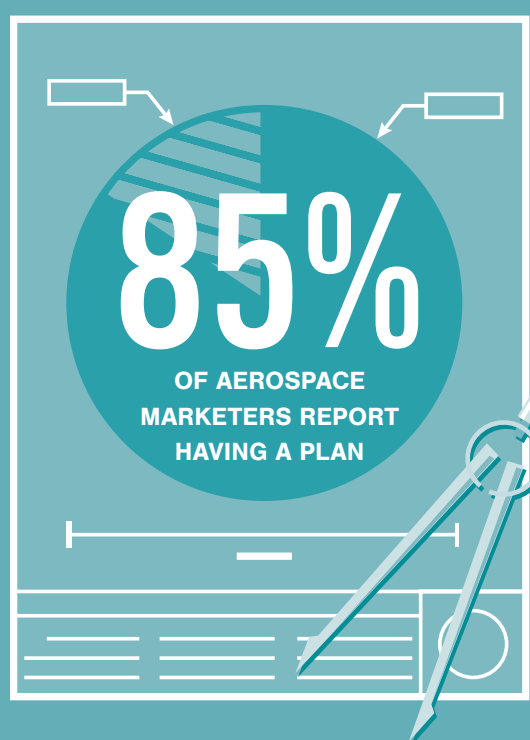


12 SECRETS TO MARKETING SUCCESS

HAVE AND FOLLOW A MARKETING PLAN

Make sure your plan has measurable goals.



MEASURE, ASSESS AND IMPROVE

In today's digital world, measurement is easier than ever before.



ADOPT PROFESSIONAL P.R. PRACTICES

Build your organization's credibility and get more bang for your buck.

80% OF B2B DECISION MAKERS PREFER TO GET INFORMATION FROM ARTICLES VS. ADVERTISING



IMPROVE YOUR PHOTO AND VIDEO LIBRARY

Quality visuals help sell your products. Bad visuals make you look mom-and-pop.



TAKE MORE RISKS!

Marketing is changing, so you should, too.



SPENDING ON SALES ENABLEMENT TECHNOLOGY HAS INCREASED **69%** IN THE PAST 2 YEARS.

BRIDGE THE GAP BETWEEN MARKETING AND SALES

B2B ORGS WITH ALIGNED SALES/MARKETING EFFORTS HAVE **38% HIGHER SALES** WIN RATES.



Marketing exists to enable sales, so stop playing the blame game and join forces to demonstrate success.

KEEP LEARNING AND EXPANDING YOUR SKILLS

Inbound marketing is key to driving leads.

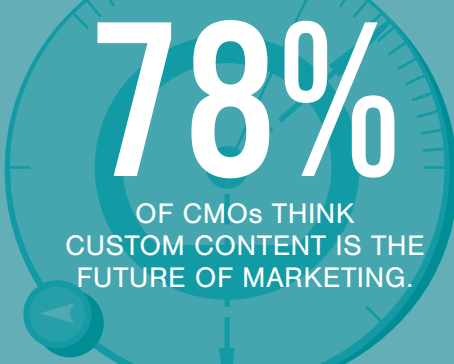
RETIRE POWERPOINT PERMANENTLY

Take advantage of new technology to enhance your pitch.



KEEP YOUR WEBSITE CURRENT AND FRESH

Google is the go-to resource for aerospace procurement people.



CREATE A CONTENT STRATEGY AND PLAN (AND DEVELOP CONTENT)

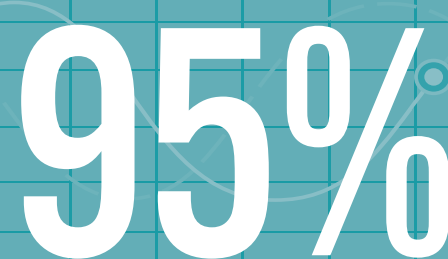
Content drives modern marketing and lead generation. A plan will document your strategy, manage workflow and align all content with business goals.

GAIN TRUE CUSTOMER UNDERSTANDING

Know your customer. He/she is fully driving the B2B sales process.

VALUE PROPOSITION... WHAT'S YOURS?

Tells the world what you do, and why they should care.



OF BUYERS CHOOSE THE PROVIDER OFFERING THE **BEST CONTENT**.