

Newest Research: B-to-B Marketing Lead Generation, Nurturing, & Conversion Stats & Tactics

Presented June 26, 2007



Anne Holland, Content Director
MarketingSherpa, Inc.



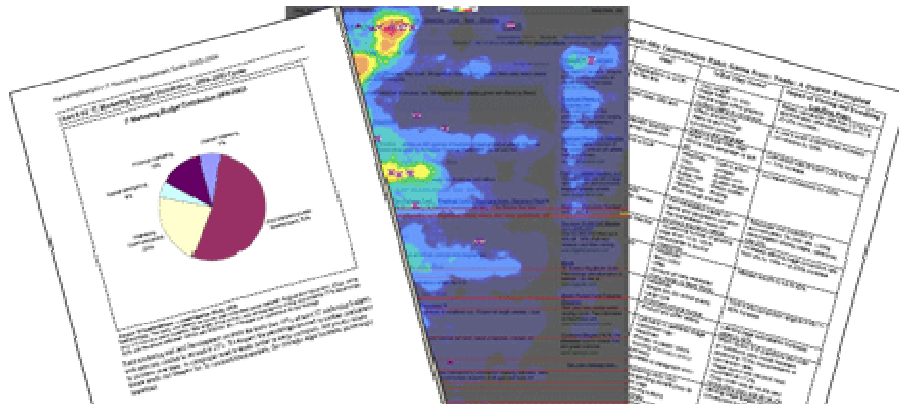
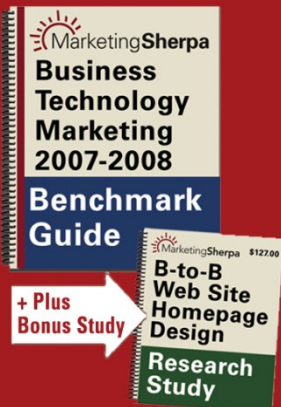
Stefan Tornquist, Research Director
MarketingSherpa, Inc.

Based on Real-life Data: MarketingSherpa Methodology

Our research comes from 5 sources:

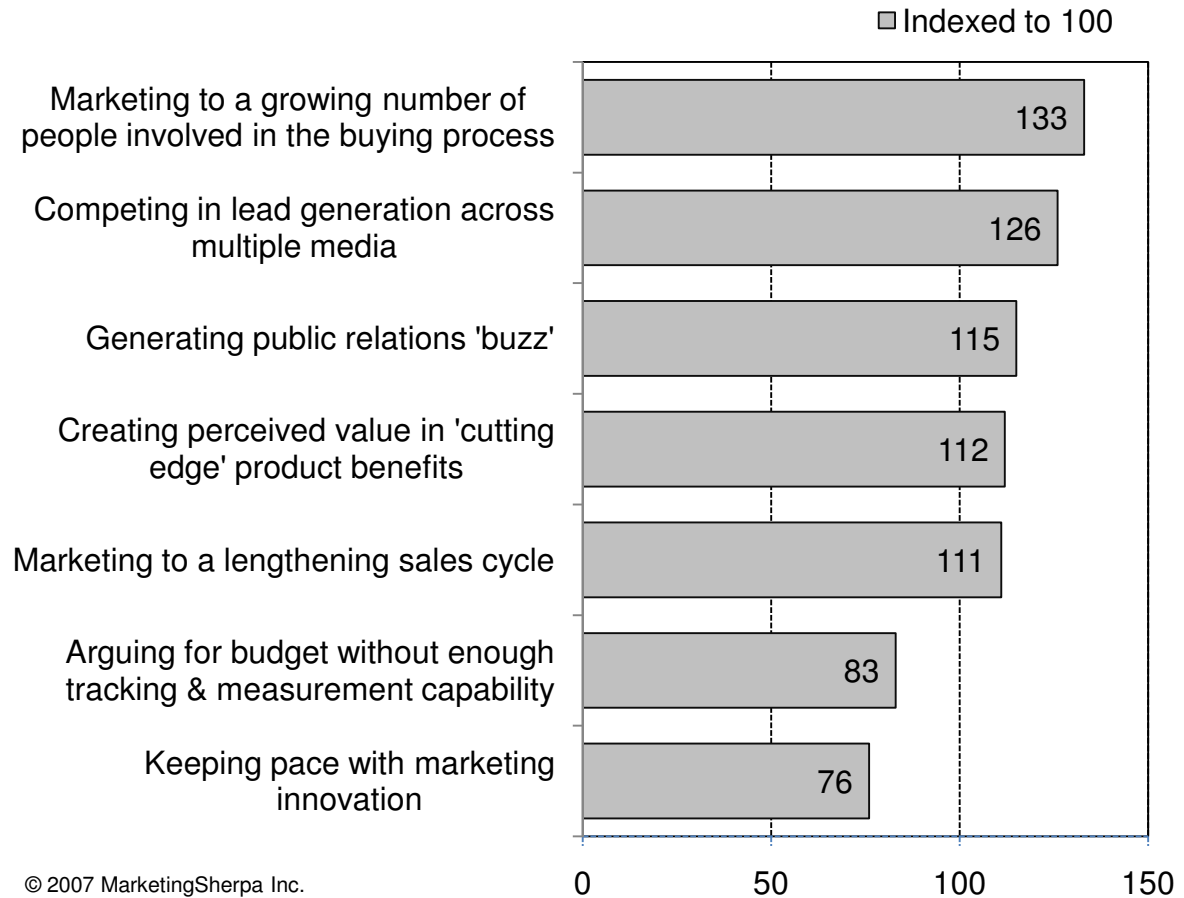
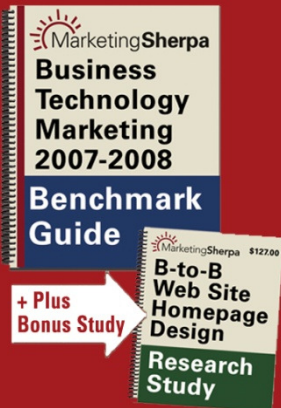
1. Surveys of Real-life Marketers
2. Surveys of End Consumers & Biz Execs
3. Lab tests and partnered research
4. “Best of” data from 500+ research orgs
5. Sherpa Exclusive Case Studies – 750+

