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

Marketing Interactions

Appeal to Catch Factors and Increase Relevance

Impact

Effort

Urgency

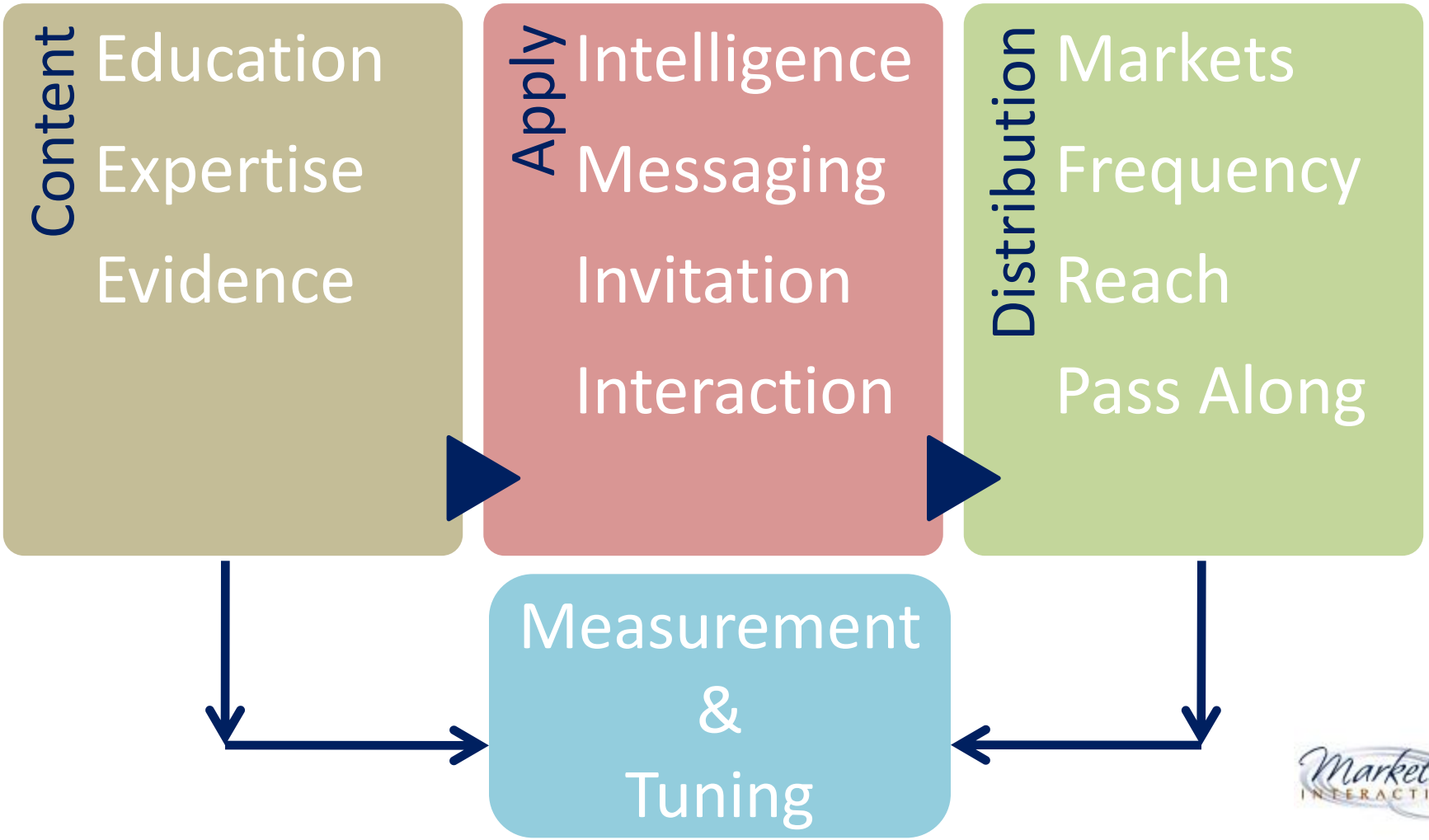
Intent

Reputation

Marketing Interactions

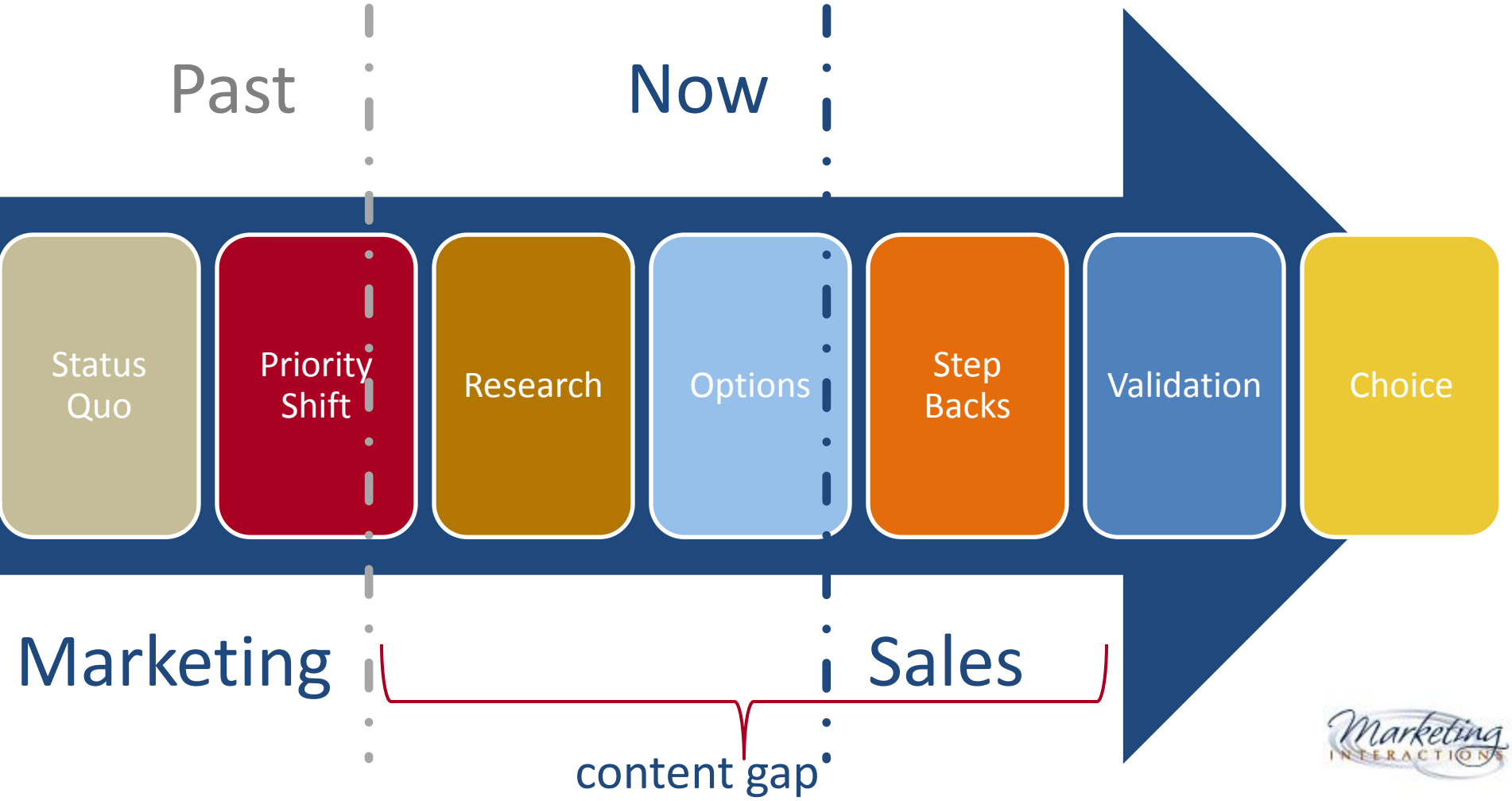
The Content Plan: Creating Contagious Content

