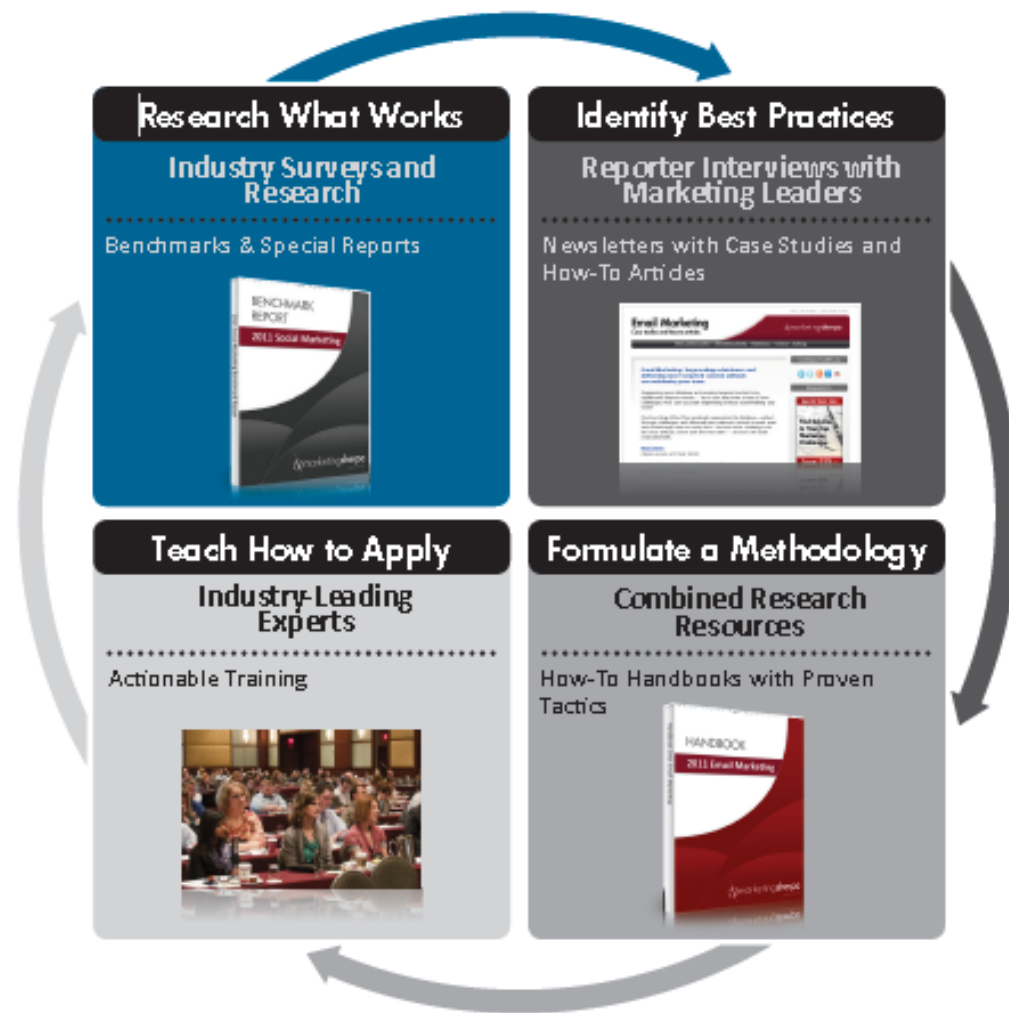
Design	Conversion Rate (%)	Relative Difference	Statistical Level of Confidence
Original Page	0.7%	-	-
Treatment	4.8%	548%	 99%



