

CRIMSON
MARKETING

REVENUE

and the

CMO

*How Marketing Will Impact Revenue
Through Big Data & Social Selling*

...and how to get started!

Glenn Gow

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FY 2013

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Executive Summary

Revenue and the CMO was written for Chief Marketing Officers (CMOs) and similar roles. The book is timely and extremely relevant given the explosion of “Big Data” as a trending topic and social selling now being critical to the success of all organizations – big or small. CMOs play an especially critical role given their access to crucial customer information. Marketers already collect tons of data about buyers—who they are, what they know, how they behave and how they perceive a brand and its offerings. By collecting the information most valuable to sales, and by getting that information to them regularly, CMOs can bridge the gap between creating more sales and building more valuable relationships with buyers. Bridging the two ultimately leads to greater revenue – something sure to please any CEO.

REVENUE *and the* CMO

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Official Book Description

Today's CMO has an opportunity to play a more important role and make a real impact on revenue.

A dramatically changing business and marketing landscape is creating unprecedented challenges to the traditional role of the CMO. CMOs have additional pressure to demonstrate a return on investment and drive pipeline and revenue growth. What can CMOs do to play a more important role and make a real impact on revenue? The answer lies in leveraging Big Data and Social Selling – from the marketing organization – to impact revenue.

CMOs play an especially critical role given their access to crucial market and buyer information. Marketers can collect petabytes of data about buyers—who they are, what they know, how they behave and how they perceive a brand and its offerings. By collecting the information most valuable to sales, and by getting that information to them in an easily-digestible form, CMOs can bridge the gap between marketing and sales. Bridging the two ultimately leads to greater revenue – something sure to please any CEO.

Revenue and the CMO describes how this happened at one company. It gives you an in-depth look into the model and presents a step-by-step blueprint for how you can apply it to your organization and business situation.

Stepping up to this role can make the difference between success and failure for you and your company. *Revenue and the CMO* will show you how to make an impact on revenue—and your career.

If you are a CMO, aspire to be one, or work with one, this book is for you.

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Press Release

FOR IMMEDIATE RELEASE

Date: July 2013

Today's CMO has an opportunity to make a real impact on revenue.

Revenue and the CMO, a new book from Crimson Marketing, reveals how CMOs can leverage Big Data and social selling to bridge the gap between marketing and sales, leading to greater revenue.

Palo Alto, CA – A dramatically changing business and marketing landscape is creating unprecedented challenges to the traditional role of the CMO. CMOs have additional pressure to demonstrate a return on investment and drive pipeline and revenue growth. What can CMOs do to play a more important role and make a real impact on revenue? The answer lies in leveraging Big Data and social selling – as detailed in the book, *Revenue and the CMO*.

“CMOs are in a unique position to provide the data that sales teams need to truly understand their buyers; to transform the sales rep back into a trusted source of information. CMOs can guide sales teams to use social selling effectively, which will ultimately lead to greater revenue,” says author, Glenn Gow, founder and CEO of Crimson Marketing.

For years, marketing has been underappreciated. *Revenue and the CMO* provides the blueprint for CMOs looking to make a visible impact and get the CEO's attention.

“I recommend that CMOs use a pilot program to introduce social selling in their companies. *Revenue and the CMO* shows step-by-step how to implement such a program and measure the return on investment from Big Data and social selling.”

Revenue and the CMO will be available on August 1, 2013 in both print and eBook format on Amazon and via the company's website (eBook only). Advanced review copies (digital) are available upon request.

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Book Information

Title: *Revenue and the CMO*

Author: Glenn Gow, Founder & CEO

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Available in eBook and paperback at:



eBook: <http://www.amazon.com/Revenue-and-the-CMO-ebook/dp/B00E4QLXNE>

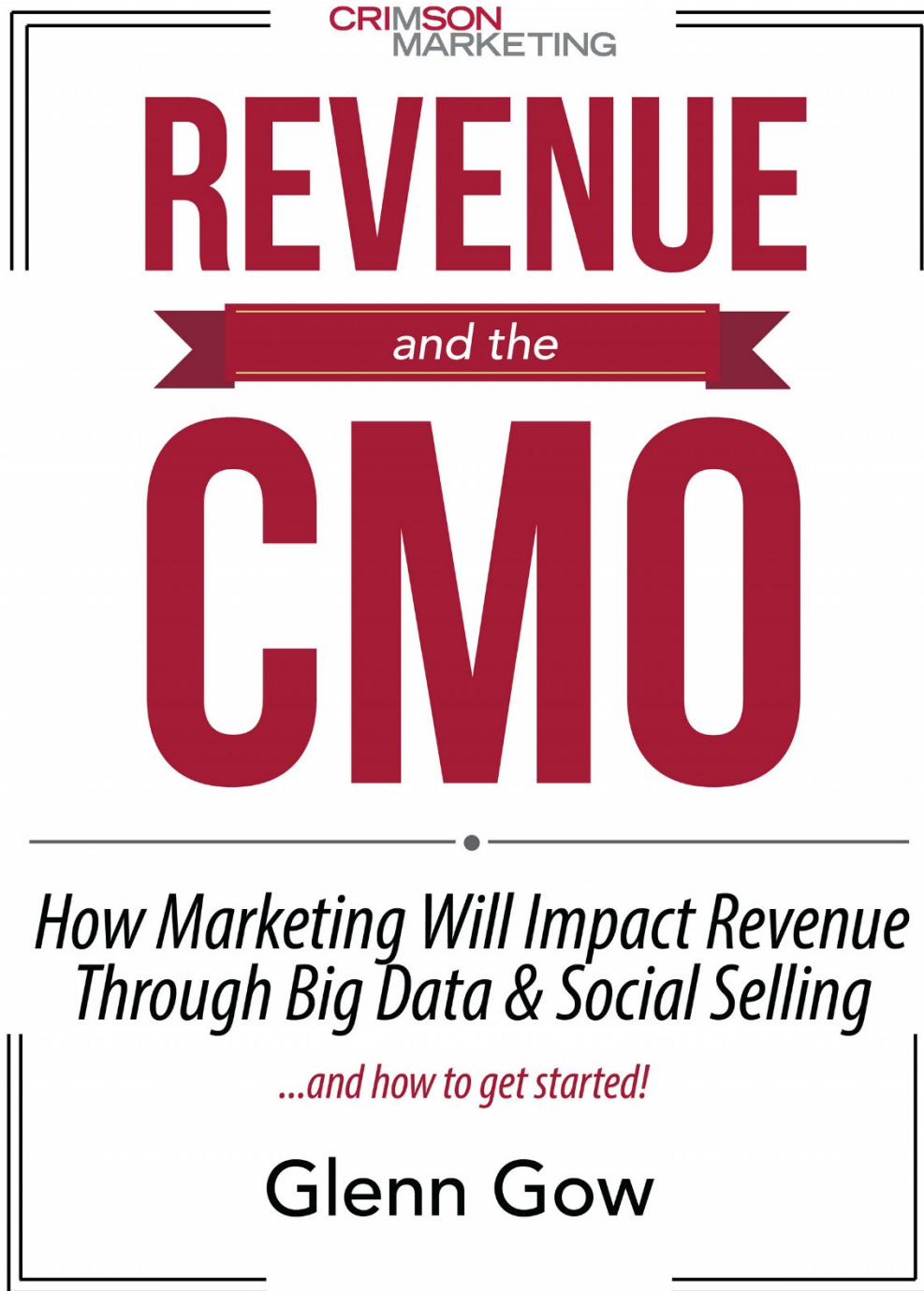
Paperback: <http://www.amazon.com/Revenue-CMO-Marketing-Through-Selling/dp/0989721515/>

Also available on the company's website for download (eBook only):

<http://insight.crimsonmarketing.com/ebook>

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Official Book Cover



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Signature Reviews

"What is perhaps the most effective part of the Revenue and the CMO is the six-step plan Gow outlines that shows how to pilot a social selling initiative. Everything from selecting the sales representatives who will be a part of the program to choosing the metrics are covered in a way that is straightforward and practical." ~ **Marisa Peacock, Senior Reporter CMS Wire** (<http://bit.ly/152bJBU>)

