

★ TOP 40 ★

# DEMAND MARKETING

## GAME CHANGERS

**155 Tips & Tactics from  
Demand Marketing's  
Top 40 Game Changers**

*Produced by*

**HEINZ**  
MARKETING

**INTEGRATE**

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## Written by: Triniti Burton

As Marketing & Communications Director at Integrate, Triniti Burton focuses on helping demand marketers cut to the chase by articulating complex marketing concepts in clear language that everyone can quickly grasp. She's a big believer in integrated marketing strategies that deliver seamless experiences for customers and prospects. Follow Triniti on Twitter [@Triniti\\_Int](#) for tips on being a better demand marketer.



## Written by: Matt Heinz

Prolific author and nationally recognized, award-winning blogger, Matt Heinz is President and Founder of Heinz Marketing with 15 years of marketing, business development and sales experience from a variety of organizations and industries. You can read more from Matt on his blog, [Matt on Marketing](#), or [follow him on Twitter](#).

# BRAND MARKETERS GIVE WAY TO DEMAND MARKETERS

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B2B marketing is a far more evolved practice today than it was a decade ago. Technology has changed the way customers buy and as a result required companies to take a more proactive role in capturing their interest earlier and maintaining it longer. Marketing now owns more of the customer lifecycle than ever before.

The right-brained traits that were once the hallmark of the marketing team – such as creativity and storytelling – while still vital, are no longer enough to deliver on expectations. It takes a new breed of marketer to get the job done. Brand marketers have given way to demand marketers.

Demand marketers are expected to create exceptional experiences across a wide array of channels that will engage prospective customers and drive ever-increasing contributions to sales pipeline.

We're charged with building revenue-focused engines, powered by technology and fueled by data.

In our quest to perfect those engines, we face new challenges and rapid change every day. Marketing technology (MarTech) is innovating faster than we can blink. Mountains of data overwhelm our cognitive capabilities. And more advanced marketing tactics lie around every turn.

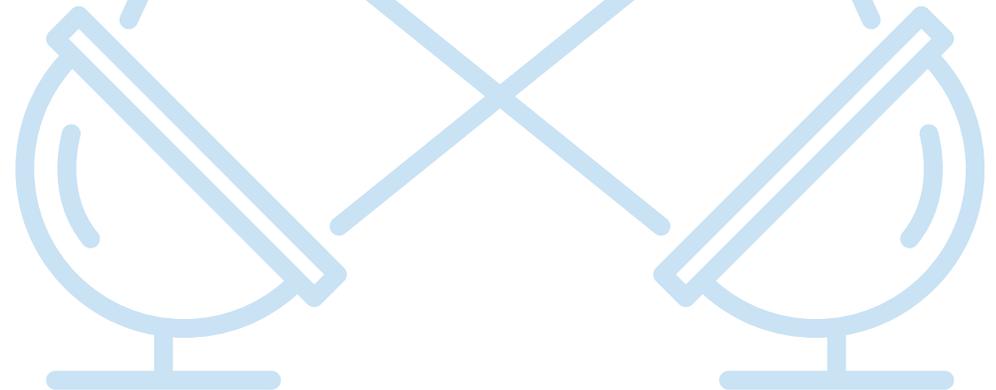
It's a tough job and many have a hard time keeping up with the pace, let alone innovating. However, there are some standout pros creating breakthrough results. They're redefining what makes a successful marketing organization, creating new paths to get there and leaving a trail for others to follow.

## PUTTING DEMAND MARKETERS IN THE SPOTLIGHT

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Integrate and Heinz Marketing collaborate with thousands of demand marketers and see exceptional work every day. Together, the two companies set out to shine a light on the demand marketers who are creating new playbooks and changing the game – whether it be in big leaps or micro movements that over time lead to a transformation.

Before we introduce the Top 40 Demand Marketing Game Changers, we'd like to share a bit about the approach we took to identify them.



## Step 1. Assemble a panel of expert judges qualified to identify game-changing work

The goal was to put together a panel of objective, notable judges who each had their own view of the demand marketing landscape. By amassing several different perspectives and areas of expertise, we could level the playing field for the candidates and accumulate more data for an objective evaluation process.

These six pros were instrumental in identifying the demand marketers who deserve recognition.



**Aaron Ross**

CRO, *Predictable Revenue, Inc.*  
**Author of "Predictable Revenue" & "From Impossible to Inevitable"**



**Meagen Eisenberg**

CMO, *MongoDB*  
**Transformational leader, marketer & influencer**



**Scott Vaughan**

CMO, *Integrate, Inc.*  
**Customer-, data- & revenue-driven marketing executive**



**Kyle Lacy**

VP Marketing, *OpenView Ventures*  
**Marketer, speaker, author, VC...too many credentials to list**



**Matt Heinz**

President, *Heinz Marketing*  
**Leading B2B marketing influencer**



**Trish Bertuzzi**

President, *The Bridge Group*  
**Author of "The Sales Development Playbook"**



**Thank you judges for helping us recognize the Top 40 Demand Marketing Game Changers who are shaping the demand marketing landscape.**

## Step 2. Identify the attributes and areas of focus indicative of exceptional demand marketers

There had to be some evaluation criteria to guide the judging process. We determined five characteristics that serve as common focus points for demand marketing pros:



### Engagement Creativity

Developing content and using new tactics to effectively engage prospects and customers.



### Operational Innovation

Implementing technology and processes that drive the foundations of organizations dramatically forward.



### Sales Collaboration

Working hand-in-hand with sales teams to more effectively move prospects through their journey and create new customers.



### Data Acumen

Leveraging data to 1) deliver the right experience at the right time to the right people and 2) effectively illustrate marketing's story to the rest of the business.



### Revenue Responsibility

Maintaining an unending focus on driving new pipeline, opportunities and customers.

Aside from these areas of impact, a subset of more personal attributes surfaced. Top demand marketers were overwhelmingly identified as *focused, quick, helpful, intelligent, effective* and *strategic* leaders and visionaries. The impact they're creating in their organizations reaches beyond quantifiable. They're driving change and leading the future of marketing with meaningful contributions to their businesses.



### **Step 3. Open nominations to allow marketers across the industry to identify themselves and their peers**

We wanted to be certain to reach beyond the breadth of our own trusted networks, so we sent out an open call for nominations. The only requirement was that the nominee be a demand marketing practitioner. This included demand generation pros, marketing ops leaders, industry influencers and marketing executives.

