

## How to Build an e-Marketing Strategy that Drives Sales

Interview with Ardath Albee, CEO | Marketing Interactions

by

Dan Ogdon, VP of Marketing | Swiftpage





#### **Meet Ardath Albee**

**Building Engagement during the Buying Cycle** 

**Appealing to Catch Factors** 

The Content Plan

**The Nurturing Framework** 

**Increasing Momentum for the Marketing Storyline** 

Integrating Outbound Marketing Efforts with Inbound Demand Generation

Q&A





#### **Ardath Albee, CEO**

Ardath Albee is a B2B Marketing Strategist

She applies over 23 years of business management and marketing experience to help companies with complex sales use eMarketing and content strategies to generate more and better sales opportunities.

Ardath is a frequent industry speaker and the author of the popular Marketing Interactions blog.

Her book, eMarketing Strategies for the Complex Sale was recently released by McGraw-Hill.

Among her clients are Cisco, Qwest, Avid Technology, Citrix Online, Silicon Graphics and LANDesk – An Avocent Company.





## Building Engagement during the Buying Cycle – What Buyers Need to Know

• Why should I trust your company? Validation How long will it take me to get to ROI? What if....??? Step Backs What if end users won't adopt the new process? • What are the options or alternatives? **Options** • Who can add the most value to the project? Are there best practices I can refer to? Research Which experts can help me think strategically? How does the issue impact my industry? Priority What are my peers & competitors doing? Status Quo Why should I change? What will happen if I don't?