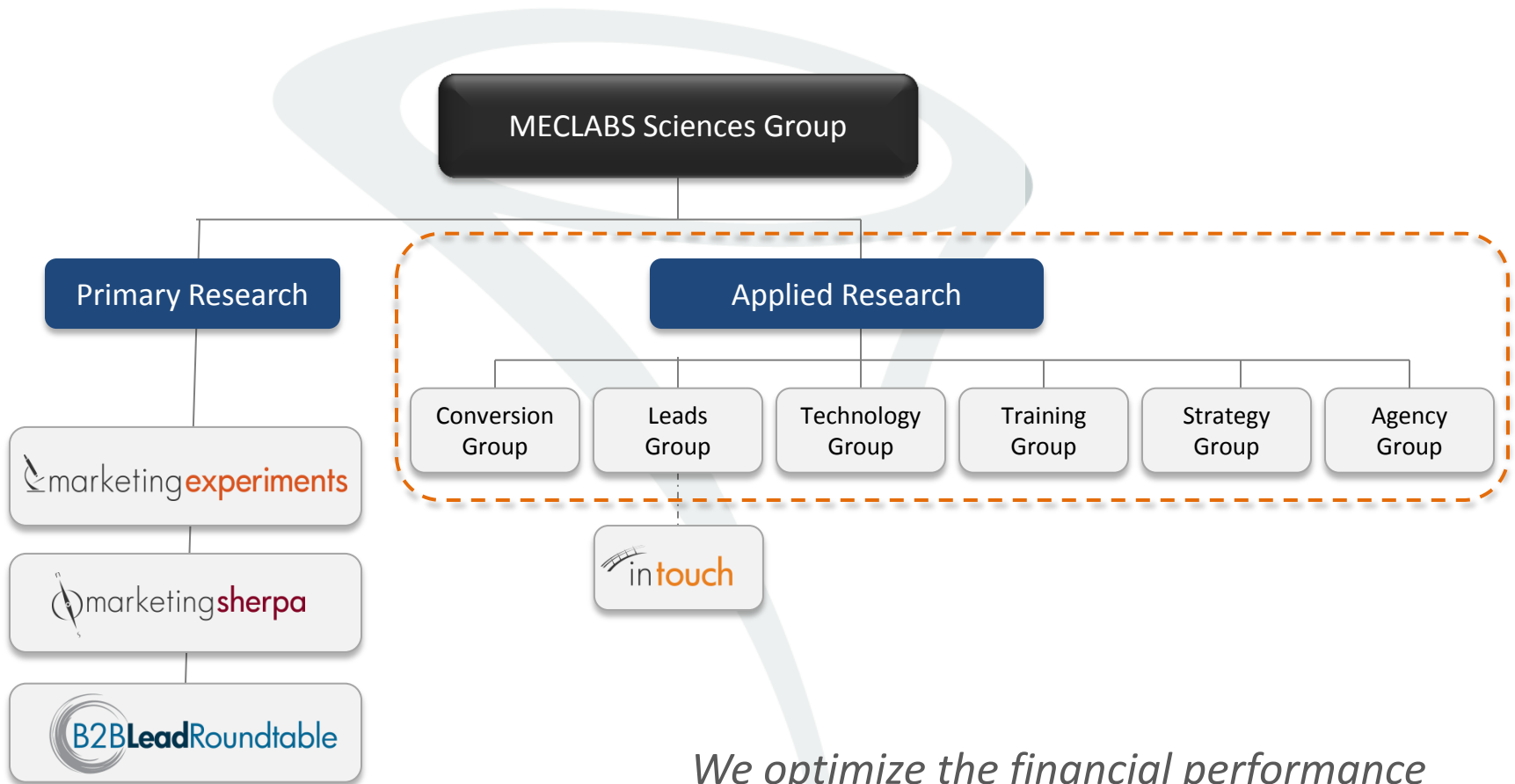
What You Need to Understand: By applying key optimization methodologies to the lead capture process, the treatment was able to improve step-level clickthrough rates by 1,312%, and total leads captured by 548%.

MarketingSherpa's annual research cycle

- MarketingSherpa's annual research cycle provides knowledge for continuous marketing improvement



About MECLABS



We optimize the financial performance of the sales and marketing funnel

About MECLABS



Prudential



POLO
RALPH LAUREN



About MECLABS

MECLABS is a **science lab that conducts R&D** in sales and marketing.