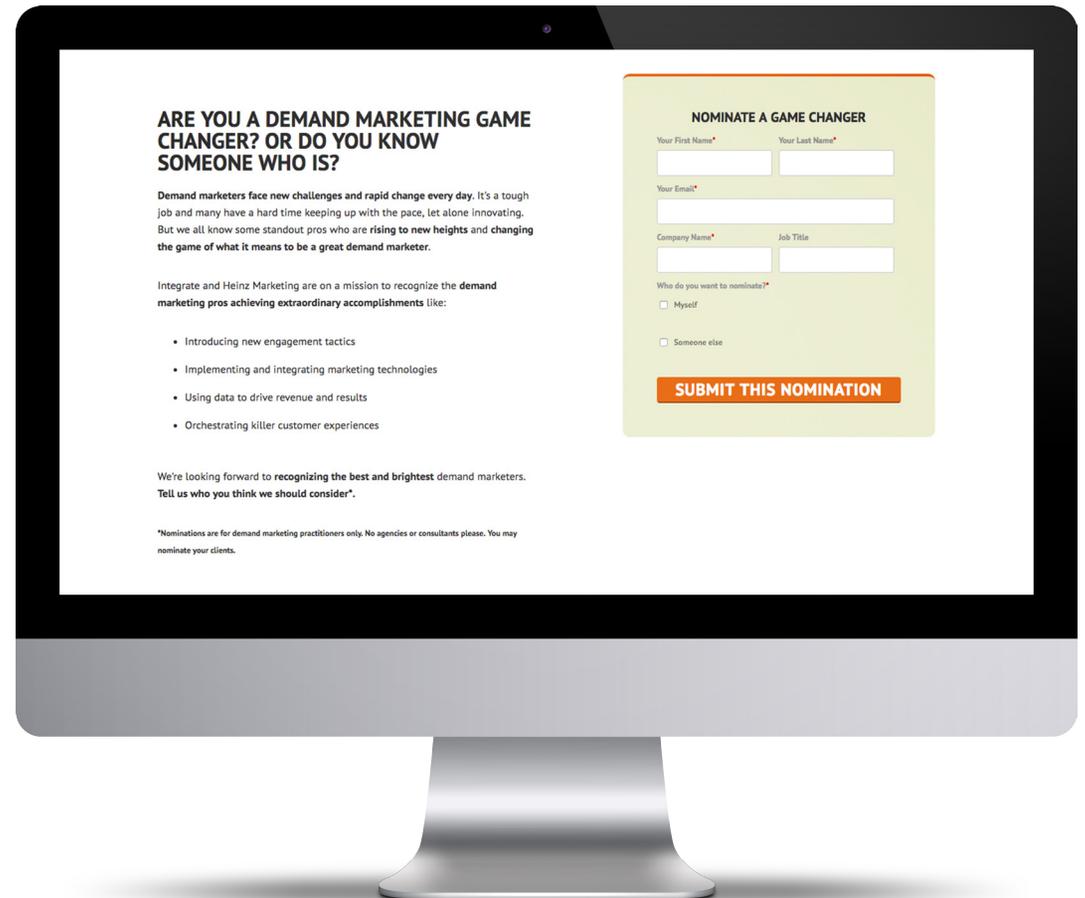
The nomination form was pretty simple. Aside from basic logistics, we asked which of the Game Changer attributes the nominee possessed, how they were advancing demand marketing within their organizations and to see some examples of their game-changing work.

We received more than 300 nominations during the 90-day nomination period. 97% of those came from colleagues, versus from the nominees themselves. Apparently rock star demand marketers are either a humble bunch or just too damn busy to ring their own bells!

### **Step 4. Narrow those nominations down to a list of the Top 40 Demand Marketing Game Changers**

Armed with the nomination data, publicly available information and feedback from nominees' peers, the judges set out to narrow all the nominations down to the Top 40. They certainly had their work cut out for them. How do you decide: Who's the best and brightest? Who's driving the most value? Who's not only meeting their goals but surpassing all reasonable expectations?

Between their expertise, all the data they had at their fingertips and a well devised scoring system, they did it. We have our list.



***It's important to acknowledge that there are many amazing marketers who were not included. The judges could only recognize people who were nominated and even then they had to make some tough choices.***

## Step 5. Highlight those rock stars through a series of content, interviews and webinars in order to uncover their knowledge to serve as an example for others.

We're excited to introduce the Top 40 Demand Marketing Game Changers. This guide is the culmination of practical demand marketing tips that these 40 pros are using daily. It's our hope that you'll find actionable advice that you can begin applying today to enhance your own work.

(You can click on any Game Changer's picture to be taken directly to their profile.)



**Adam New-Watson**  
CMO,  
*LeanData*



**Alex Papillaud**  
Marketing Director, Global  
Demand Center, *Intel*



**Alex Shipillo**  
Director of Demand Generation,  
*Influitive*



**Ashleigh Davis**  
Sr. Marketing Manager, Demand  
Gen & Operations, *Trend Micro*



**Beki Scarbrough**  
MarTech, Automation & Demand  
Generation Expert



**Charles Eichenbaum**  
Director of Marketing Technology  
& Operations, *Microsoft*



**Danny McKeever**  
Director of Marketing  
Operations, *Lookout*



**Dave Rigotti**  
Head of Marketing,  
*Bizible*



**Eddie Morales**  
Director of Demand Generation,  
*Revel Systems*



**Elle Woulfe**  
VP Marketing,  
*LookBookHQ*



**Emily Wingrove**  
Director of Marketing,  
*Social123*



**Greg Manetti**  
Sr. Manager of Marketing Ops,  
*Red Hat*



**Hana Abaza**  
VP Marketing,  
*Uberflip*



**Heather Berggren**  
Global Strategy & Innovation,  
*Dell*



**Jason Seeba**  
Head of Marketing,  
*BloomReach*



**Jen McAdams**  
Sr. Director of Demand  
Generation & Field Marketing, *Ixia*



**Jenna Keegan**  
Director of Demand Generation,  
*Attend*



**Jenifer Metz**  
Director of Marketing  
Technologies, *Oracle*



**Jessica Weimer**  
Director, Global Demand  
Generation, *ServiceNow*



**Jim Williams**  
VP Marketing,  
*Influitive*

Game Changers continued on following page...

## Game Changers Continued...

(You can click on any Game Changer's picture to be taken directly to their profile.)