Research Drawn From:



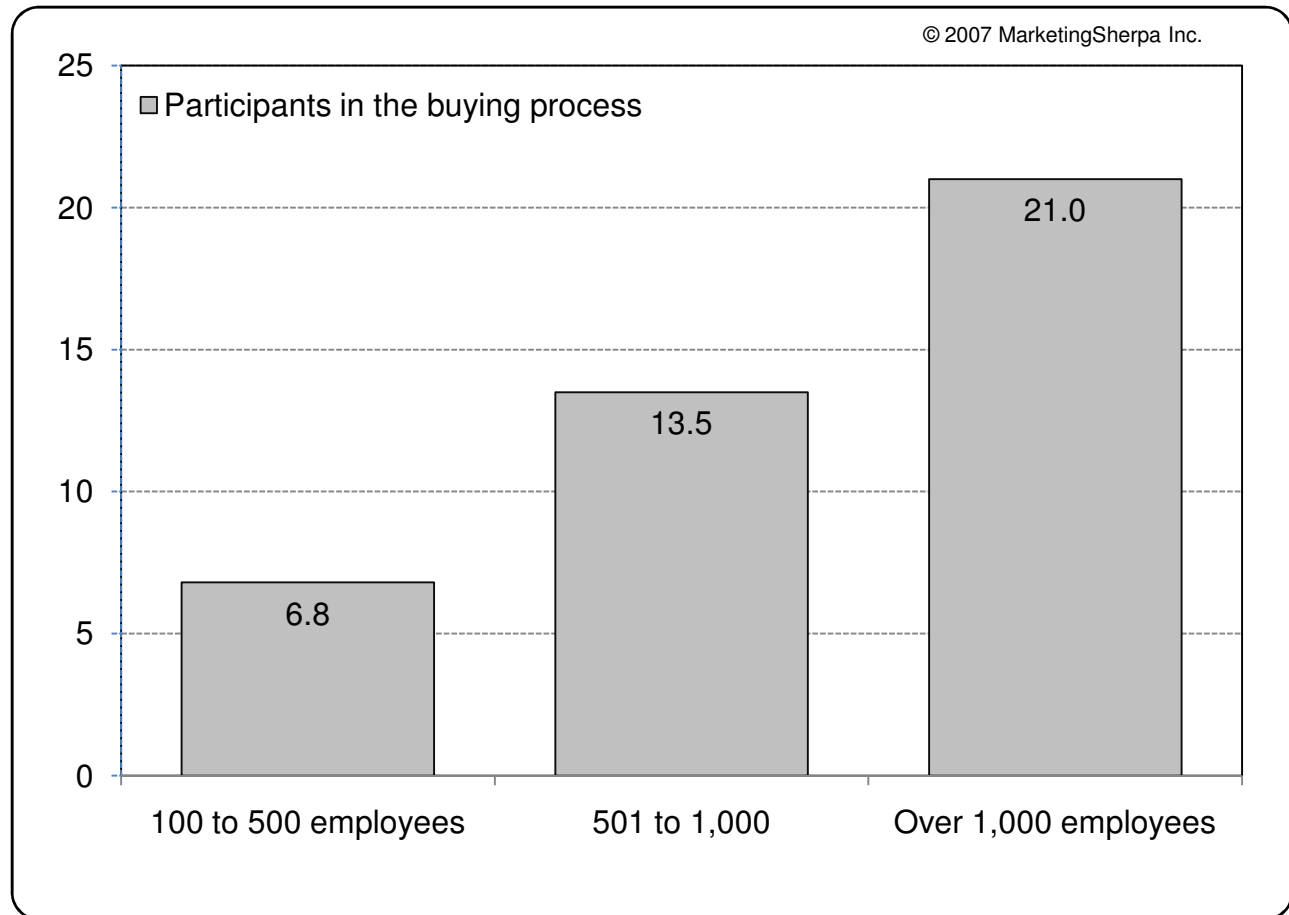
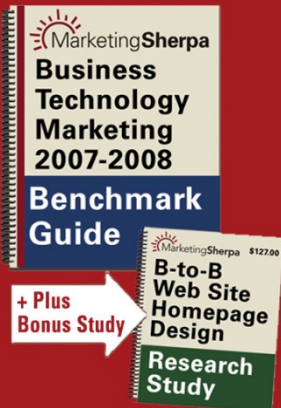
Marketers Say: Biggest challenge

