

PART 1 OF A MARKETING SERIES WITH JILL SAUTER

UNDER- STANDING YOUR B2B CUSTOMERS

PRESENTED BY JILL SAUTER

PRINCIPAL | JILL SAUTER MARKETING & COMMUNICATIONS

THURSDAY, NOVEMBER 26 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.

PART 1 will focus on targeting, multiple customers within the business, customer pain points and defining the funnel.

REGISTER

[INNOVATIONPLACE.COM/EVENTS](https://www.innovationplace.com/events)