We conduct **rigorous scientific experiments** with research partners from all industries to help leaders **optimize the financial performance** of their **sales and marketing funnels**.

MECLABS was the first Internet-based research lab to conduct experiments in optimizing the conversion rate of sales and marketing processes.

- 1990** Preliminary Research Begins
- 1997** Research Program Established
- 2001** First Research Report Published
- 2002** Testing of Research Partnership Model Begins
- 2003** Offer Response Optimization Theory Validated
- 2006** Patent Filings for Research Findings (10 Heuristics)

About MECLABS



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What if you could press a magic button and automatically add 5000 qualified subscribers to your ezine? What if you could accomplish this feat WITHOUT SPAM and for less than \$1000?

What is the Marketing Experiments Journal?

"Ever wondered about the effectiveness of paid **search engine** and **directory** submissions? Curious about the performance of **banner ads** or **opt-in email advertising**? How about online **classified ads**, **affiliate programs**, or **pop-up windows**...The Marketing Experiments Journal is a **free** twice-monthly email report that summarizes the results of marketing research conducted by MarketingExperiments.Com. Subscribers benefit from **comprehensive data** and **insightful commentary** (that help) to improve the results of their own marketing efforts."

Lisa Marie Heitman
Associate Editor
List-A-Day.com

How Can You Get The Most Out Of These Reports?

The Journal's format is designed to let you scan for **relevance**, and then probe **deeper** for meaning as you discover useful data. Here is the fastest way to evaluate a new report:

1 CHECK THE STATS FOR THIS REPORT:

Topic: Ezine Promotion - We test 36 directories announcement list, and review sites.

Word Count: 1980

Focus: 7 Questions

- How many subscribers a day can you expect to achieve with a comprehensive directory/announcement listing campaign?
- What is the true cost per subscriber?
- Which online directory/announcement list is best?

2 CHECK the stats for this report to gain an overview of **how much** information is being presented, an **how relevant** that information is to your needs.

3 QUICKSCAN the report to gain a **conceptual snapshot** of the current test.

Disraeli ruminates, "What we anticipate seldom occurs; what we least expect generally happens."

The truth of his maxim has proven itself, once again, as we completed this study.

Here is a brief synopsis of our findings:

[View Steps 4 & 5](#)

Select A Report: _____

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Current Report - Marketing Experiments Journal

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- How-to Handbook: 2011 Email Marketing Advanced Practices Handbook
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- Oct. 14th, 2011 **Marketing Career: How to get your next job in marketing**
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Case Study Oct 13th
[Content Marketing: How an online retailer created a research report that produced 212% more downloads](#)

How To Oct 12th
[Guided by Buyers: 4 tactics to create a customer-centric sales and marketing strategy](#)

How To Oct 11th
[Email Branding: Columbia Sportswear turns away from promotional emails in favor of brand and product awareness](#)

Article Oct 11th
[Marketing Research Chart: Most challenging Marketing-Sales funnel processes](#)

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Research:

Brand Marketing: Party promotion generates more than 14,000 leads

Neglecting consumer marketing in favor of trade marketing and promotions is going to have a negative effect on brand awareness.

Read on to find out how one wine brand used its first consumer marketing effort to reach customers with a fun and personal promotion, and generated more than 14,000 opt-in leads in the process.

[Read more](#)
(Open access until Aug. 14th)

More Recent MarketingSherpa Headlines:

- Analytics-Driven Marketing: Putting an engineer in charge of PPC ads reduces cost-per-lead 37%
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Wednesday, October 20, 2010
4 p.m. to 5 p.m. EDT

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Discover What Really Works in Optimization


MarketingExperiments is a research laboratory with a simple (but not easy) seven-word mission statement: **To discover what really works in optimization.** We focus all of our experimentation on optimizing marketing communications. To that end we test every conceivable approach and we publish the results (at no charge) in the *MarketingExperiments Journal* ([subscribe](#)).