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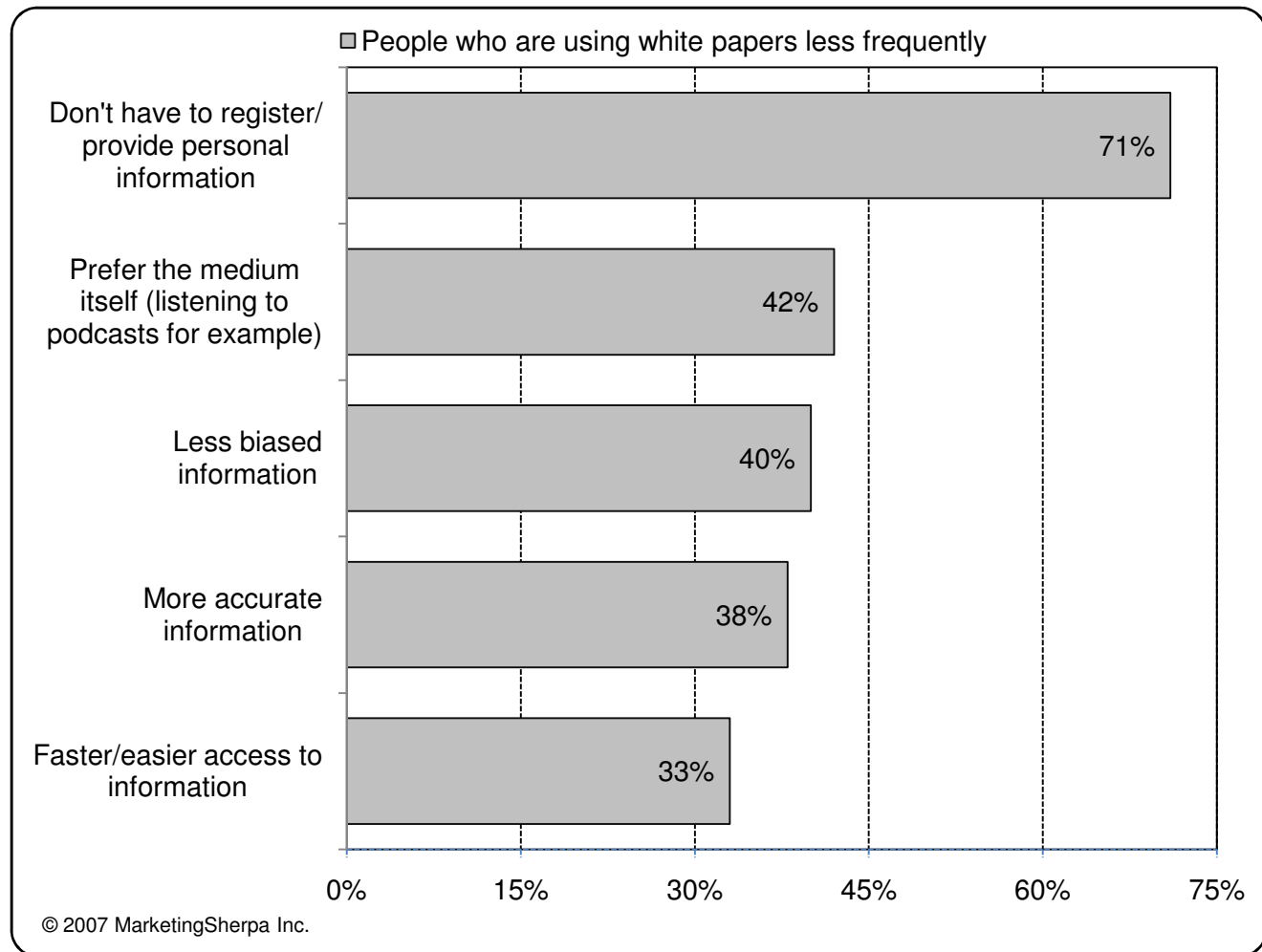
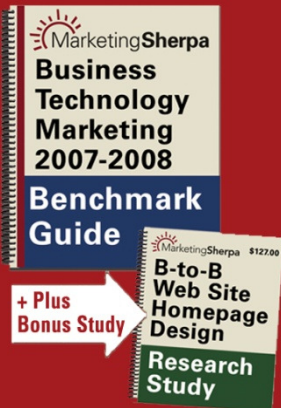
Prospects Say: Committees Getting Larger

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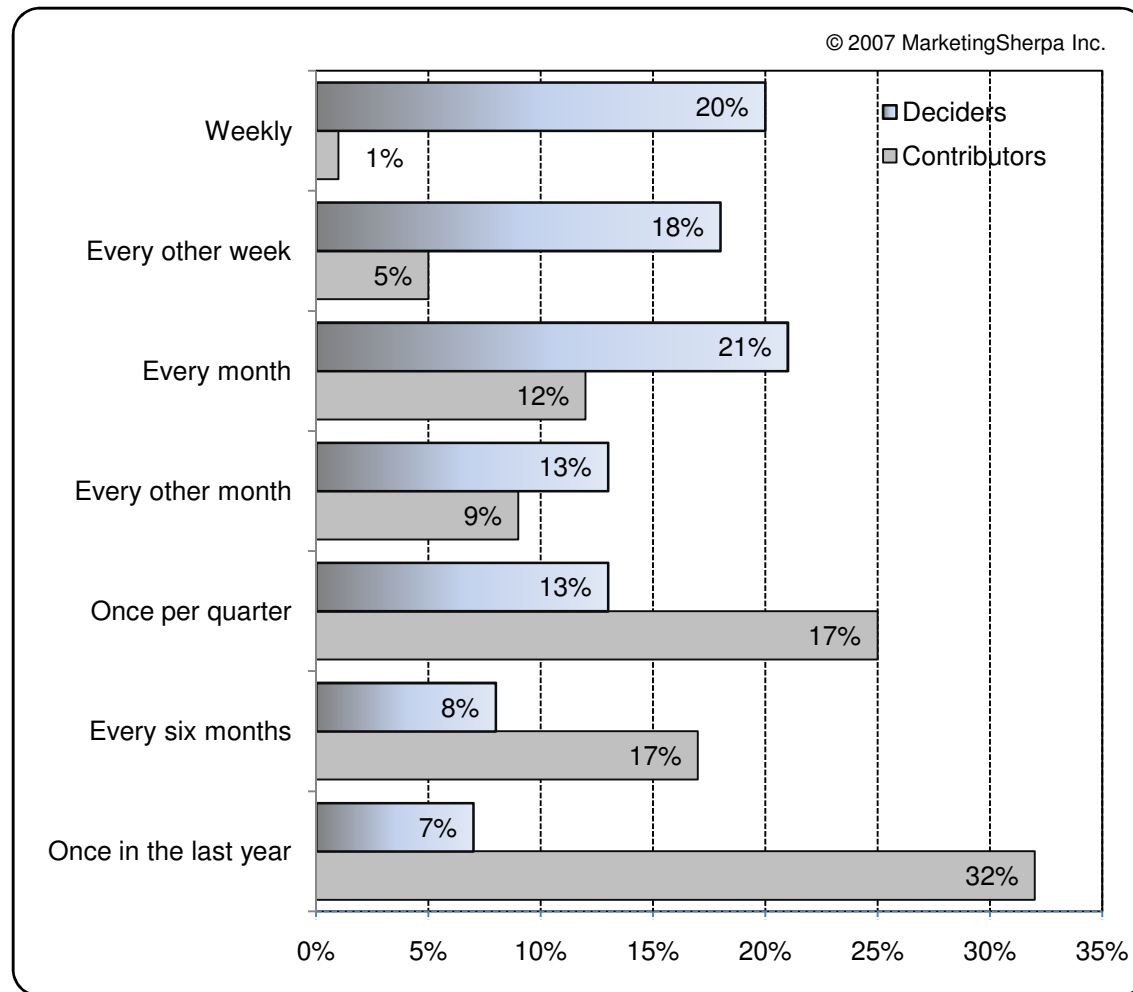
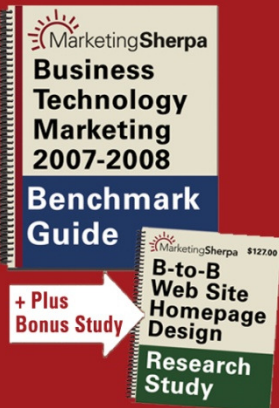
White Papers: Lift Your Barrier?

