




 @marksbirch

Mark Birch

Chief Revenue Officer/
Founder & Co-Organizer

Enhatch/Enterprise Sales Meetup



 @MargaretMolloy

Margaret Molloy

Global Chief Marketing Officer &
Head of Business Development

Siegel+Gale

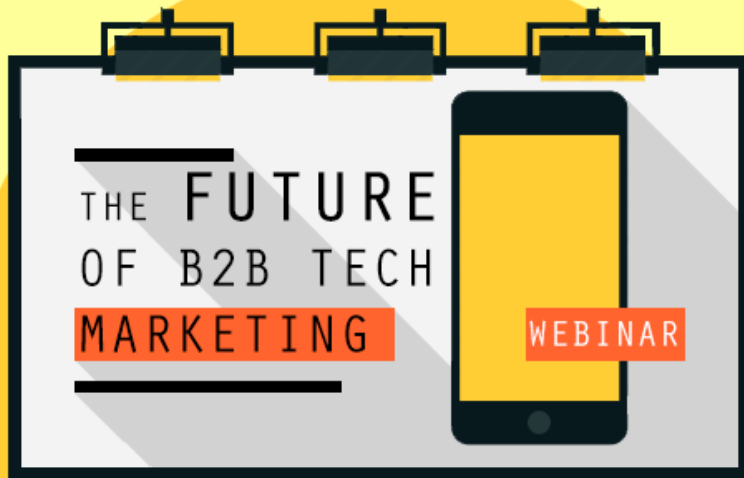


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Steve Etzler

Founder & CEO

Business Development Institute



 @offerpop

Jeff Soriano

Senior Director of
Demand Generation

Offerpop



 @timwasher

Tim Washer

Executive Producer,
Rich Media Marketing

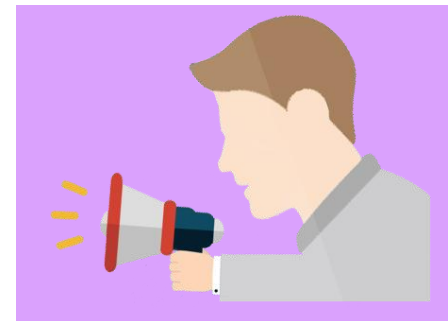
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The job of a B2B marketer
is changing *fast*.

The culprit? Technology!

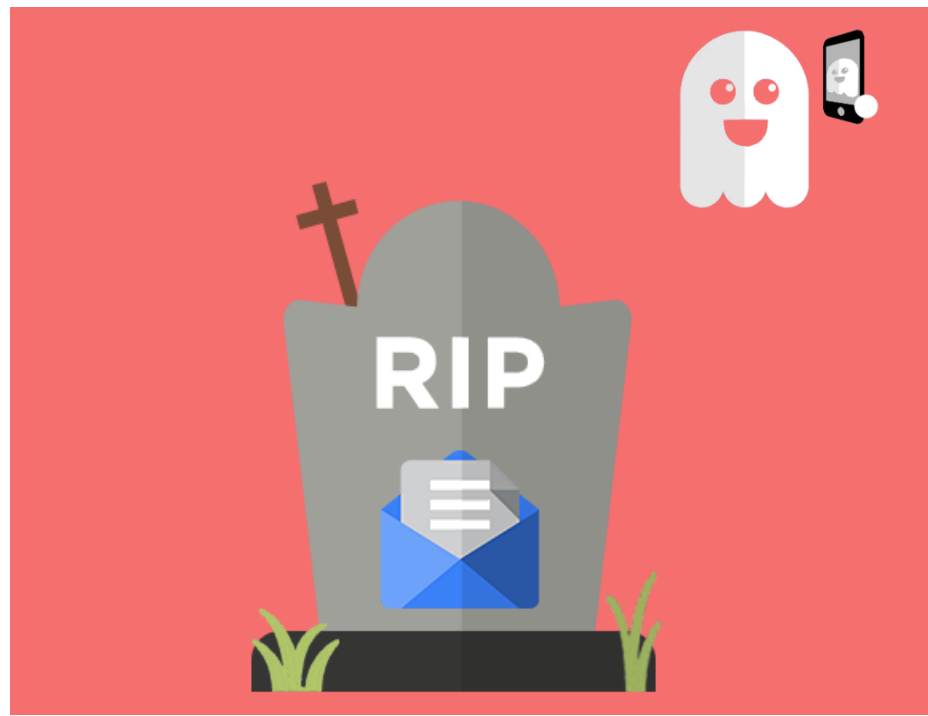
B2B executives are
bombarDED with countless
marketing messages.



The abundance of noise in the marketplace makes it harder to get the attention of the right people.



Email open rates are steadily declining.



Email open rates by industry:

Computers & Electronics
21.59%

eCommerce
16.92%

Marketing & Advertising
18.59

Mobile
21.73%

Photo/Video
26.96%

Software & Web Apps
22.23%

Other
23.41%




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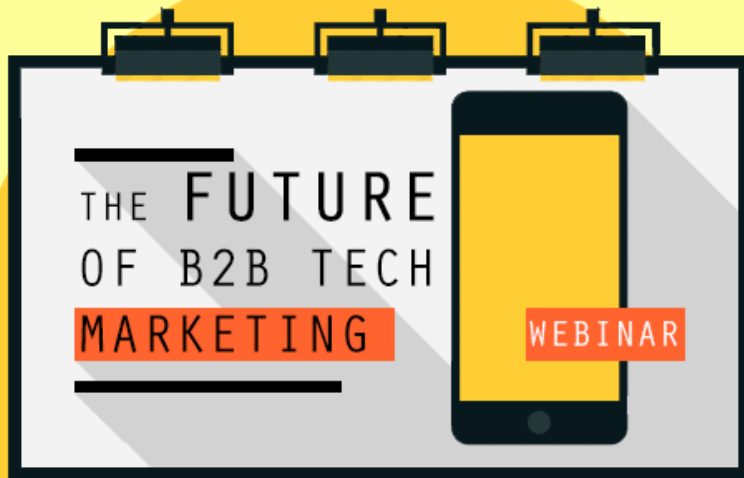