**Joe Gelata**  
Head of Global Demand Gen & Revenue Operations, *Vidyad*



**John Dering**  
Director of Marketing Programs, *Demandbase*



**Julia Stead**  
Director of Demand Generation, *Invoca*



**Kenan Frager**  
Director of Marketing & Demand Generation, *ON24*



**Maria Pergolino**  
SVP Marketing, *Apttus*



**Michelle Duckett**  
Marketing Ops Manager, *Blackbaud*



**Mike Turner**  
Sr. Manager Lead-to-Revenue Marketing, *Textron Aviation*



**Nick Ezzo**  
VP Demand Generation, *Host Analytics*



**Nikki Nixon**  
Director, *#FlipMyFunnel*



**Nima Asrar Haghghi**  
Director of Digital Marketing & Analytics, *MuleSoft*



**Paige Lubawy**  
Sr. Manager of Demand Generation, *Charles Schwab*



**Peter Isaacson**  
CMO, *Demandbase*



**Sangram Vajre**  
CMO, *Terminus*



**Scott Fingerhut**  
WW VP of Demand Generation, *Elastic*



**Stephanie McArthur**  
Program Mgr of Global Integrated Marketing, *CA Technologies*



**Tom Kahana**  
Sr. Director of Marketing Ops & Demand, *Infusionsoft*



**Tommy Jenkins**  
Director Digital Optimization, *Red Hat*



**Tony Yang**  
VP Demand Generation, *Mintigo*



**Tracy Eiler**  
CMO, *InsideView*



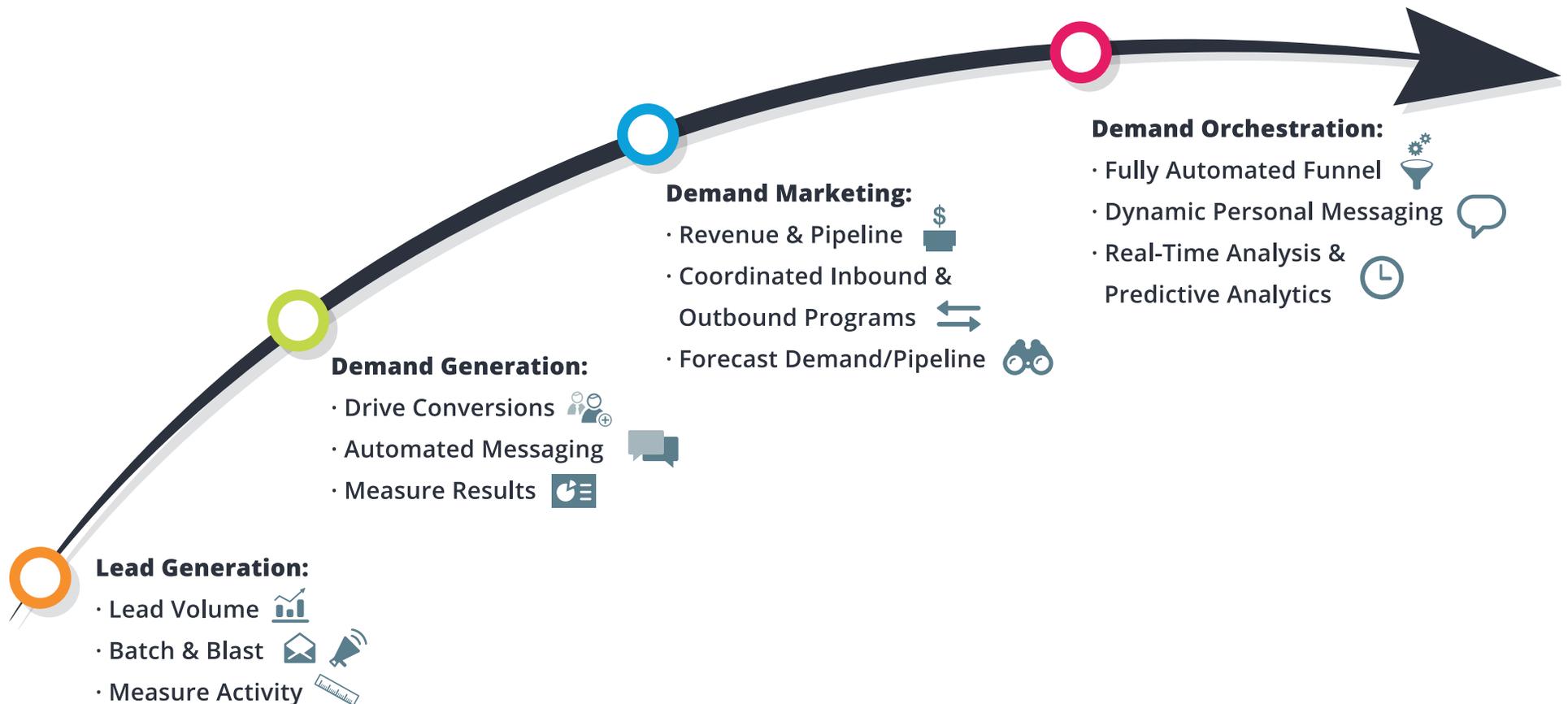
**Travis Taylor**  
Director, Global Demand Center, *Veritas*

# A PANORAMIC VIEW OF THE DEMAND MARKETING LANDSCAPE

The program prompted hundreds of discussions with top-notch demand marketers – not just the nominees, but with influencers, analysts and customers as well. We dove deep into their processes, challenges and successes – and learned a lot more about the evolution of marketing organizations than we had previously crystalized.

When we stepped back and looked at the big picture, we were able to better visualize the journey that demand marketing organizations are on today. There's a pretty clear consensus as to where we're going. We're working to orchestrate all our data, programs and sources so we can deliver killer customer experiences and fuel these revenue-focused engines we're building.

Demand Orchestration is the aspiration. But the truth is, we're all at different stages in that journey – even the game changers. The demand marketing journey is an organizational one. The Game Changers are the ones who are guiding that journey, evolving marketing units from the lead generation shops of the past to the demand orchestration centers of tomorrow.