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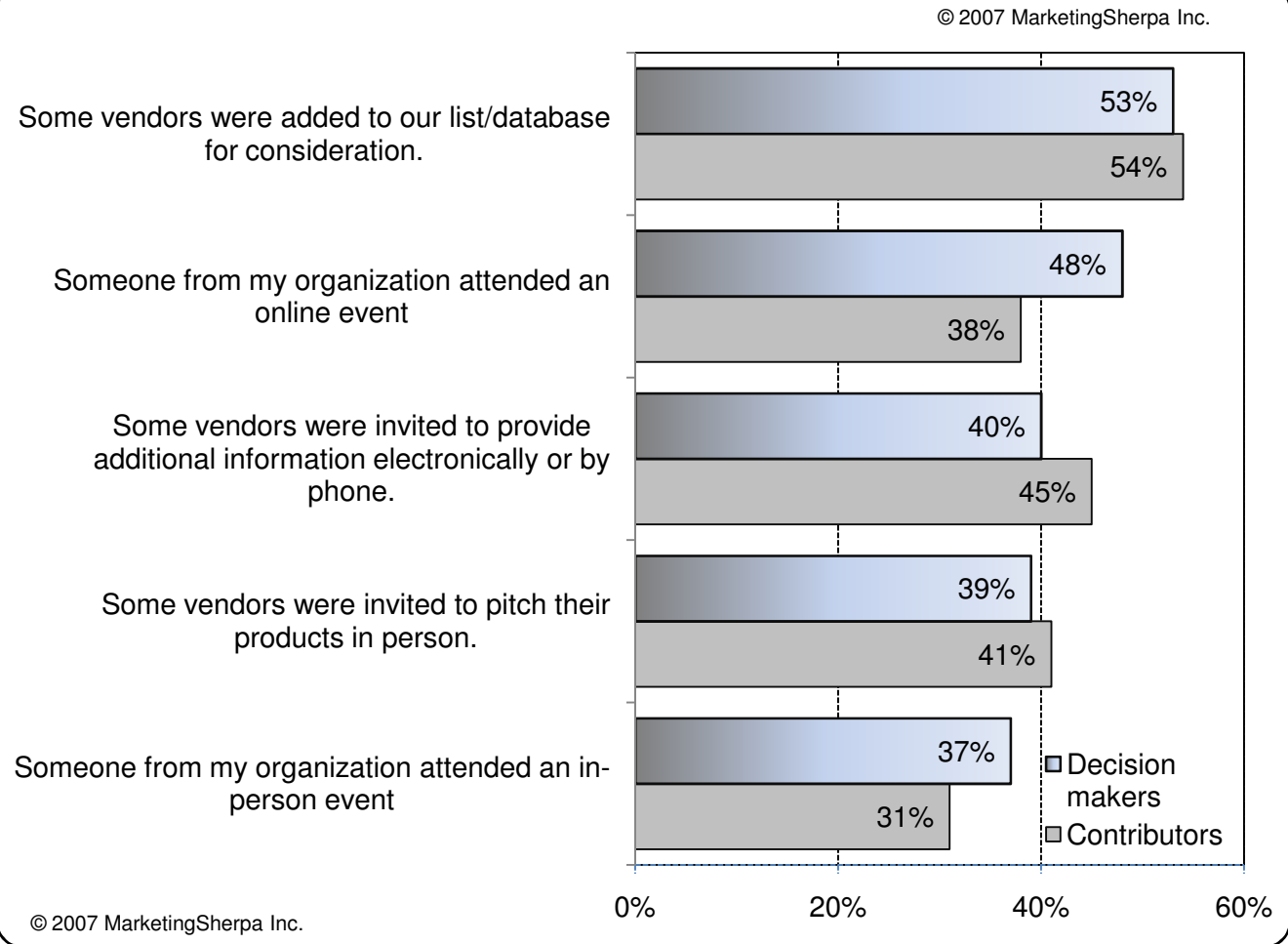
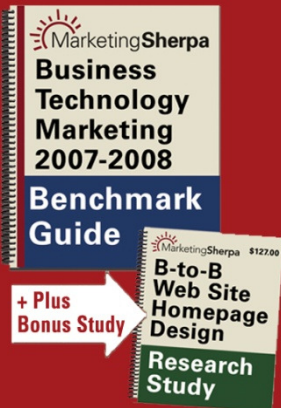
Webinars: Varying Audiences

Research Drawn From:



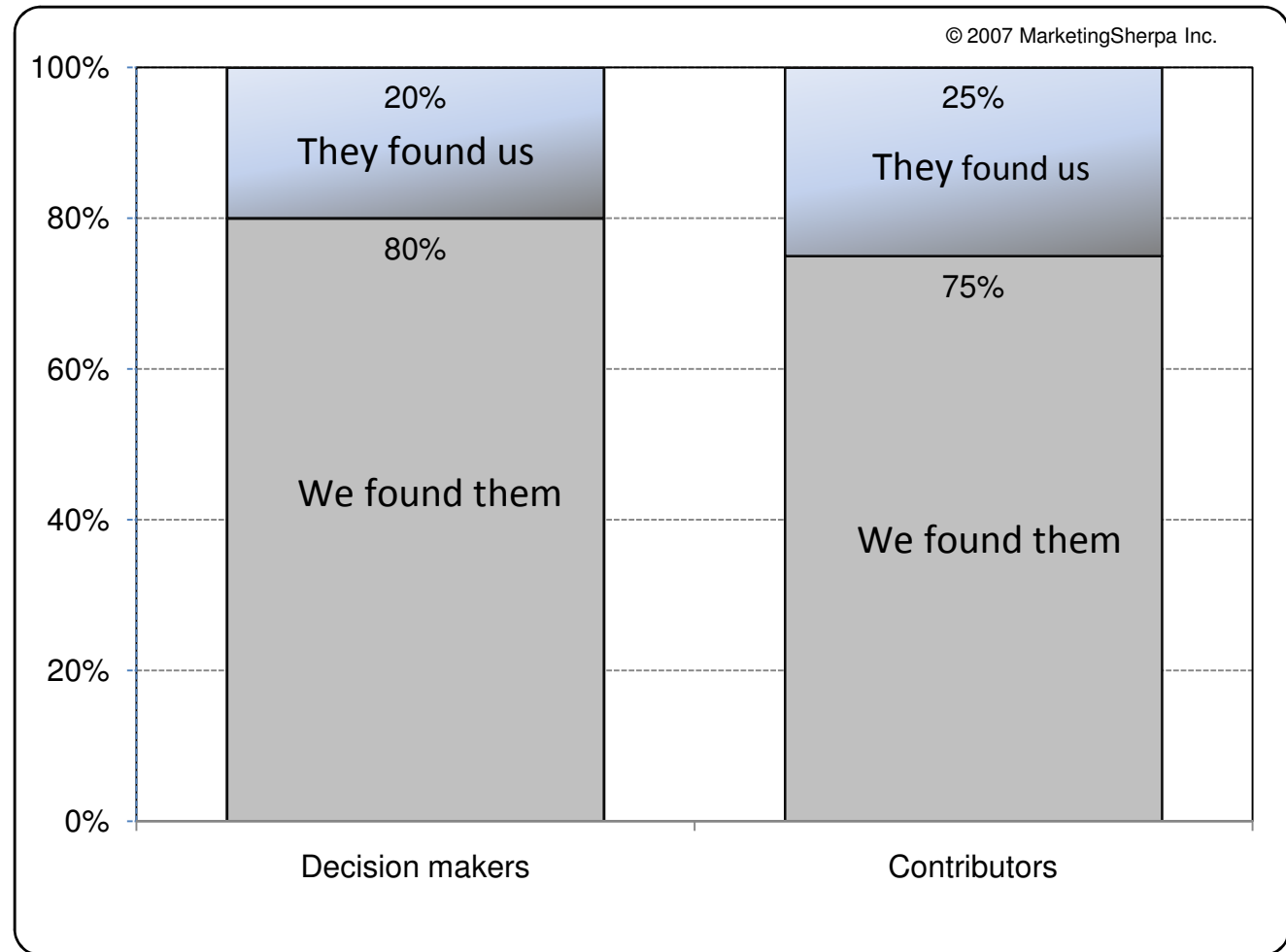
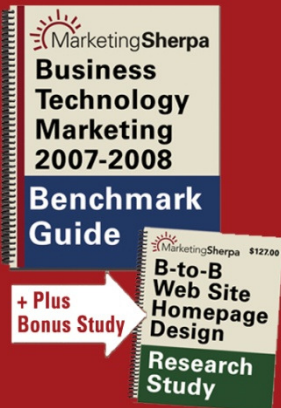
Telemarketing Still Works

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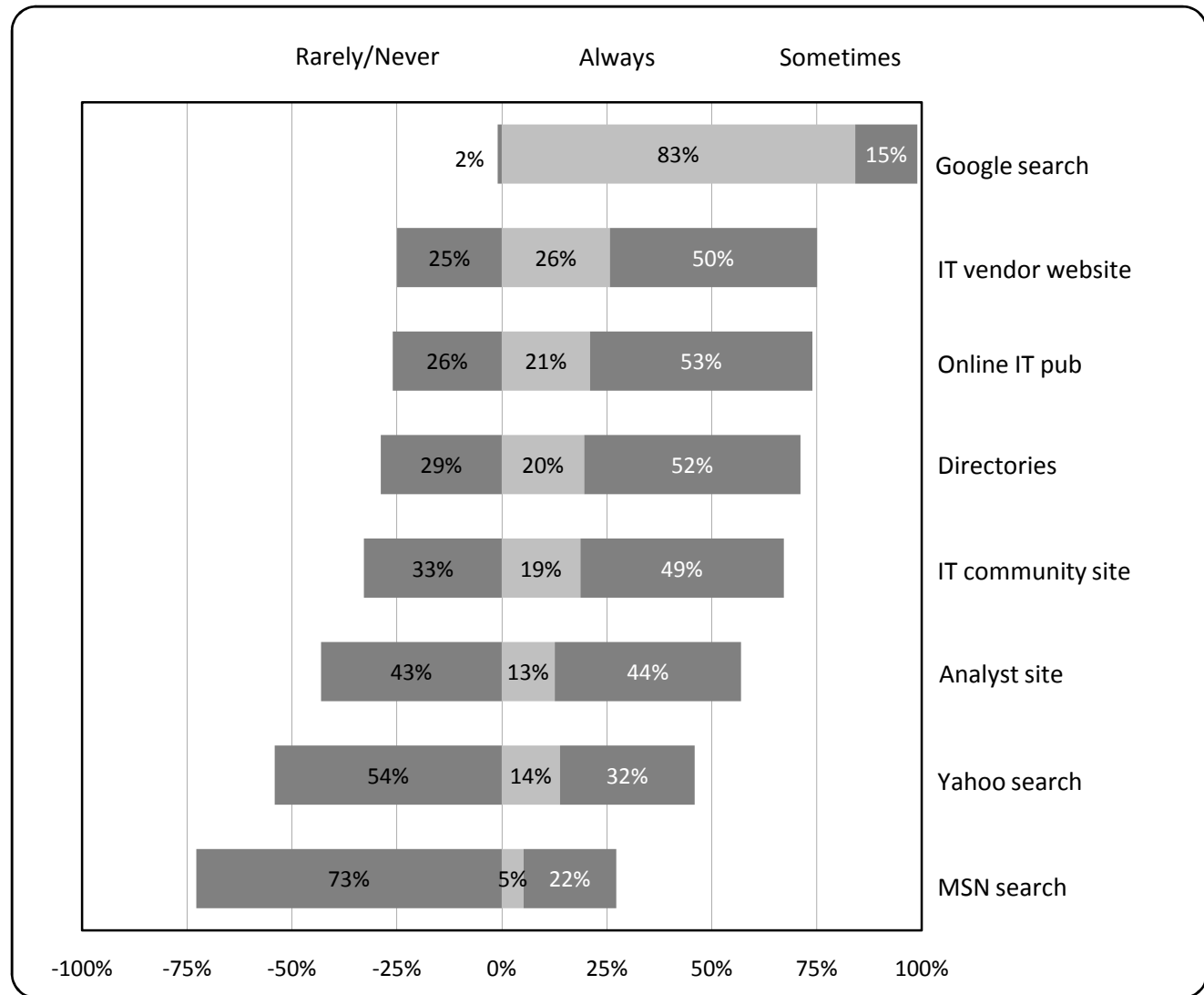
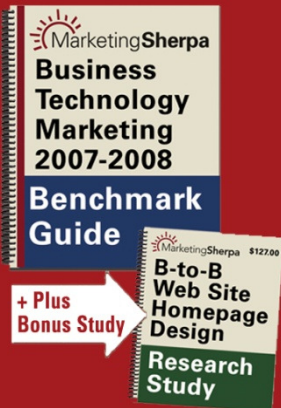
Tech Buyers Say They Found You