The Nurturing Framework



The Nurturing Cycle

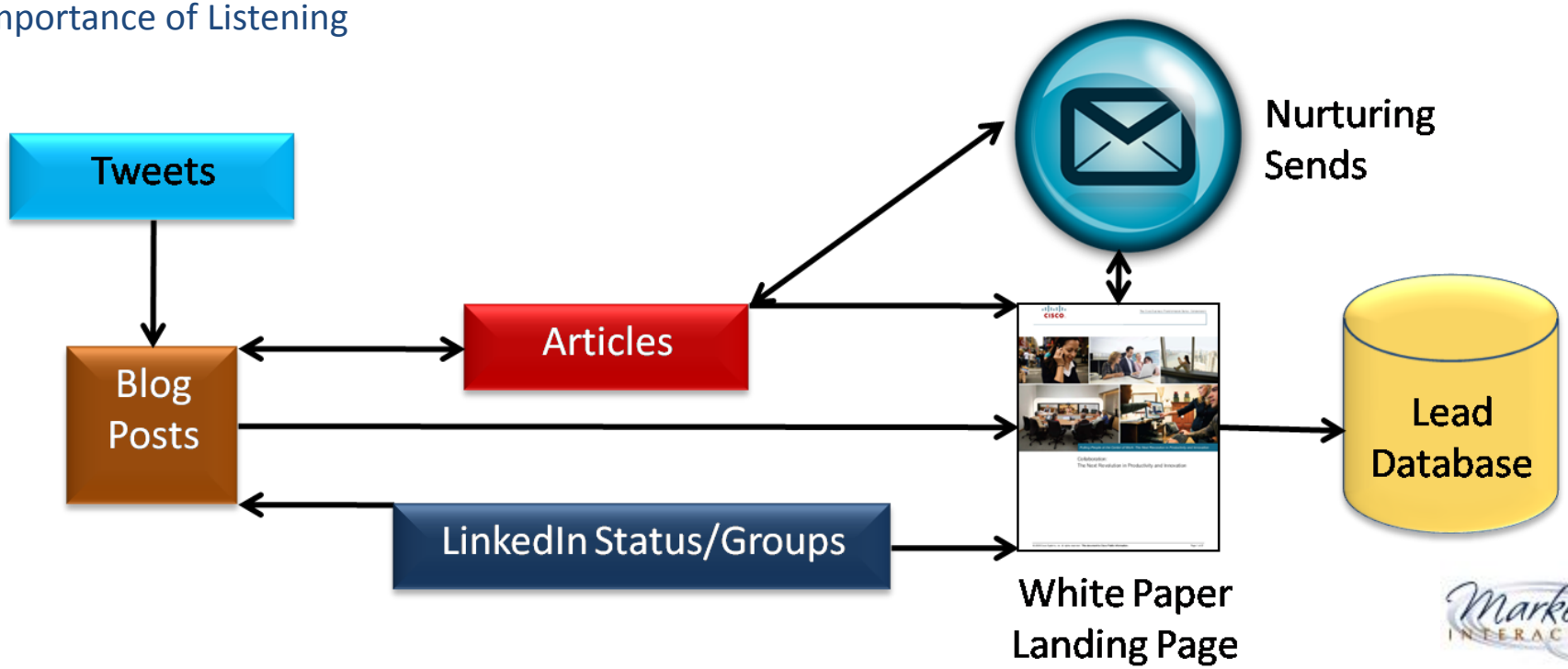
Increasing Momentum for the Marketing Storyline



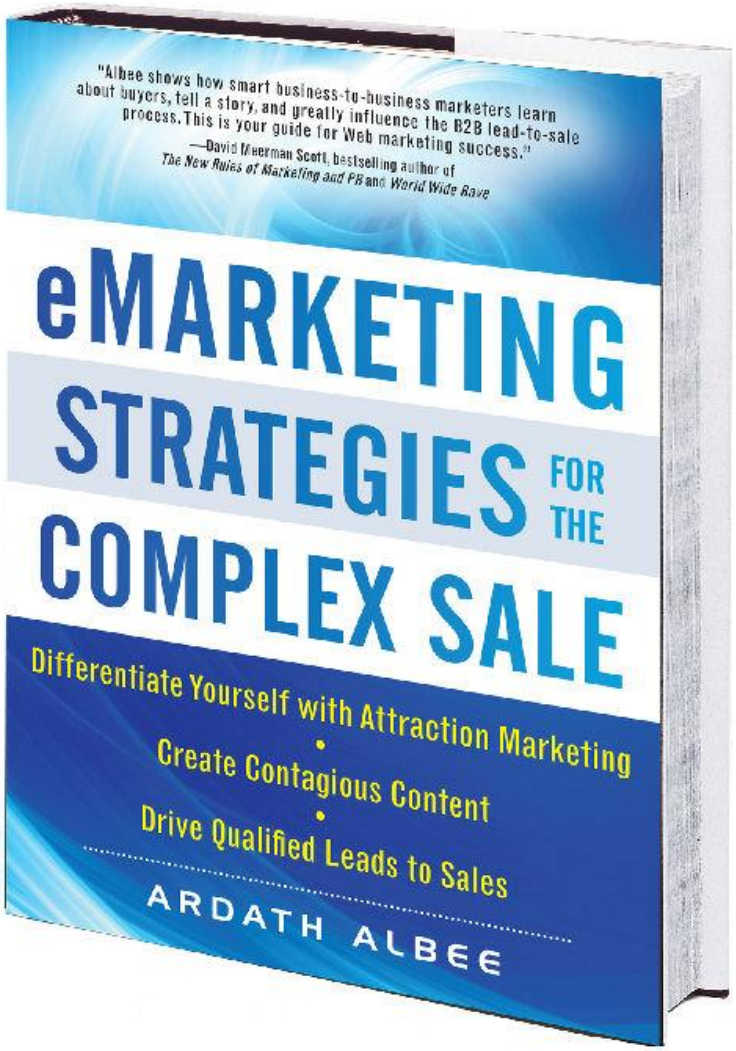
Integrating Outbound Marketing Efforts with Inbound Demand Generation

Maximizing the ROI of Content Development via Social Networks

Importance of Listening



Q&A



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