A **#B2BGameChanger**  
*always views  
engagement through the  
eyes of the customer.*



TWEET THIS





## Emily Wingrove

Director of Marketing, *Social123*

*Fearless marketer with relentless focus on her audience.*



*“Create a disruption so significant in your space that your peers and competitors are forced to change their strategies to survive. A game changer understands the landscape of trends, but instead creates a new path – one that may come with a greater risk, but may also carry greater rewards. Game changers aren’t affected by fear or the prospect of failing, they push forward with their strategy and plan, but have the ability to be agile and pivot when necessary.”*



# Emily Wingrove

Director of Marketing, *Social123*



## Essential Marketing Tools

- **Vidyard** – I can gain insights on our video viewers that we've never been able to obtain before. We make the data we get from Vidyard actionable by analyzing the viewing patterns and viewer personas so that we can make better decisions about the kind of videos we produce in the future. We can also personalize video content, which has totally changed the way we disseminate video and increased our video engagement to an unprecedented rate.
- **Curata** – We use both their content curation system as well as the content management platform. The curation software learns overtime what kind of content we like and then automates the process of curating and sharing 2nd- and 3rd-party content. With the content management solution, we gain insights on what kinds of personas are consuming our content and how much of our pipeline and revenue are influenced by specific pieces of content. It's an excellent way to learn more about the efficacy of our content so that we can make more educated decisions on what we push out in the future.
- **Social123** – I hate to be selfish and choose my own software, but my marketing programs would all crash and burn without the Social123 data as a service platform. We use it in an ongoing fashion to monitor all of our marketing data so that it stays updated, clean, enriched, and streamlined. We also use it to analyze existing and new datasets, to learn more about our customers and to find more people just like them so that we can optimize the top, middle, and bottom of the funnel. From segmentation to analysis and everything in between, the Social123 app supports and maintains our most important asset – our audience. Thankfully we don't have to pay to drink our own champagne!

## Signature Marketing Secret

AUDIENCE. AUDIENCE. AUDIENCE. One thing I've learned as a marketer is that your audience is your best asset. Your product may be revolutionary, but without an audience to engage and communicate with, the product is pretty pointless. Know your audience well and constantly strive to learn more. The better you know your audience, the better you can market to them.

## Most Influential Marketers

- **Meagen Eiesenberg** is an easy top pick for me – she has not only built a powerful network, but she's created an audience, following, and personal brand. She's a fearless marketing leader that has mastered how to market in an ever-changing B2B environment with all of its challenges and obstacles.
- **Sangram Vajre** is another easy pick – after heading up marketing at Pardot, he co-founded an ABM startup company, and in less than 2 years has created a full-fledged movement. The #FlipMyFunnel movement to be exact. Sangram is responsible for much of the buzz around ABM and has found a way to adhere the ABM demand around his product as well.
- **Matt Heinz** is about as influential as they come for B2B marketers. Heinz Marketing is a place almost every B2B marketer turns to learn more about the trends in our space because he has secured his agency as the voice of truth when it comes to B2B marketing and best practices. The presence and brand he has created from a company and personal perspective is unmatched.



## Jim Williams

VP Marketing, *Influitive*

*Evangelizer of the power of customer engagement and advocacy.*



*“ Play the game in a way that appeals to your consumer self. Look, I use many of the same tactics that other marketers use to raise awareness for Influitive, educate my audience, help them navigate a buying process, etc. I do those things because my mandate is to fuel business growth – at scale. But I’m also keenly aware that many of these same tactics – email, ads, cold calls – annoy me as a buyer. So I look for ways to bring these two opposing realities into harmony. ”*



# Jim Williams

VP Marketing, *Influitive*



## Essential Marketing Tools

- **AdvocateHub** – I know it seems like I'm only slinging my own software. I don't care. Advocate marketing is incredible. It's like having several hundred marketing consultants, designers, focus groups, beta testers, and sales references all at your fingertips ready to give you feedback, data, anecdotes and stories. When you're not sure what the right answer is and you don't have time to run a comprehensive A/B test, light up your advocate community and get dozens of perspectives, insights and ideas.
- **Full Circle Insights** – If my advocates are my source for subjective insights, Full Circle is my dashboard for objective data. It lets me track real-time conversion of funnel metrics and comprehensive attribution of influence over revenue. That kind of analysis is a requirement for content-driven, high-volume demand generation.
- **Worklife** – This is the app that we use to track our meetings and recurring conversations. We have a diverse marketing team, with many different functions. It lets us stay focused and take minutes in our bi-weekly stand-up meetings and weekly 1:1s, and in our bi-monthly marketing management and brainstorming meetings. It's always a good idea to have a record of what was said and action items to move forward.

## Signature Marketing Secret

As a marketer you're most successful when you're real and transparent with your audience. If you can share your challenges as well as your successes, you'll have a special, strong connection with your customers. An essential part of this is having empathy for your audience. How often do you think about your customer's point of view and how they feel? How often are you in actual dialogue with real customers? And do you really appreciate their concerns or just treat their remarks as a support issue? The mindset of empathy is essential to being real with your audience, and with empathy your marketing efforts can become a two-way exercise: engaging and listening.

## Most Influential Marketers

- **Meagan Eisenberg**, CMO of *MongoDB* – I 'grew up' in B2B marketing admiring Meagan. She has an unbelievable command of the details yet can articulate her strategy in a way that inspires any audience. She's an innovator, a big idea person. Always in high demand, she somehow manages to be highly accessible as well. She's there when you need advice, guidance or feedback. And on top of that, she's a fantastic mom and role model. Just a great person all around.
- **Bill Macaitis**, CMO of *Slack* – I love everything that Slack does. I love what they stand for. And I love how Bill always focuses on the customer experience above all else. Don't underestimate the power of your everyday, typical customer with zero social following to wield exceptional influence over your next buyer. I don't need to recite industry stats about the power of peer recommendations because most of us have read them. But I challenge marketers to actually act on those stats. Infuse customers' words into your marketing campaigns and sales pitches. Put your customer in the spotlight instead of your executive. Ask your customers to take the lead in promoting your ideas or defending your brand.



**Jenna Keegan**

Director of Demand Generation, *Attend*

**Get out of the marketing bubble. If you want to be a marketing game changer, you need to work closely with sales and customer success. If you're all on the same page and working towards the same goals, you'll see the difference throughout the organization, including the performance of your marketing programs. You can't change the game if you're the only one playing.**



**Sassy marketer, driving results by keeping it real.**

## **Essential Marketing Tools**

- **Full Circle Insights** – It makes Salesforce work for marketers. I've never had a clearer view of the funnel, campaign performance or attribution.
- **Attend** – This might seem self-serving, but I wouldn't work here if I didn't love it. In-person events are a huge part of our strategy - they help us connect with our customers in a more meaningful way than emails and phone calls. Having a platform that can enable sales to take advantage of these face-to-face interactions and also take a lot of the manual work off the marketing team's plate is a life-saver!
- **Unbounce** – I work on a small team – no graphic designers or HTML pros. Unbounce makes it easy to design and optimize really great landing pages that actually convert. We've all been turned off by an ugly or non-responsive landing page!

## **Signature Marketing Secret**

Be edgy. Be funny. Be sassy. I've been known to say "If no one gets mad at your marketing, you probably aren't doing it right." If you don't push the envelope, you're going to get lost in the crowd. Your prospects are people, not big gray buildings in an office park – if you treat them the right way you'll become a brand they want to do business with. Even if they aren't ready to buy now, they'll come back!

