

# ROAD TO REVENUE TOUR



Virtual Road to Revenue - August 1, 2013 - 12pm – 3pm EST



Time	Topic	Speaker
12:00-12:05 EST	Event Welcome	<i>Christian Fahlen, UBM</i>
12:05-12:30 EST	<p><b>Block 1: Defining the Modern Marketer - From Real to Ideal</b></p> <p>The past few years have witnessed profound changes in how marketers do their jobs. Emerging from a world in which outbound campaigns, characterized by advertising and intuition predominated, today's Modern Marketer faces a new paradigm of inbound marketing programs driven by digital channels, served by multiple touches, and measured by sophisticated technologies—and where data analysis is king. It is a daunting new world that marketers are negotiating, often with limited budgets and staff. Based on BtoB Research findings, learn how the 5 Tenets of Modern Marketing form the basis of how Modern Marketers can use people, process, and data to transform their marketing practices from real to ideal.</p>	<i>Alex Shootman, Oracle   Eloqua</i>
12:33-12:58 EST	<p><b>Block 2: Planning and Calendaring for Content Marketing Success</b></p> <p>In today's information-abundant world, buyer-centric content targeted to specific personas and buying stages is more important than ever before. However, large organizations have been slow to establish efficient processes for content creation, leaving individual departments responsible for creating their own content. This lack of process leads to inconsistent, redundant, and low-quality output—as well as poorly utilized resources and wasted content. But how can you structure your team and plan marketing campaigns so this doesn't occur? Join Toby Murdock, CEO of Kapost, to find out how to create an efficient and successful content marketing factory within your organization. In this session, you will learn how to:</p> <ul style="list-style-type: none"> <li>• Plan marketing campaigns around quarterly goals and themes</li> <li>• Get the most out of your content by producing and repurposing “content pillars”</li> <li>• Establish processes for collaboration and communication across departments</li> <li>• Organize your content and campaign calendar to increase accountability, efficiency, and visibility within your organization</li> </ul>	<i>Toby Murdock, Kapost</i>
1:01-1:26 EST	<p><b>Block 3: Eloqua Product Spotlight - New Marketing Calendar Inside of Eloqua: How To Use It To Better Organize Your Marketing Initiatives</b></p> <p>Join Kapost Co-founder and President, Mike Lewis, and Oracle   Eloqua's Senior Director of Product Management, Stephen Streich, to learn how to organize your Eloqua emails and campaigns inside the new Kapost Calendar App Beta. In this session, you will learn how Eloqua10 users can use this free app to:</p>	<p><i>Mike Lewis, Kapost</i></p> <p><i>Stephen Streich, Oracle   Eloqua</i></p>

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	<ul style="list-style-type: none"> <li>• Gain high level insight on what emails are scheduled or published</li> <li>• Eliminate labor intensive spreadsheets</li> <li>• Better manage content producers</li> <li>• Visualize reaching tangible email and campaign production targets</li> <li>• Understand which emails and campaigns are live, or when they are first scheduled to begin</li> <li>• Plan campaigns based on dates and wider marketing initiatives</li> <li>• See a holistic view of when emails are actually active</li> <li>• Navigate to all of your Eloqua assets and campaigns directly from the Calendar App</li> </ul>	
<p>1:29-1:54 EST</p>	<p><b>Block 4: 7 Tips for Leveraging Webinars throughout the Funnel</b>          Webinars are an effective tool to educate and inform prospects and customers throughout the buying process. When crafting campaigns aimed at various stages of the funnel, it's important to remember that webinars are not 'one size fits all'. Webinars aimed at prospects should employ different messaging, engagement techniques, and follow-up than webinars targeted at end stage buyers or existing customers. Join Anita Wehnert, Director of Strategic Partnerships at ReadyTalk, to learn how to create webinar campaigns that resonate with buyers. You will learn:</p> <ul style="list-style-type: none"> <li>• How to tailor your webinar content to persona and stage in the buying process</li> <li>• Techniques to engage &amp; qualify your audience</li> <li>• Creative ideas for repurposing your webinar for ongoing nurturing</li> <li>• How to drive ROI from your webinar recording long after the follow-up email</li> </ul>	<p><i>Anita Wehnert, ReadyTalk</i></p>
<p>1:57-2:22 EST</p>	<p><b>Block 5: Tasty Confection of a Successful Nurture Program</b>          Strong content is a key ingredient of successful nurture programs. Without valuable content that is aligned to the prospect's buying cycle, even the most strategic nurture programs will fail. Join UBM Tech's discussion on how modern marketers can ensure they serve up a successful nurture program by mixing in the right content within the marketing automation environment. Topics include:</p> <ul style="list-style-type: none"> <li>• Defining a successful nurture program that meets the wants and needs of your audience</li> <li>• Defining and delivering great content</li> <li>• Examples of the impact of good and bad content on a nurture program</li> </ul>	<p><i>Jonathan Vlock, UBM</i></p>
<p>2:25-2:50 EST</p>	<p><b>Block 6: Using Account-Based Selling Model to Drive Marketing and Sales Alignment</b>          Learn how Demandbase aligns its marketing and sales team around an account-based selling model to drive success. Focusing on key accounts has resulted in tripling conversion rates from Inquiry to MQL and reducing marketing waste on accounts that won't convert.</p>	<p><i>Shari Johnston, Demandbase</i></p>