

**PART 3** OF A MARKETING SERIES WITH JILL SAUTER

# TACTICAL MARKETING FOR B2B

**PRESENTED BY JILL SAUTER**

PRINCIPAL | JILL SAUTER MARKETING &amp; COMMUNICATIONS

**THURSDAY, DECEMBER 10 AT 10:00 AM 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.

**PART 3** will focus on brand development vs. demand creation, aligning tactics to a funnel and prioritizing marketing tactics.

**REGISTER**

INNOVATIONPLACE.COM/EVENTS