## **Most Influential Marketers**

I learned everything I know about demand generation from Elle Woulfe! (It's not a surprise she's also on this list!)



**Julia Stead**

Director of Demand Generation, *Invoca*

“Being a game changer means taking risks, asking the right questions, and implementing ideas to solve big challenges. It means not just solving those challenges, but providing leadership and sharing knowledge to transform how a group or industry does business.”



**Marketing leader. Game Changer. Superhero. All rolled into one.**

## Essential Marketing Tools

- **Brightfunnel** – Enables us to do multi-touch and other attribution models, easily. Really fun to use, I get clear visibility at both a granular and top level into campaign, channel and overall marketing pipeline and revenue performance. I’m in the platform daily. It offers some neat velocity and conversion forecasting tools as well.
- **PFL** – Allows our team to create a more optimized, scalable, affordable system for direct mail programs (which are one of our top-performing channels). Through their automated integration with Marketo, we get real-time alerts about package deliveries which enables immediate follow-up from our sales team. Also love the ability to automate the process of shipping to new campaign members.
- **LeanData** – Solves the critical problem of matching leads and contacts to the appropriate accounts in Salesforce. For ABM, having a complete view into the entire list of individuals associated with an account is crucial and this has always been a missing link in Salesforce. LeanData allows us to be more thorough, accurate and effective with our account-based campaigns.

## Signature Marketing Secret

Combining as many touch points as possible for each campaign. For example, if we’re doing a field marketing event, supporting that in-person engagement with email, display, print and social promotions to reinforce the message and drive higher engagement. It’s improved our overall opportunity creation rate significantly.

## Most Influential Marketers

- **Sangram Vajre**, *Co-Founder of Terminus and Founder of #FlipMyFunnel* – Aside from the great stuff he’s doing with Terminus, Sangram has created a fantastic ecosystem around ABM for marketers of all experience levels. His infectious energy and ability to create relevant, engaging, educational content around ABM is impressive.
- **Heidi Bullock**, *VP Demand Gen, Marketo* – As a leader in the B2B space marketers are always curious to hear how Marketo does things themselves. Heidi and her team consistently deliver innovative, creative new ways to get us engaged with their brand. She’s also one of my favorite speakers at conferences, because she mixes aspirational, strategic content with tactical advice.
- **UberFlip** – Not a person, but a company that’s changing how B2B content is consumed, and I believe will ultimately revolutionize traditional nurturing programs.



**Mike Turner**

Sr. Manager Lead-to-Revenue  
Marketing, *Textron Aviation*

*“Being a game changer means perseverance, patience, ongoing education and being a change agent. It requires thinking differently and being willing to place yourself on an island sometimes to fight for what you know is right.”*



## ***Driving cultural and operational change through the use of buyer-centric content marketing.***

### ***What is a Game Changer?***

I think being a game changer means taking on the challenge of transforming a business or industry and its approach to marketing. Many businesses and industries are very slow adopters and not willing or comfortable taking the risks that modern marketing exemplifies. So many today are still very focused on themselves and their products with little consideration in messaging to understanding and communicating messages that help customers through their journeys. Being a game changer means perseverance, patience, ongoing education and being a change agent. It requires thinking differently and being willing to place yourself on an island sometimes to fight for what you know is right.

### ***Essential Marketing Tools***

- **Marketo** – incredibly powerful and comprehensive tool when configured and used fully.
- **Content Marketing** – has the power to be the most effective tool for engaging interactions with customers.
- **Moz/Google Analytics** – In conjunction with Marketo and Content Marketing, you can build comprehensive marketing programs and understand what’s effective and what isn’t.

### ***Signature Marketing Secret***

Marketing automation was a game changer for me. But what really makes marketing automation powerful is Content Marketing. Not content pieces, the mindset and strategies behind Content Marketing – understanding your personas deeply, how they buy, their journeys and building content that helps them through those journeys. Talking with, not “at”, customers can make all the difference in building trust and revenue.

### ***Most Influential Marketers***

Ardath Albee; Joe Pulizzi; Carlos Hidalgo; Adam Needles; Matt Heinz; Andrew Davis



## Sangram Vajre

CMO, Terminus

“Challenge the status quo of B2B Marketing and Sales.”



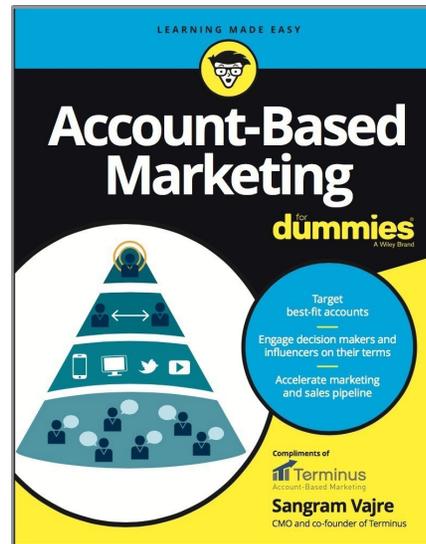
**Big thinker and fast mover. Leader of a movement.**

### Essential Marketing Tools

- Terminus
- Pardot
- Slack

### Signature Marketing Secret

Writing the #FlipMyFunnel article that has now turned into a movement and ultimately led me to write the [Account-Based Marketing book](#).



### Most Influential Marketers

- Joe Chernov
- Maria Pergolino
- Meagen Eisenberg



**Nikki Nixon**

Director, #FlipMyFunnel

*Being a game changer means rejecting the status quo. It means thinking outside the box and even forgetting there ever was a box. It also means taking risks and not being afraid to fail.*



**Passionate marketing technologist on a mission to be the best she can be.**

### **What is a Game Changer?**

Being a game changer means rejecting the status quo. It means thinking outside the box and even forgetting there ever was a box. It also means taking risks and not being afraid to fail. Finally, it means scaling the unscalable and truly personalizing your marketing touches.

### **Essential Marketing Tools**

- **Unbounce** - They make landing pages super easy for marketers to create.
- **Terminus** - Allows B2B Marketers to do account-based marketing at scale.
- **Typeform** - Beautiful form experience that improves user experience and increases the likelihood of conversion.

### **Signature Marketing Secret**

My signature marketing hack involves time boxing and Trello. Until recently, I was a marketing team of one and there were many tasks to complete in our rapidly growing startup. Having tasks set up in Trello and time boxed on my calendar allowed me to stay focused and complete everything that was being asked of me.