Research Drawn From:



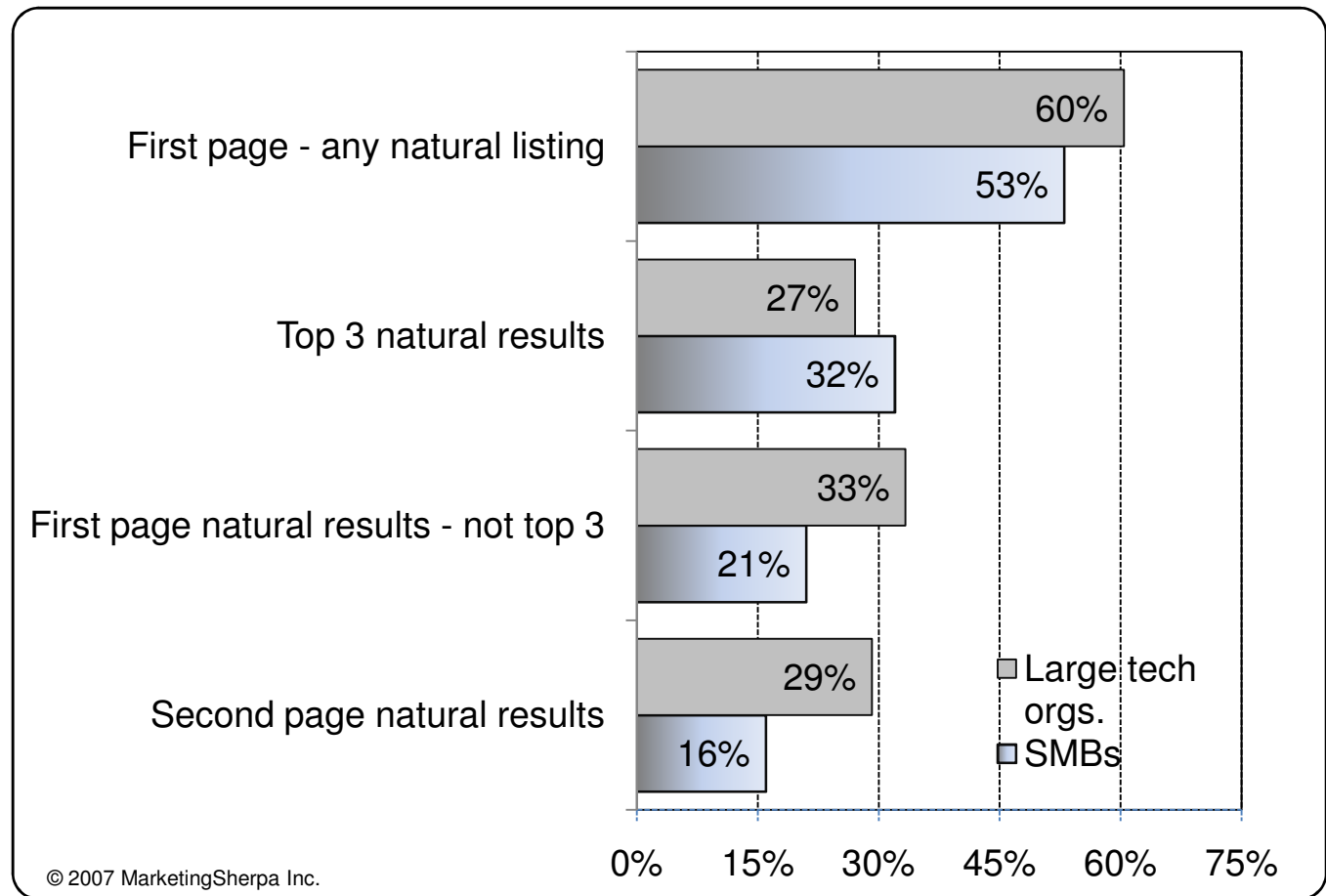
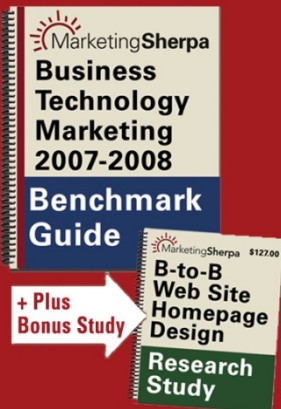
Where Did They Look?