### **Appeal to Catch Factors and Increase Relevance**







#### The Content Plan: Creating Contagious Content

Education

Reveal

Teach

Expertise

Thought Leadership

Coach

**Evidence** 

Customers

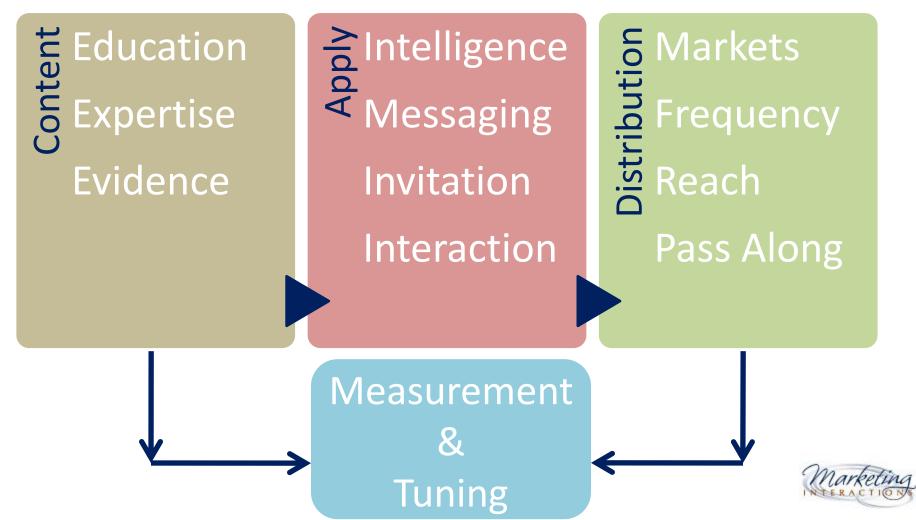
Analysts & Media

**Word of Mouth – Referrals, Recommendations** 

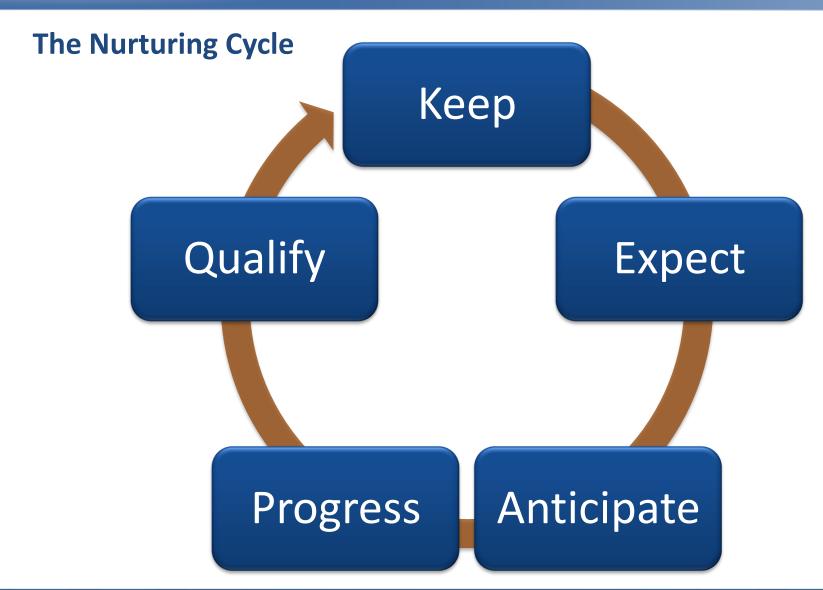




## **The Nurturing Framework**

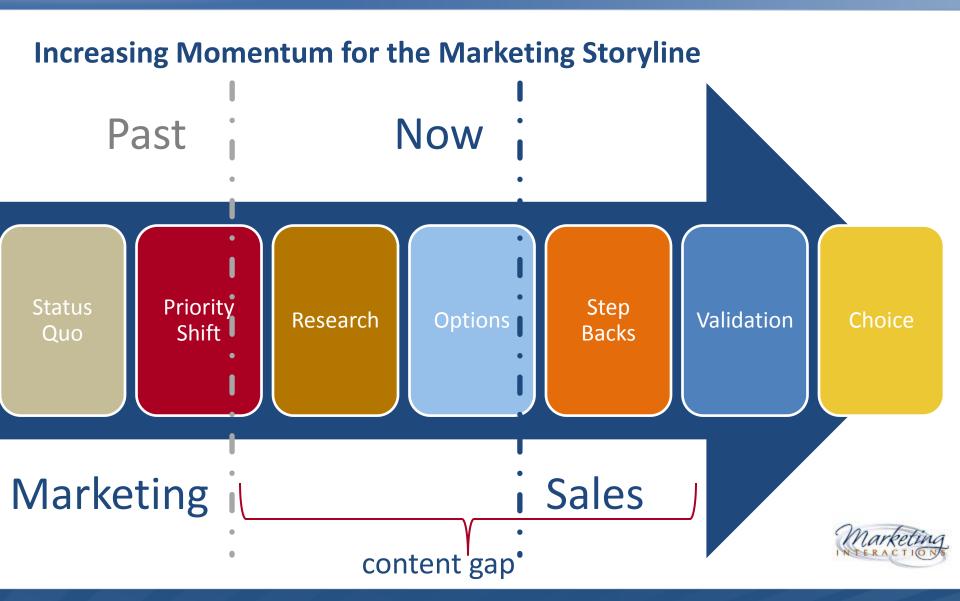


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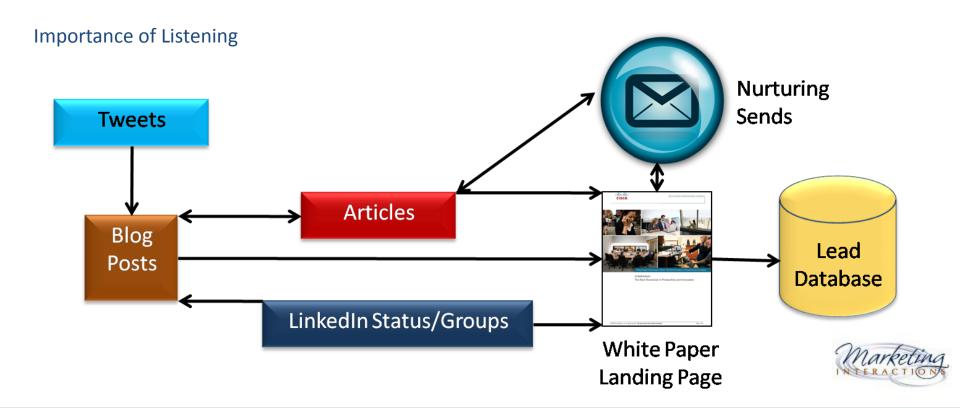






## Integrating Outbound Marketing Efforts with Inbound Demand Generation

Maximizing the ROI of Content Development via Social Networks

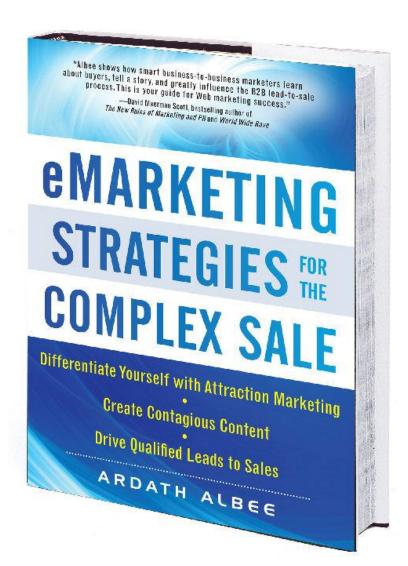




# Q&A



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#### **Ardath Albee**

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