There are three ways to use this site:

- Self-Guided Learning:** Access, for *free*, more than \$10 million in primary marketing research and experiments via our [web clinics](#), [MarketingExperiments Journal](#) and [research directory](#).
- Formal Training:** Learn how to increase your marketing ROI through [live events & workshops](#), [online certification courses](#) and [live company training](#).
- Research Partnership:** Apply for a [research partnership](#) and let the MarketingExperiments team help drive conversions and ROI for your subscription, lead-generation, ecommerce, email and other online marketing efforts.

Blog

 October 18th, 2010
[Testing and Optimization: What is the most valuable customer insight you've gained from a marketing test?](#)
When you conduct an online marketing test, you want to learn more than simply "A had more clicks than B." Read on as our audience shares valuable new knowledge they gained from testing...

 October 15th, 2010
[Marketing Career: You must be your company's corporate conscience](#)
In an age of social media, when every customer, potential customer, and stakeholder is a publisher, one of your roles in marketing is to be



marketingexperiments **BLOG**

About Newsletter Research Website Search here

 **Testing and Optimization: What is the most valuable customer insight you've gained from a marketing test?**
Daniel Burstein October 18th, 2010 1 comment

26 tweets
In Wednesday's free Web clinic - [Double the Value of Your Online Testing: Don't just get a result, get the maximum customer insights](#) - Flint McLaughlin, the Managing Director (CEO) of MECLABS, will walk you through a recent experiment we ran that generated a 23.91% and conduct live interpretation of this test to help you extract knowledge from your own tests.

But first, we wanted to hear your thoughts about insights you've gained through testing. So we asked your peers. Here are a few of our favorite answers...

Be relevant, but don't be a stalker

My company is in the business of producing personalized, data-driven communications. And time-after-time, we've seen that making communications relevant to the individual recipients using database information improves response and ROI.

However, we've noticed an interesting trend lately: Hyper-personalization sometimes has a negative effect on response rates. The cases we've identified have some commonalities:

- 1) They were acquisition campaigns to new prospects, and,
- 2) Personalization was not used subtly on the creative pieces, but emphasized heavily (almost as if the client was trying to impress the recipient by how much they knew about them).

Our interpretation is this: Personalization works great with current customers and warm prospects. They understand why you know as much as you do about them, and

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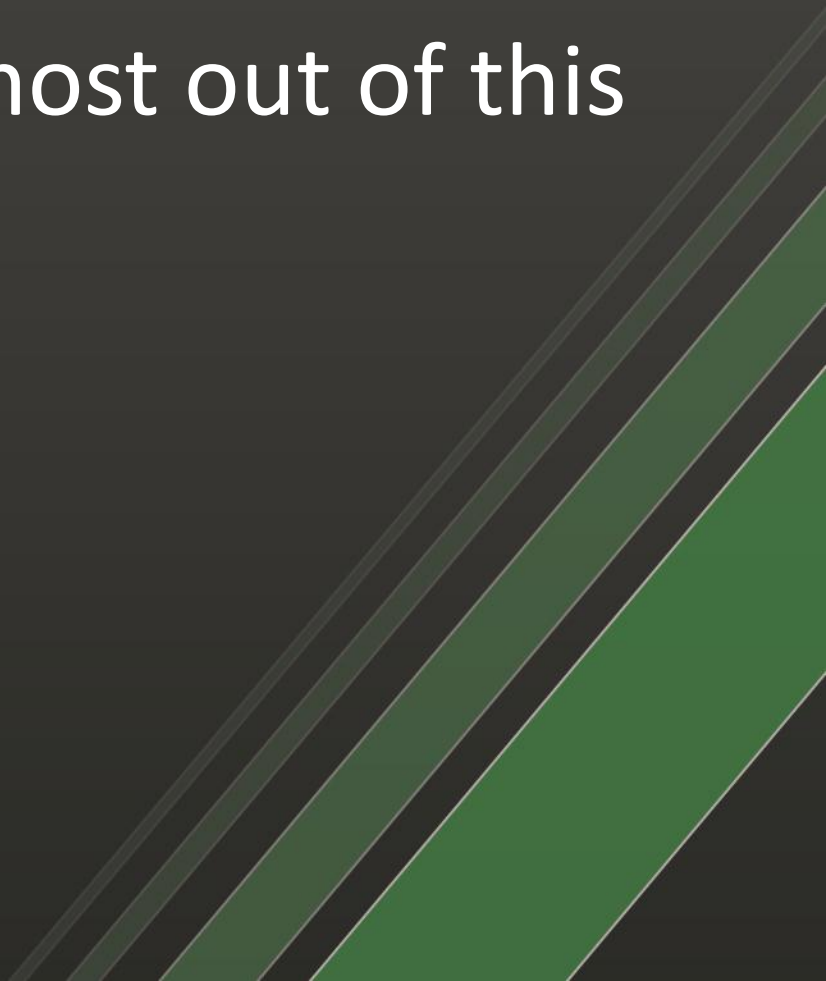
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#B2Bsummit

