



eMarketing Strategies for the Complex Sale

Ardath Albee

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Turn prospects into buyers with a powerful emarketing strategy!

“Albee shows how smart business-to-business marketers learn about buyers, tell a story, and greatly influence the B2B lead-to-sale process. This is your guide for Web marketing success.”

David Meerman Scott, bestselling author of *The New Rules of Marketing and PR* and *World Wide Rave*

“A compelling read for both B2B marketing and sales professionals alike, *eMarketing Strategies for the Complex Sale* is a practical and insightful how-to guide that will enable marketers to drive sales conversions and faster sales results.”

David Thompson, CEO, Genius.com, and founder of the Sales 2.0 Conference

“Albee lays out a path to understanding buyer personas, building their trust, and delivering contagious content that they want to read. A must-read for B2B marketers looking to engage with today’s buyers.”

Steven Woods, CTO, Eloqua, and author of *Digital Body Language*

“If you’re looking for a comprehensive, well-researched, single resource to plan, build, execute, and succeed in your eMarketing efforts, then buy this book!”

Barry Trailer, managing partner, CSO Insights

“New media, content marketing, social networking . . . Ardath cleverly wraps these concepts in a bow and makes this book required reading. . . . Become the expert resource for your customer and watch your business grow.”

Joe Pulizzi, coauthor of *Get Content Get Customers* and founder of Junta42

About the Book

Web 2.0 has reshaped the role of marketing in the Complex Sales process. Because prospects now have instant access to information about your company and its products?and your competitors?they can make buying decisions without ever communicating with you. Doing what you’ve always done simply won’t work anymore; you must entirely rethink how you attract and compel buying behavior.

With *eMarketing Strategies for the Complex Sale*, expert B2B marketing strategist Ardath Albee breaks new ground in the field of digital marketing and new customer acquisition. Albee offers techniques and tools for developing and executing strategies that are guaranteed to generate results.

The Internet offers an unprecedented opportunity for creating trusted relationships with your prospects and customers?before you ever “meet” them. Never before have marketers enjoyed such a wide-reaching and varied communication platform. Yet with all the noise, you have to stand above the crowd. The key is to converse about meaningful and relevant topics with your diverse audiences, to share your perspectives on what matters to them. That’s just what Albee teaches us to do.

eMarketing Strategies for the Complex Sale shares methods to help you:

- Create eMarketing strategies based on customer perspectives

- Use a contagious content structure for competitive differentiation
- Establish trusted relationships
- Continuously measure, tune, and improve your effectiveness

eMarketing Strategies for the Complex Sale also shares proven approaches to collaborating with sales. You can leverage eMarketing to move leads further into the pipeline while focusing sales time and energy on highly qualified opportunities. The results? Reduced time to sales, increased sales productivity, and growing revenues.

eMarketing Strategies for the Complex Sale reveals processes critical to ensuring that you make a powerful, measurable contribution to the lengthy sales process?and to the longterm success of your organization as a whole.

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