

MARKETING DIRECTIONS
B2B TECHNOLOGY MARKETING TIPS, TRICKS & NEWS



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Dear Barbara,

One of the most popular presentations I do (and I've done A LOT over the years) is the voice of the customer (VoC) into your marketing. So it's safe to say it is 1) important and 2) more than people think.

Open with one of your blogs or articles and link back to your site for the full version.

And the first point I make every time I present on this topic is you won't have success if you do not have HAPPY customers. This month, in our blog we take a deeper dive into how to keep your customers happy. [Read more](#)

Marketing Insights and Tips From Around the Web



100+ Tools Content Marketers Really Love. Are you a content marketer? Don't overlook the importance of tools. Consider this: CMI's 2019 B2B research found that 70% of successful content marketers rated their organization's content tech proficiency as expert or advanced. [Read More](#)

Share interesting articles from key resources in your target industry or roles (such as CFO's).



10 Strategies to Promote Positive Customer Reviews. There are a lot of factors that go into a customer's decision to make a purchase from your company. When I'm deciding whether or not to buy something, for example, I typically ask my friends for recommendations, and then do a lot of online research of my options. [Read More](#)



In a world where personalization is the norm, where machine learning is making everyone intelligent, and data-driven marketing is table stakes, standing out will come down to the creativity of the people behind the scenes, experts say. [Read More](#)

CALLING ALL SOFTWARE/TECHNOLOGY PARTNERS AND ISVs!
Please share your marketing insight for the
2019 Technology Marketing Benchmarks & Trends Report

The Partner Marketing Group

TAKE THE SURVEY

Calling all marketers for software/technology partners and ISVs...our 2019 Technology Marketing Benchmarks and Trends Report is now available. We create this report every year to help you become more competitive market leaders. Your help to make it happen. Get all the details at <https://www.thepartnermarketinggroup.com/2019-technology-marketing-survey-report/> and go take a 15-minute survey to share your insight.

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