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How do you get the most out of this event?



About the Summit



This Summit is laser-like in its focus to help B2B marketers overcome the most common challenges in lead generation:

- *How can I generate more high-quality leads?*
- *How can I do more with less resources?*
- *How should I qualify, score, and nurture my leads?*
- *What are some tactics to improve my capture forms and emails?*
- *How can I get along with Sales?*

Five tactics to benefit from this Summit

1. **CONNECT TO A PERSONAL CHALLENGE** – Connect the concepts to a specific optimization challenge in mind
2. **MAKE KEY FRIENDS** – Consider connecting with colleagues to build an optimization/learning group (to share comps, etc.)
3. **CHAMPION THE CONCEPTS** – Develop a strategy to communicate the findings from this event to your team back at the office
4. **USE THE TOOLS** – Take advantage of tools provided throughout this conference (books, test protocols, worksheets, notes)
5. **BUILD A MENTAL FRAMEWORK** – Organize the insights from this event into a mental framework so that you get the maximum actionable value

A mental framework

CAPTURE

Tactical Training:

[Optimizing the Lead - A data-driven optimization process that reduced cost-per-lead by more than 60% in one month](#)

Trainer:

Brian Carroll, Executive Director of Applied Research, MECLABS

Case Study: MECLABS Leads Group

Speaker:

Nicolette Dease, Program Manager, MECLABS Leads Group

Attendee Activity: Data Management

Tactical Training:

[Lead Scoring - Three steps to delivering more qualified leads to Sales](#)

Trainers:

Jen Doyle, Senior Research Manager, MarketingSherpa

Kaci Bower, Research Analyst, MarketingSherpa

Attendee Activity: Lead Scoring

Tactical Training:

[B2B Email: 5 steps to increase the relevance of your messages and improve results](#)

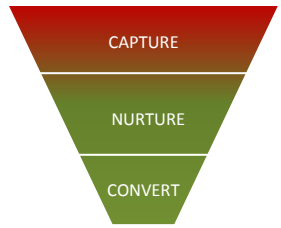
Trainers:

Jeff Rice, Research Analyst, MarketingSherpa

Adam Sutton, Senior Reporter, MarketingSherpa

Attendee Activity: Email Strategies

Agenda: Day 1



Mon, Oct 24

Tue, Oct 25

Wed, Oct 26

B2B Summit San Francisco – Day 1

7:00-8:15am	Networking Breakfast & Registration
8:15-8:45am	Welcome & Introduction: Insights from the 2012 B2B Marketing Benchmark Report and How to Get the Most From the Summit Speakers: Jen Doyle , Senior Research Manager, MarketingSherpa Dr. Flint McGlaughlin , CEO & Managing Director, MECLABS
8:45-10:15am	B2B Email Messaging: How to maximize the quality of your leads with carefully crafted email messaging (Special Live Optimization Session) Keynote Speaker: Dr. Flint McGlaughlin , CEO & Managing Director, MECLABS Attendee Activity: Email Messaging
10:15-10:45am	Networking Break
10:45-11:15am	Moderated Case Study: <u>Who Says Elephants Can't Dance? How IBM's digital marketing leaders drove change and optimized website usability</u> Speaker: Joan Renner , IBM Moderator: Daniel Burstein , Director of Editorial Content, MECLABS Primary Research
11:15-12:00pm	Tactical Training: <u>B2B Email: 5 steps to increase the relevance of your messages and improve results</u> Trainers: Jeff Rice , Research Analyst, MarketingSherpa Adam Sutton , Senior Reporter, MarketingSherpa Attendee Activity: Email Strategies
12:00-1:15pm	Networking Lunch

Keynote Address with Q&A:

Do You Have the Right Value Proposition? How to discover your true value proposition and leverage its full potential in any B2B market

Keynote Speaker:

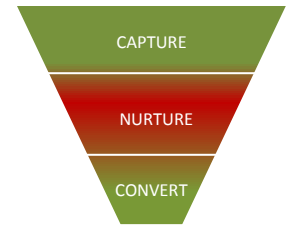
Dr. Flint McGlaughlin, CEO & Managing Director, MECLABS

Case Study: Active Network

DESCRIPTION: In this session, Dr. Flint McGlaughlin will walk through a proven methodology for **improving the lead response generated from an email campaign**. He will also spend time optimizing real-world, audience-submitted B2B email campaigns.

#B2Bsummit

Agenda: Day 1



12:00-1:15pm	Networking Lunch
1:15-2:00pm	<p>Panel with Experts: <u>Lead Gen Apprentice - Quick Hit Tactics to Boost Your Lead Gen</u></p> <p>Moderator: Dan Burstein, Director of Editorial Content, MECLABS Primary Research</p> <p>Expert Panel: Bob Alvin, CEO, NetLine Jon Miller, VP Marketing, Marketo Doug Sechrist, VP of Demand Generation, Eloqua Bryan Brown, Director, Product Strategy, Silverpop</p>
2:00-3:00pm	<p>Practical Training: <u>Optimizing the Lead - A data-driven optimization process that reduced cost-per-lead by more than 60% in one month</u></p> <p>Trainer: Brian Carroll, Executive Director of Applied Research, MECLABS</p> <p>Case Study: MECLABS Leads Group</p> <p>Speaker: Nicolette Dease, Program Manager, MECLABS Leads Group</p> <p>Attendee Activity: Data Management</p>
3:00-3:30pm	Networking Break
3:30-4:00pm	<p>Case Study: <u>How ECI Telecom Increased CTR and Conversions at the Top of the Funnel by Over 200%</u></p> <p>Speaker: Michelle Mogelson Levy, Associate Vice President, Marketing Programs, ECI Telecom</p>
4:00-4:30pm	<p>Case Study: <u>Operationalizing Social Media - How SAP Replicated Its Successful Social Media Practices Across the Globe</u></p> <p>Speaker: Todd Wilms, Sr., Director, Social Media Audience Marketing, SAP</p>
4:30-5:30pm	<p>Keynote Address with Q&A: <u>Destroying the 7 Myths of B2B Social Media</u></p> <p>Keynote Speaker: <i>Brought to you by IBM</i> Jay Baer, President, Convince & Convert and Author of "The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social"</p>
5:30-7:30pm	Networking Cocktail Reception

Panel with Experts:
Lead Gen Apprentice - Quick Hit Tactics to Boost Your Lead Gen

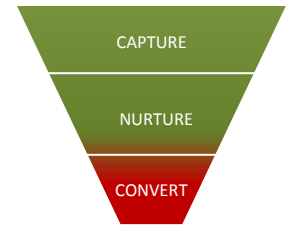
Moderator:
Dan Burstein, Director of Editorial Content, MECLABS Primary Research