"This is a very helpful little book. In less the 83 pages the author really cuts to the chase on how marketing and sales are missing the boat in many companies and then lays out exactly what you have to do. In our practice I intend to recommend this book to all our clients. If you have wondered what all this content marketing and social media is really about and that it seems to have some staying power, read this book and you will understand and get going." ~ **Reg Nordman, Founder and Managing Partner. Rocket Builders & Amazon Top Reviewer**

"Finally a practical and useful guide for all modern marketers! A fast and easy read that lays out a step by step model that any company (large or small) can leverage to help align sales and marketing while building a successful social selling program. There is a lot of buzz around big data and social selling - it is refreshing to find someone who can put some structure in place and provide you with a real play book on how to get started." ~ **Inger Rarick**

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About the Author: Glenn Gow

Glenn Gow is founder and CEO of Crimson Marketing. He's an expert in marketing strategy for tech companies, especially in digital marketing, demand generation, and social (selling and marketing). Gow oversees the work of Crimson's teams and is focused on achieving Extreme Client Satisfaction for the company's clients. Gow is interviewed regularly by the business press, and has spoken at Harvard Business School, the MIT/Stanford Venture Lab, among others. Formerly in sales and marketing management roles at Oracle and Verizon, Gow traces his career in technology back to when he worked as a computer programmer for Procter & Gamble. He has a BS in Quantitative Management from the University of Florida and an MBA from Harvard Business School.

Gow loves watching his kids play baseball and water polo and participating in active sports including alpine skiing, road biking, cyclo-cross biking and mountain biking.



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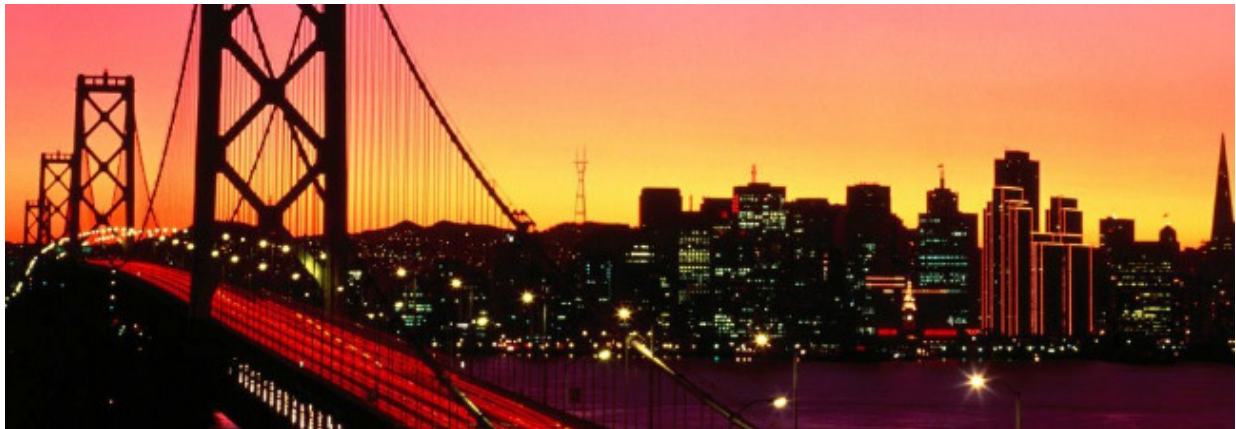
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About the Company: Crimson Marketing

Crimson Marketing is the premier full-service technology marketing firm. We help the leaders in technology achieve and maintain market leadership.

Crimson Marketing is the premier full-service technology marketing firm. Crimson specializes in marketing to technology buyers and those who influence them. Under Glenn's leadership, Crimson became one of the fastest growing companies in the U.S., achieving "Inc. 500" status in the process. Clients include Apple, Cisco, Dell, EMC, Google, HP, IBM, Intel, Microsoft, Oracle, SAP, Seagate, and many others. To learn more about Glenn Gow and Crimson Marketing, please visit <http://www.crimsonmarketing.com>.

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