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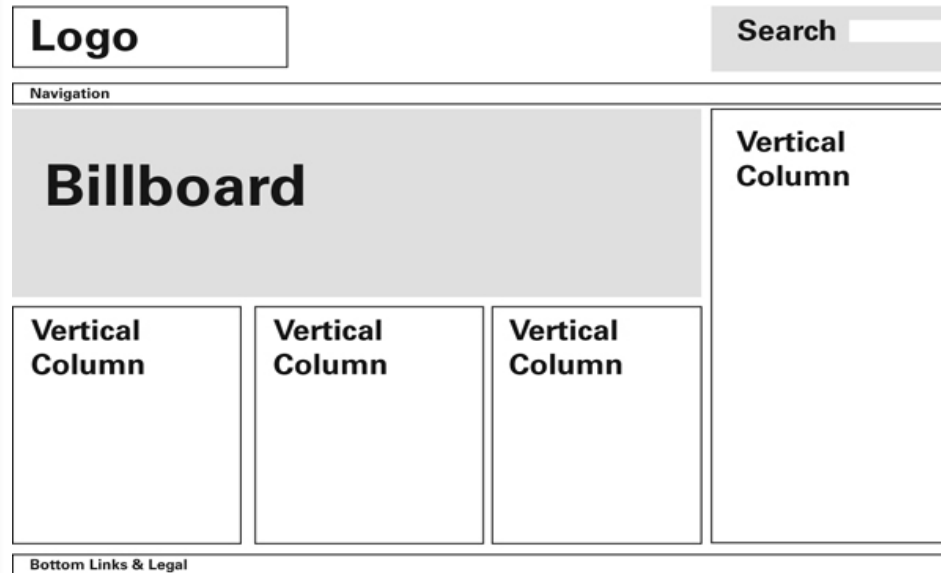


Search Engine Optimization Report Card

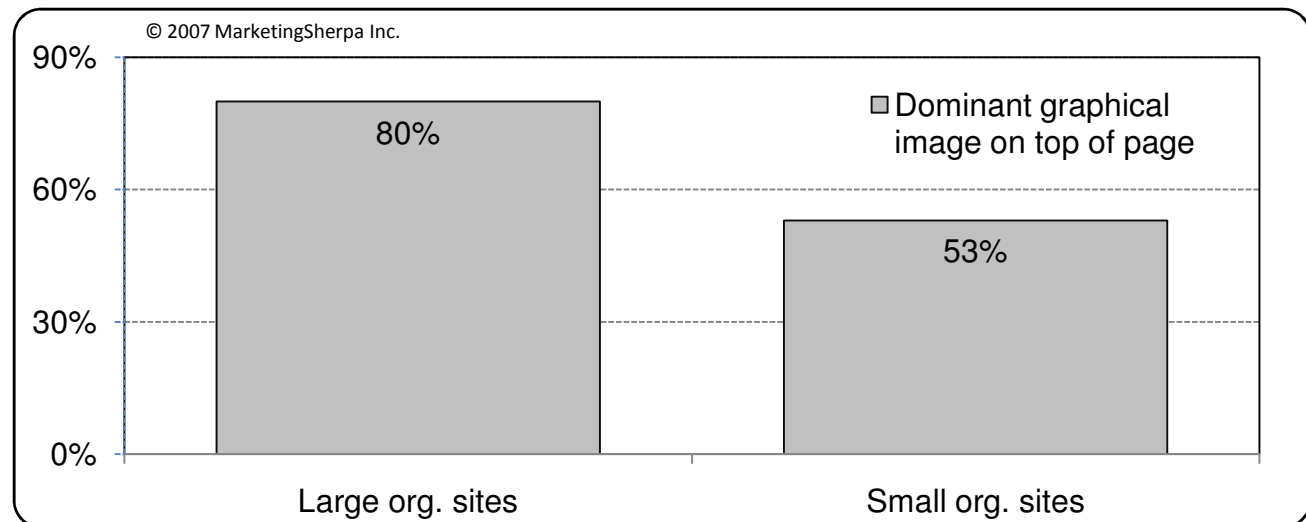
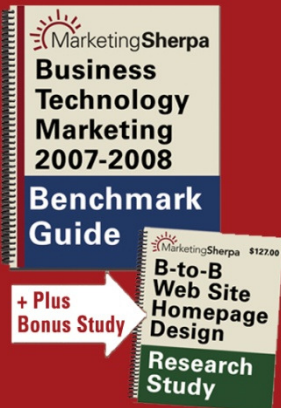
Research Drawn From:



Is Your Homepage Optimized?



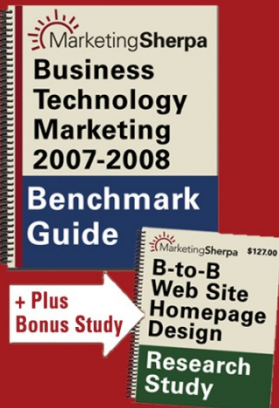
Research Drawn From:



Example: Before and After Design

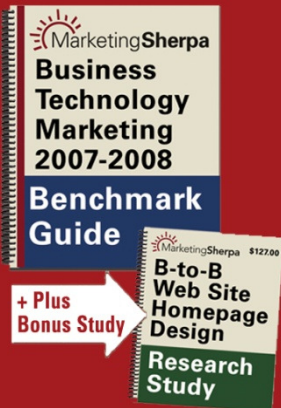



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Is Your Lead Gen Offer Form Optimized?

Research Drawn From:



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Business Technology Marketing 2007-2008 Benchmark Guide
 \$122.00
 + Plus Bonus Study
B-to-B Web Site Homepage Design Research Study



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Date: Thursday, March 29, 2007
 Time: 4:00 PM Eastern / 1:00 PM Pacific

8x8, Inc.