Expert Panel:
Cheemin Bo-Linn, Chief Marketing Officer, NetLine
Jon Miller, VP Marketing, Marketo
Jim Williams, Senior Director of Product Marketing, Eloqua
Bryan Brown, Director, Product Strategy, Silverpop

Technical Training:

DESCRIPTION: We're dragging a few marketing experts on the stage, giving them a few **real-life scenarios**, and shining the harsh light of reality marketing fame in their eyes. **For three different scenarios, they'll each have three minutes to pitch the CEO** why their quick hit lead gen plan is the one to choose. You, the audience, will play the role of the harsh CEO, and decide for yourself which plan of action to take.

Agenda: Day 1



12:00-1:15pm	Networking Lunch
1:15-2:00pm	Panel with Experts: <u>Lead Gen Apprentice - Quick Hit Tactics to Boost Your Lead Gen</u> Moderator: Dan Burstein , Director of Editorial Content, MECLABS Primary Research Expert Panel: Bob Alvin , CEO, NetLine Jon Miller , VP Marketing, Marketo Doug Sechrist , VP of Demand Generation, Eloqua Bryan Brown , Director, Product Strategy, Silverpop
2:00-3:00pm	Tactical Training: <u>Optimizing the Lead - A data-driven optimization process that reduced cost-per-lead by more than 60% in one month</u> Trainer: Brian Carroll , Executive Director of Applied Research, MECLABS Case Study: MECLABS Leads Group Speaker: Nicolette Dease , Program Manager, MECLABS Leads Group
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5:30-7:30pm	Networking Cocktail Reception

Tactical Training:

Optimizing the Lead - A data-driven optimization process that reduced cost-per-lead by more than 60% in one month

Trainer:

Brian Carroll, Executive Director of Applied Research, MECLABS

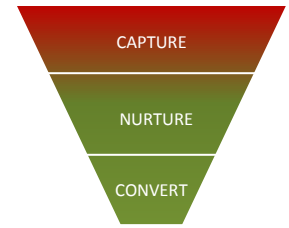
Case Study: MECLABS Leads Group

Speaker:

Nicolette Dease, Program Manager, MECLABS Leads Group

DESCRIPTION: In this session, you'll learn **three simple steps to improving your data quality** and list to drive results. We'll review a case study about how one marketer was able to optimize her list quality and reduced cost-per-lead by more than 60% in one month

Agenda: Day 1



12:00-1:15pm	Networking Lunch
1:15-2:00pm	Panel with Experts: Lead Gen Apprentice - Quick Hit Tactics to Boost Your Lead Gen Moderator: Dan Burstein , Director of Editorial Content, MECLABS Primary Research Expert Panel: Bob Alvin , CEO, NetLine Jon Miller , VP Marketing, Marketo Doug Sechrist , VP of Demand Generation, Eloqua Bryan Brown , Director, Product Strategy, Silverpop
2:00-3:00pm	Tactical Training: Optimizing the Lead - A data-driven optimization process that reduced cost-per-lead by more than 60% in one month Trainer: Brian Carroll , Executive Director of Applied Research, MECLABS Case Study: MECLABS Leads Group Speaker: Nicolette Dease , Program Manager, MECLABS Leads Group Attendee Activity: Data Management
3:00-3:30pm	Networking Break
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5:30-7:30pm	Networking Cocktail Reception

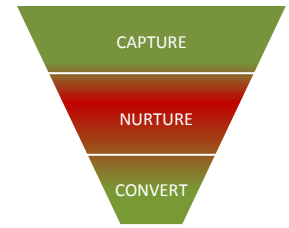
Keynote Address with Q&A:
Destroying the 7 Myths of B2B Social Media

Keynote Speaker: **Brought to you by IBM Jay Baer**, President, Convince & Convert and Author of "The Now Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social"

Networking Cocktail Reception

DESCRIPTION: In this dynamic, provocative, and funny presentation, social strategist and author Jay Baer will dispel the **7 big myths surrounding social media and B2B**. You'll furiously scribble notes, and leave with a new mindset about the convergence of social and B2B.