### **Most Influential Marketers**

I have to give a shout out to **Sangram Vajre**, CMO and co-founder of *Terminus*, as the most influential B2B marketer. Not only is he an amazing thought leader in the B2B marketing world, but he's had a tremendous amount of influence on my career as a B2B marketer. He's been a mentor to me since I was in college (giving me my first internship in B2B Marketing) and has coached and guided me throughout my career shaping me into the marketing leader I am today.



**Hana Abaza**

VP Marketing, *Uberflip*

“**Push the envelope  
with new ideas,  
strategies and tactics.  
Don't settle for  
anything less than  
remarkable.**”



**Digital marketer. Tech enthusiast. Entrepreneurial hustler.**

## **Essential Marketing Tools**

- Such a hard question! So many great ones that help make us better marketers. Rather than naming specific tools, here are some broad categories that are essential to our marketing efficacy. First a good **marketing automation platform**. And since content fuels marketing automation, we need software to create, manage and optimize content experiences across the buyer journey.
- Next, an **analytics tool** that provides visibility into how each campaign performs (preferably with multi-touch attribution).
- And third, a **content management platform** that gives my team the flexibility to optimize for our goals without looping in our IT.

## **Signature Marketing Secret**

I often see marketers move to implement new tactics too quickly without the foundational elements needed in order to be effective. This includes a good process for execution and measurement as well as a laser focus on who you're targeting. Sounds basic, but a lack of focus is often a problem. Marketing teams don't underperform because of a lack of ideas. They underperform due to of a lack of focus.

## **Most Influential Marketers**

There are a ton of great rock stars in this space including just a few that come to mind:

- **Meagan Eisenberg** - Mongo DB
- **Heather Zynczak** - Domo
- **Heidi Bullock** - Marketo



**A *#B2BGameChanger***  
*challenges the status quo*  
*and drives marketing orgs*  
*to a new level.*



TWEET THIS





## Ashleigh Davis

Sr. Marketing Manager, Demand Gen & Operations, *Trend Micro*  
**Process and operations geek. Lover of MarTech.**



“It’s safe to say that most of us are expected to do more with less—less time, smaller budget, fewer team members. The ability to continually improve, create efficiencies, and move the business forward—with less resources—is a game changer to me! Thinking outside the box, engineering new ways and ideas to get the job done, while improving the company’s profitability is key. Not to mention being able to see the path forward in a landscape that has new MarTech applications pop up on nearly a daily basis! It’s an exciting time to be a marketer. Just try not to let it become overwhelming.”



# Ashleigh Davis

Sr. Marketing Manager, Demand Generation & Operations, *Trend Micro*



## Essential Marketing Tools

- **Marketo** – Marketing automation may be an obvious selection, but I’m a big proponent of getting your foundation right. I recommend spending the extra time to outline your processes and standardize/automate where possible. Foundation is critical, and once in place, you can begin to slowly build your stack – focusing on the next layers that add the most value to your company. Marketo is the best-in-class automation platform, and it’s critical for our global teams to align and collaborate more efficiently.
- **Integrate** – We run a handful of media programs across multiple vendors. In order to keep the leads flowing in on a regular basis from those programs, we used to process a half dozen (often more!) lists each week. Each list required standardizing, scrubbing, reporting bad data back to the vendors for lead credits, etc. That manual process is now automated and leads feeds directly into our marketing automation platform—freeing us up to do more value added activities. It helps us save time while managing lead flow more efficiently—win/win!
- **DemandBase** – We’re only scratching the surface of their capabilities, but we’ve been able to increase our form conversions by shortening the number of fields requested. DemandBase populates firmographic information for the form completions, providing valuable industry, revenue, and segment details to us...completely behind the scenes. Their data layer can also overlay your website or analytics tools, serving up powerful personalization and analysis of your visitors.

## Signature Marketing Secret

I’m a process and operations geek. I love to get “under the hood” and see how tools and technology work, and how they can impact an organization’s efficiency. Sometimes the most impactful things aren’t the glitz and glamour—and operations certainly isn’t sexy by most standards. I’ve had to remind myself to step beyond the habit of comparing how advanced our tools/tactics may be, and instead take a realistic look at the current state and ask myself how to improve it incrementally.

Spend extra time analyzing the current state of your organization, and develop a roadmap to the ideal (or close to ideal) state. Align your goals with sales and make realistic—and impactful—decisions to drive not only the marketing team, but the organization forward as a whole. This realistic strategy and implementation can be truly impactful in both the short- and long-term. It takes thoughtful planning, but it’s worth it! Just remember not to get frustrated if you’re a long shot from where you would like to be. Remember: one thoughtful, strategic step at a time. It’s a journey!

## Most Influential Marketers

Everyone on this list around me! I think it’s really hard to pinpoint the most influential marketers because we all come to the table with unique backgrounds and perspectives. I am continually impressed with the people I meet—the questions they ask, the problems for which they are solving, and the ways in which they get the job done. I believe everyone has the opportunity to be influential and impactful—and it all starts with listening and learning from others.



## Heather Berggren

Global Strategy & Innovation, *Dell*

***Enterprise marketer. Global innovation and thought leader.***



“  
Game changers are those who are able to drive true impact. They’re willing to challenge the status quo, work outside the norm, fail fast and take the risks to move their organization forward. They’re willing to change the course, sometimes drastically, to take their organizations to the next level. To effect change, game changers need to not only have the vision, but the willpower to drive their organizations forward. They’re also people who realize that change can’t happen in a vacuum and act as leaders who surround themselves with smart people and partners and inspire them to work together to take risks to reach new heights.”



# Heather Berggren

Global Strategy & Innovation, Dell



## Essential Marketing Tools

- **Predictive Platforms** – At Dell we firmly believe that predictive systems will allow B2B marketers to truly unlock the potential across the B2B space that has been promised to us for so long. We're using 6sense's intent level scoring to act as the logic system behind so much of marketing, enabling a new level of customer intelligence and enhancing our customer engagements across the whole marketing and sales stack.
- **Marketing Knowledge Partners** – The wealth of knowledge, research and cross-industry exposure provides great value to marketers. We leverage their frameworks and thought leadership often to provide a starting point to our work or act as a validation of our thinking and approaches. Analyst firms like SiriusDecisions, Forrester, IDC and Gartner all provide incredibly valuable tools for our work and really help shape our thinking and approaches.
- **Innovative Publishers** – There are a number of publishers and media vendors out there today that are truly innovative partners. Forbes, Integrate and TechTarget have really worked to change the way B2B media programs deliver our message. Today these partners are adopting the promise of predictive and data-driven marketing, offering products that allow B2B marketers to deliver remarkable experiences for our target audience and high-value conversations to our sales teams.