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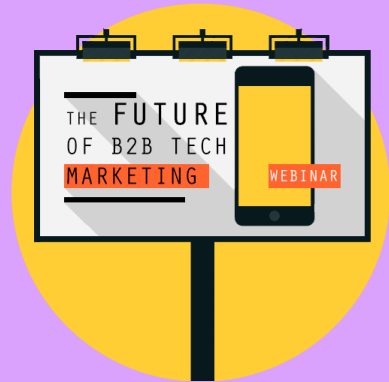


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At Siegel+Gale, you have a lot of research on brands. Are there any recent trends that we should be aware of?



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01



02



UP NEXT:

What advice would you give to B2B marketers today?

Given advances in technology, the increasing influence in mobile, digital and the proliferation of social media, how has this changed the ways we think about brand today?



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What advice would you give to B2B marketers today?

UP NEXT:

Why is storytelling more important than ever?



03



UP NEXT:

What are the secrets to
effective content
marketing?



04

Why is storytelling more important than ever?



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What are the secrets to effective content marketing?

UP NEXT:

Why are visual and video based content trumping everything else?



05



Why are visual and video based content trumping everything else?

UP NEXT:

Why has "persona"
marketing exploded?



06



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*Enhatch/
Enterprise Sales Meetup*



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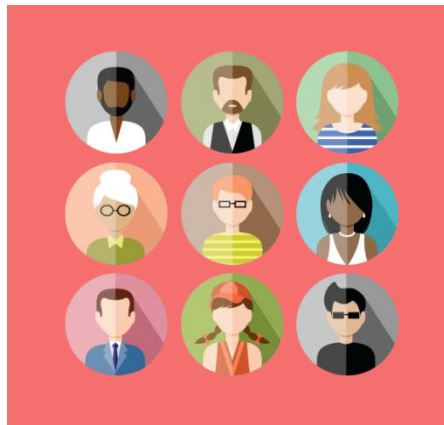


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UP NEXT:

Why are more tech marketers doing small targeted private events versus large trade shows?



Why has "persona" marketing exploded?



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Why are more tech marketers doing small targeted private events versus large trade shows?



UP NEXT:

How are leading B2B Techs using a "mobile-first" strategy?



08

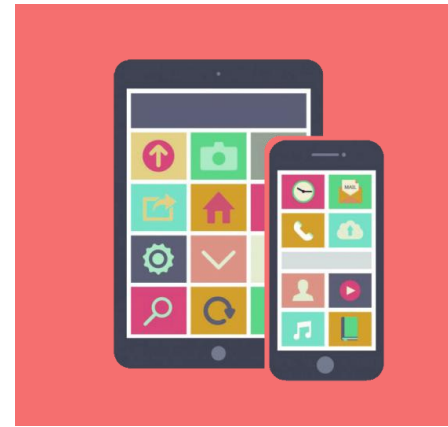


09



UP NEXT:

How do you engage your buyers on social media?



How are leading B2B Techs using a "mobile-first" strategy?



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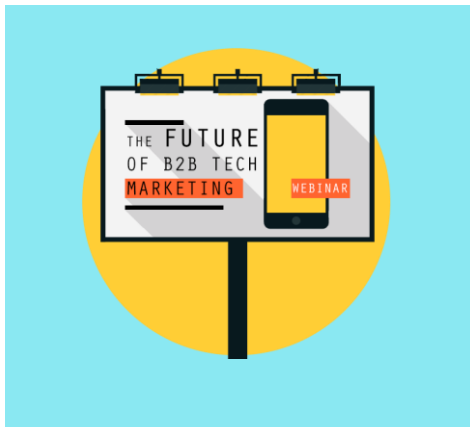


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UP NEXT:

What are the most effective demand generation strategies?



10



How do you engage your buyers on social media?



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Siegel+Gale



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Jeff Soriano
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UP NEXT:

How are the best marketers using data to support their goals?



1/1



What are the most effective demand generation strategies?



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UP NEXT:

How will marketing enable sales in the future?



1/2

How are the best marketers using data to support their goals?





1/3

How will marketing enable sales in the future?



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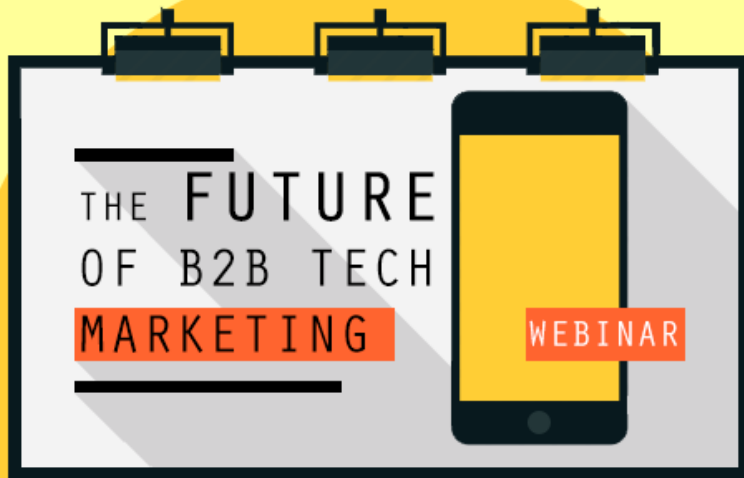


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