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Dave Immethun - Dave Immethun is the Sr. Director of Sales for 8x8, Inc., responsible for the cultivation and management of Packet8 Internet phone service sales channels including retail, reseller/VAR, affiliate, private label and consumer direct marketing agents. Prior to this, Mr. Immethun served as 8x8's Director of Product Marketing overseeing all aspects of new product introduction, management and marketing for the Packet8 services. A 20+ year veteran in the business telecommunications market, Mr. Immethun brings a wealth of early adopter and mainstream VoIP experience to 8x8 including 17 years at Nortel Systems, where he was involved in the delivery of Call Pilot, the first converged voice and data voicemail application available to the public, and 4 years at AlltGen Communications, a VoIP-PBX pioneer known for delivering one of the most widely distributed SMB call center products on the market. Immethun holds a Bachelor of Science degree in Business Management from University of Phoenix.

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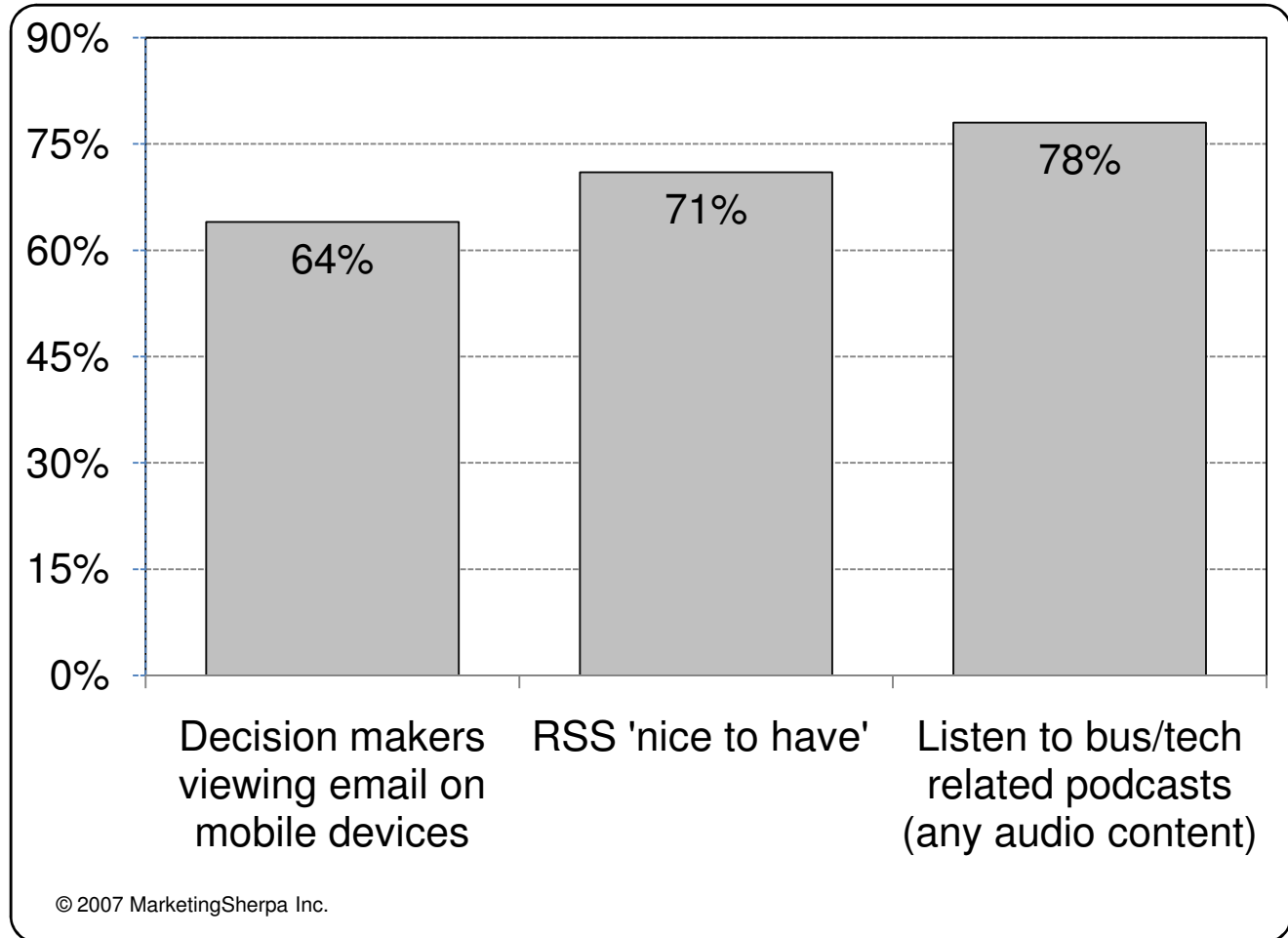
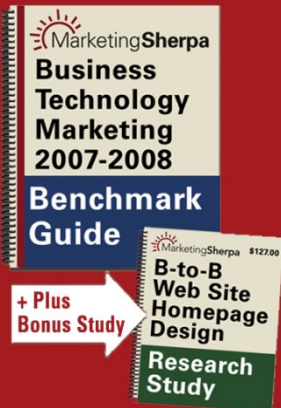
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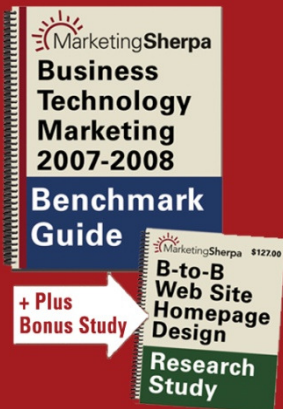
New Lead Nurturing Media

Research Drawn From:



Good News: Lead Conversion Rates

Research Drawn From:



© 2007 MarketingSherpa Inc.	2007 avg.	1,000 inquiries	Best practice mktg.	1,000 inquiries
Inquiries to qualified leads	17%	170	12%	120
QL to prospects	34%	57.8	40%	48
Prospects to sales	16%	9.2	20%	9.6

MarketingSherpa 2007 Business Technology Benchmark Guide

Our research team welcomes feedback and/or questions.

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