## Signature Marketing Secret

This is a relationship business – developing true partnerships with vendors is key. When we act as partners, the results can be tremendous. It is imperative we build relationships with stakeholders who are really willing to work with you to push the envelope and that you can trust to take risks with.

## Most Influential Marketers

I've had the pleasure of working with many talented, forward-thinking marketers during my time at Dell. Two who stand out as truly influential – **Carrie Palin** and **Cynthia Gumbert** – have carried the banner of performance marketing long before it was a buzz word. They developed successful demand gen structures at Dell and across several companies in our space in recent years. They've worked hard to foster innovation and drive marketing to continuously improve by relying on the promise of data and demanding tangible business results. These influential marketers are not only people who have wide reach across the industry, but have personally influenced me and helped push me to continue to learn, grow and become a better marketer.

In addition, there are those who are working to make the B2B marketing space better as a whole. These are the entrepreneurs with the vision to help drive the B2B marketing industry to new levels. In particular I would say **Amanda Kahlow** and **Jeremy Bloom** have both brought innovations to market that have the potential to really change how B2B marketing is done. Their vision has not only lead to exciting new products, but they've helped shift the dialogue in B2B marketing and influenced the way we all think about the future of our roles as marketers.



## Beki Scarbrough

MarTech, Automation & Demand  
Generation Expert, *Independent*

“Don't just be  
dissatisfied with  
the status quo or  
what marketing has  
become. Do something  
about it.”



**No B.S. marketer, telling it like it is. Master of all things Marketo.**

### **What is a Game Changer?**

Don't just be dissatisfied with the status quo, or what marketing has become. Do something about it. Game changers not only know the data, they know when the data is wrong. They forecast, adjust, bend technology, try new things and learn from the ones that fail. In a B2B organization, your marketing department is generally an entire sales cycle ahead of the other teams. People who will become your customer in six or eight months are right now discovering your company, your solutions and your values – all from the work marketing does. Marketers don't have the luxury of waiting half a year to find out if their stuff worked or not.

### **Essential Marketing Tools**

Anything that makes life easier on the marketing team. My favorite tools change depending on the goal we are trying to achieve; but here are the ones I cannot live without:

- **Marketo** – An easy to use, easier to build upon marketing automation platform
- **Integrate** – Because spreadsheets are for accountants; a killer email validation tool.

### **Signature Marketing Secret**

That's easy: Be human. I use the "Give a Damn" test. Would I give a damn if I saw this ad, received this email, opened this direct mail box? If the answer is no, then don't do it. Automation and marketing technology are not about scheduling spam in advance. It's definitely not about anything that includes the words "blast" or "list buy." It's there to provide information people need in order to have intelligent conversations with other people.

### **Most Influential Marketers**

- **Scott Stratten** (@unmarketing) tops the list for me. If you need a reminder about what not to do in marketing, check him out. He has stories that will make your email fold in half.
- Another is **Jon Miller**. I'm a big fan of people who look at things from all angles and try new ways of making marketing better. I'm fascinated by his ideas.



## Jason Seeba

Head of Marketing, *BloomReach*

“Use new technologies  
to drive change in your  
organization.”



**Marketing leader seeking to deliver the ultimate balance between MarTech and the human touch**

### **Essential Marketing Tools**

- **Leadspace** helps us map all the relevant people in target accounts for ABM.
- **Engagio** tells us which accounts are engaging with us and helps us run personalized plays to them.
- **Marketo** is still the backbone and helps us justify our marketing investments.

### **Signature Marketing Secret**

When it comes to ABM, personalize everything and be authentic.

### **Most Influential Marketers**

- Maria Pergolino
- Jon Miller
- Scott Brinker



## Alex Papillaud

Marketing Director, Global  
Demand Center, Intel

*Business has no memory and moves on, you can be a star today, and nothing tomorrow. Keep working. Your “game changing” idea is only true at a point in time. Not forever - unless your name is Newton or Einstein.*



***As comfortable in the board room as he is in the server room.***

### ***Essential Marketing Tools***

- **Eloqua** – Must have for decent-sized companies, not only to send emails, but to manage advanced privacy and touch governance strings, as well as branding and reputation.
- **LookBookHQ** – I like seeing people bingeing my content.
- **Lattice Engines** – Everyone has a desire to predict the future.

### ***Signature Marketing Secret***

LookbookHQ is our secret sauce to deliver more on-point content to people ready to binge.

### ***Most Influential Marketers***

People challenging status quo. I’m very much French, and by that the first question that i always ask is “Why?”



**Tom Kahana**

Director, Marketing Operations & Demand Center, *Infusionsoft*

*“Drive demand with a metrics-driven approach. Deliver processes that improve efficiency.”*



**Marketing operations strategist who geeks out over demand creation and analytics.**

### **What is a Game Changer?**

To me, a game changer means you have the ability to move the needle significantly within your organization. Whether it's providing strategic vision on the ever-evolving technology roadmap, driving demand with a metrics-driven approach or delivering processes that improve efficiency, making an impact that fosters improvement, collaboration and expertise.

### **Essential Marketing Tools**

- **Marketing Automation** – I would consider my marketing automation platform my favorite tool I own. This is the bloodline of what we do and the center of how we communicate and track our engagement with customers and prospects.
- **Social Media (Twitter/LinkedIn/etc.)** has allowed us marketers to easily and quickly engage with our audience by sharing content that they care about and want to consume. I rely on those same social channels to educate myself as well.

### **Signature Marketing Secret**

This is probably cliché but with all the new technologies that have arrived on the scene, I find myself needing to not get caught up in the shiny object syndrome. It's easy to get excited about having the latest and greatest tool, but if you don't have an actionable plan to implement and use it, you'll find yourself with a growing stack of unused tools that collect dust, cost money and deliver no value.



## Jenifer Metz

Director of Marketing  
Technologies, Oracle

“Think creatively to solve problems, execute (test/fail fast – succeed/optimize), communicate the vision, keep pushing your team and partners and celebrate! Ask questions and explore.”



**Hands-on technology marketer with a passion for sharing knowledge.**

### **What is a Game Changer?**

Think creatively to solve problems, execute (test/fail fast – succeed/optimize), communicate the vision, keep pushing your team and partners and celebrate! Ask questions and explore.

### **Essential Marketing Tools**

- **OMC Eloqua** – Marketing Automation at its finest; simple GUI, easy to scale as your org/team matures and designed to naturally connect with the best App Cloud partners.
- **DemandBase** – ABM @ scale, effective and efficient ad spend to target the customers you care about most.
- **Leadspace** – Machine learning to manage data in real-time linked directly to your database.

