



SIIA's Marketing in Today's Economy is the first SIIA publication to catalog business-to-business sales and marketing tactics. Marketing today requires different approaches since the way customers consume data is constantly changing. Our goal for this book is to provide solid guidance to help marketing executives build their brand, gain leads, and increase customer support. To do this, we tapped into the experience of the SIIA membership. Our members provide technology solutions or services across a spectrum of industries and their marketing expertise can be applied to any vertical. This depth and breadth of expertise was collected to produce an unparalleled guide to marketing.

With articles from industry experts, this book is an excellent resource for those looking to leverage new tactics and technologies to develop and execute a successful marketing plan.

[Download the publication](#) .

Accenture

Robert Wollan

[Battleships and Speedboats - Creating and Implementing a Social Media Technology](#)

[Platform](#)

Appcelerator

Scott Schwarhoff, Vice President Marketing

[4 Steps to Creating a Mobile Development Strategy](#)

Avangate

Adriana Iordan, Chief Product Evangelist

[Keys to Social Monitoring, Analytics and Reporting](#)

e-Builder

Jim Godsey, Director of Marketing

[Embracing Buyer's Journey Marketing](#)

Eloqua

Joe Chernov, Vice President of Content Marketing

[Social Advertising Best Practices for the Social Marketer](#)

FinancialForce

Liz Schofield, Vice President Marketing

[Search Engine and Cloud Marketing](#)

InsideView

Ralf VonSosen, Vice President Marketing

[Social Sales and Marketing: Why Right Person, Right Time and Right Message Still Matter](#)

kloudtrack

Amy Mininger, Teaming and Partner Relations

[Partner Engagement Process Standardization: Operational Excellence for Sales](#)

LogiXML

Ken Chow, Chief Marketing Officer

[Social Media in B2B - One Marketer's Journey into the Darkness](#)

M5 Networks

Keith Nealon, Chief Revenue Officer

[Digital Darwinism: The B2B Marketer's Evolution in SEO](#)

Marketo

Jon Miller, Vice President Marketing

[How to Optimize Your B2B Marketing and Sales with Online Video](#)

SafeNet, Inc

Jennifer Lewis, Interactive Marketing Manager

[Social Media and its Place in Interactive Strategy](#)

SpringCM

Roger Bottum, Vice President Marketing

[6 Essentials to B2B Content Marketing](#)

StormSource Software

Eric Richard, Public Relations Specialist

[How to Use Proven PR Tactics to Aid Your Marketing Efforts](#)

Vizu Corp

Jeff Smith, Chief Marketing Officer & SVP of Client Services

[How to Get the Most from Your Online Brand Advertising Investment](#)

Zuora

Jeff Yoshimura, Vice President Marketing

["Free" is a Choice, Not a Strategy](#)