



*Where serious technology buyers decide*



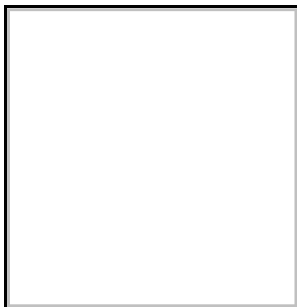
## **Marketing Tools and Apps – Real Life Examples, Real Insight Into The Future**

*A look at marketing tools and apps and their impact on the marketing landscape*

May 2012



Where serious technology buyers decide



**Moderated by: Peter Ross, Vice President  
Brand Communications, TechTarget**

***Panelists:***

**Tom Rikert, Director, Product Management,  
Wildfire Interactive, Inc.**

**Brad O'Neill, CEO and Co-Founder,  
TechValidate**

**Victoria Grey, Senior Vice President  
Marketing, Nexsan**

# Welcome & Introductions

- Tom, Brad and Victoria, tell us a bit about:  
Your role  
What does your company do?  
What's your focus right now?

# Marketing landscape

- Help us to better understand the marketing landscape and what do you think the main challenges are for marketers today?
- What is your definition of tools and applications for helping marketers?

# Real life case studies – How do you use them effectively?

- Can you all share a few real life examples of marketing pitfalls that technology marketers should avoid (lessons learned)
- On the flipside, share with us some best practices of how you would apply marketing tools and apps to better maximize ROI?
- Victoria, how do you use them in your daily business activities?

Branding

Lead Intelligence (Activity Intelligence dashboard)

Lead Gen

Marketing Automation

CRM

Customer Insight and Evidence

ROI

# Tools that can help marketers

- We know there are quite a few marketing tools in the marketplace... Can you help us understand the different categories? (Social, Brand, Lead Gen)
- Should marketers take a combo approach – meaning – no one size fits all approach? Should there be a multi dimensional approach?

# The challenge of ROI

ROI – very important for marketers to align to their business

- Will each of you please define “ROI”?

Victoria – how are you measuring ROI from a tech marketer’s perspective?

Brad – how are you helping to measure ROI using TechValidate solutions?

Tom – tell us your thoughts on metrics & measurement and attaining ROI around social marketing investments.

# Conclusion and Audience Q&A

- Brad, Victoria and Tom – so we've covered quite a bit – leave our audience with a few takeaways on how to better utilize marketing tools and apps for their initiatives
- Recap and last remarks from Peter
- Questions from our audience