Agenda: Day 2



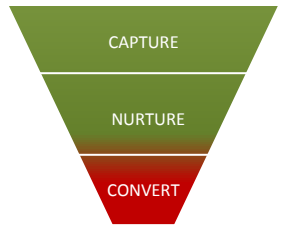
Mon, Oct 24	Tue, Oct 25	Wed, Oct 26
B2B Summit San Francisco – Day 2		
8:00-9:00am	Networking Breakfast	
9:00-9:15am	Announcements	
	Speaker: Jen Doyle , Senior Research Manager, MarketingSherpa	
9:15-10:15am	Keynote Address with Q&A: <u>The Buyer's Funnel and Your Political Power: Joined at the Hip</u> Keynote Speaker: Kristin Zhivago , President, Zhivago Management Partners, Inc. and Author of "Roadmap to Revenue: How to Sell the Way Your Customers Want to Buy"	
10:15-10:45am	Moderated Case Study: <u>Alpha-to-Omega Nurturing – Driving Prospects through the Demand Generation Funnel Using Segmented Content Marketing</u> Speaker: Baxter Denney , Manager, Database Marketing, Citrix Online and Principal, Marketologist Moderator: Adam Sutton , Senior Reporter, MarketingSherpa	
11:15am-12:00pm	How-To Case Study: <u>Marketing Automation for Misers - Strategies for Implementing an Effective Automation Program on a Tight Budget</u> Speaker: Jason Striker , Digital Marketing Director, ICM Document Solutions	
12:30-1:30pm	Networking Lunch	

1 How-To Case Study:
Marketing Automation for Misers - Strategies for Implementing an Effective Automation Program on a Tight Budget
Speaker:
Jason Striker, Digital Marketing Director, ICM Document Solutions

DESCRIPTION: In this practical “how-to” presentation, you learn:

- Which automation tool is right for specific situations
- How to develop quick, localized campaigns that escalate to live sales
- How to measure and adjust your efforts to compensate for sales, marketing budgets and CPA flux

Agenda: Day 2



12:00-12:30pm	Moderated Case Study: <u>Face-to-Face Time with Clients Pays Off - How ArcSight Increased Sales and Customer Base with a Human Touch</u> Speaker: Meagen Eisenberg , Director WW Programs, Marketing Automation and Operations, ArcSight, an HP Company Moderator: Todd Lebo , Senior Director of Content & Business Development, MECLABS Primary Research
12:30-1:30pm	Networking Lunch
1:30-2:30pm	Tactical Training: Lead Scoring Trainers: Jen Doyle , Senior Research Manager, MarketingSherpa Kaci Bower , Research Analyst, MarketingSherpa Attendee Activity: Lead Scoring
2:30-3:00pm	Moderated Case Study: <u>How CenterBeam Deployed 3 Key Programs to Grow Their Pipeline and Increase Sales by 112%</u> Speaker: Karen Hayward , EVP & CMO, CenterBeam, Inc. Moderator: Pamela Markey , Director of Marketing and Brand Strategy, MECLABS Applied Research
3:00-4:00pm	Keynote Address with Q&A: <u>Do You Have the Right Value Proposition? How to discover your true value proposition and leverage its full potential in any B2B market</u> Trainer: Dr. Flint McGlaughlin , CEO & Managing Director, MECLABS Case Study: Active Network Attendee Activity: Value Proposition
4:00pm	Event Conclusion

Keynote Address with Q&A:

Do You Have the Right Value Proposition? How to discover your true value proposition and leverage its full potential in any B2B market

Keynote Speaker:

Dr. Flint McGlaughlin, CEO & Managing Director, MECLABS

Case Study: Active Network

DESCRIPTION: In this session, Dr. Flint McGlaughlin will not only provide a **systematic approach for identifying and testing your value proposition**, but also give you practical tactics for how to powerfully express your value proposition in a B2B market.



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