

**PART 2** OF A MARKETING SERIES WITH JILL SAUTER

# B2B MARKETING MESSAGES

**PRESENTED BY JILL SAUTER**

PRINCIPAL | JILL SAUTER MARKETING & COMMUNICATIONS

**THURSDAY, DECEMBER 3 AT 2:00 PM VIA ZOOM**

MEETING LINK WILL BE PROVIDED TO REGISTRANTS

**ARE YOU LOOKING FOR LEADS? SALES? CASH FLOW? PROFITS?  
DO YOU NEED A TANGIBLE RETURN ON YOUR MARKETING INVESTMENTS?**

Connecting with business customers is very different from selling to consumers but you can create your own effective B2B marketing strategy.

Skip the 400-page marketing plan and **JOIN US FOR:**

- marketing foundations for a plan that gets results;
- a lean, profit-focused marketing strategy template;
- processes to simplify the execution of your plan.

Focus your marketing efforts and get the results you need.

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**PART 2** will focus on problems your product / service can solve and what customers need to hear.



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