### **Signature Marketing Secret**

Build camaraderie. Empower people to do their best work. Don't be afraid to get greasy!

### **Most Influential Marketers**

- Meagan Eisenberg, *MongoDB*
- Chris Golec, *Demandbase*
- Matt Smolenski, *90octane*



## Greg Manetti

Sr. Manager of Marketing Ops,  
*Red Hat*

“Be situationally aware.  
Be brave enough to fight  
and smart enough to  
listen, proving by your  
actions that you care as  
much about other people’s  
futures as you do about  
your own.”



**Marketing ops leader solving complex problems and delivering bottom-line results.**

### Signature Marketing Secret

Having standard operating procedures doesn't stifle creativity, it accelerates it.

### Most Influential Marketers

If I could only choose one person whom I can always count on for an ah-ha it would be **Jocelyn Brown**, previously at *Eloqua*, now at *Allocadia*.

For me though, the adage of the blind men touching a piece of an elephant is very poignant. Everyone has a different view. So I look to my extremely talented colleagues at *Red Hat*, my support teams at *Eloqua* and *Verticurl*, other vendors I'm paying, and vendors who want me to pay them, and then I try to make a small but impactful decision, then repeat.





## Michelle Duckett

Marketing Ops Manager, *Blackbaud*

*A true game changer has a cultural impact and changes the way the whole organization thinks about itself.*



*Marketing ops leader and growth accelerator who lives in the land of yes.*

### **What is a Game Changer?**

A game changer is a newly introduced element whose impact we can track for a long time. It's not necessarily someone who had a big impact one time, or someone who works really hard or is the most efficient (although those are all important attributes). To truly be a game changer, it has to be someone or something that has a cultural impact and changes the way the whole organization thinks about itself.

### **Essential Marketing Tools**

We have a robust tech stack serving a variety of functions. Some big, some small, some sleek, some trendy, some practical – all with defined owners and measurable ROIs. The ones that have always stood out to me are the workhorses.

The tools that were transformative and demonstrably drove growth and efficiency for us... **Marketo**, **On24**, and **AtEvent** were introduced towards the beginning of our tech stack development and, at the risk of sounding dramatic, they changed our lives. They took us from entirely manual processes and no integration to full visibility across systems, automated processes, scalability, and personalization. These were some of the early game changing tools for us and continue to be our foundation.

### **Signature Marketing Secret**

View new ideas as opportunities instead of a threat to our systems. My goal as an Operations leader is to accelerate growth, but be voice of reason. At the end of the day I will protect our systems, but when the teams approach me about new ideas or tools, I start with "yes."

### **Most Influential Marketers**

The most influential marketers think big, take risks, fail, try again, achieve results, and are always looking for opportunities to grow themselves and others around them. Influential marketers have a vision and followers (not just on social media). **Laura Ramos** from *Forrester* is a great example of this.



**A *#B2BGameChanger***  
*focuses on uniting  
all teams with  
common goals.*



**TWEET THIS**





## Tracy Eiler

CMO, *InsideView*

***Energetic, optimistic marketing executive with a maniacal focus on revenue and alignment.***



***In my mind, the qualities of a game changer are: intense curiosity, business-savvy, grace under pressure, adaptability, agility, and broad creativity. Creativity in the traditional sense of visual design and messaging, but also creative problem-solving and having a spirit of experimentation. Finally, you have to be able to attract and retain talent, and put teams together with complementary skills that are going to approach your buyer in new ways.***



# Tracy Eiler

CMO, *InsideView*



## Essential Marketing Tools

- I have the classic stack of CRM and marketing automation. My favorite products currently are: Customer advocacy platform, **Influitive**, because it has allowed us to scale our reference program and motivate customers to endorse us in a variety of ways (case studies, online reviews and social being the top three).
- Sales enablement content portal **Highspot**, because our sales team couldn't find anything we produced and didn't know when and how to use it. Now we have all of our content — both customer-facing and internal use sales tools — tagged and inside Highspot. It's completely integrated into our CRM, and even at the account level, our sales guys get recommended content to use in that particular deal in the specific sales stage. In addition, when they share content via Highspot, sales can see how the customer engaged (opened, shared, time spent on the asset). It's transformed our sales effectiveness. And marketing finally has analytics about how content is performing.
- Keeping your marketing and sales database complete and accurate is always a pain. So we're drinking our own champagne at **InsideView**, specifically using our new Refresh product that allows us to keep our marketing and sales data continually updated with the right company, contact, connections and news insights. This is a critical part of account-based everything.

## Signature Marketing Secret

Tightly aligning with my sales team. I believe marketing exists to make sales easier (but we're not doormats). This mantra is shared across our marketing team, and it sets up a good relationship with the sales team. Tighter alignment has a huge impact on company performance. SiriusDecisions says that aligned sales and marketing teams can impact a company's revenue growth by as much as 19%! (And, I have a book coming out on the subject, to be released by Wiley at the end of September.)

## Most Influential Marketers

I have a collection of favorite CMOs that I talk to on a regular basis — for instance, **Robin Saitz**, CMO of *Brainshark*. We call it CMO therapy. I also really admire **Maria Pergolino** at *Apttus*, **Jason Seeba** at *BloomReach*, **Alex Shipillo** at *Influitive*, and **Meagen Eisenberg** at *MongoDB*.



## Adam New-Watson

CMO, *LeanData*

*Being a game changer is all about believing that you must forge your own path in order to succeed. I really don't like the idea of "best practices." By the time there's a consensus belief that something is a best practice, the world has already moved on. You're not innovating when you think that way. If all you're doing is what everyone else has done, then you'll only be as good as the person who is teaching you. Being a game changer is about charting your own course.*



**Part marketer, part data. All ninja.**

### Essential Marketing Tools

- **Uberflip** – LeanData had a terribly great problem. We had too much content that we needed to speak to each of our various stakeholders. We needed a way to organize our message for both our internal team and external recipients. That's why we turned to Uberflip. Since implementing, we've been able to streamline how everyone consumes content. Incredible sales team adoption has been a major bonus.
- **On24** – Let's just say that I've been on more than my fair share of live webinars that become complete meltdowns. Something happens with a presentation. Someone slips up and says something inappropriate. Or the audio/visual suddenly falters. I've experienced many challenges during live webinars. But by using On24, we now pre-record the vast majority of our presentations. This completely takes the stress out of hosting a webinar. I just have to hop on at the end of the webinar with my co-presenters, answer the viewers' questions, and then scoot off to my next meeting. I love it.
- **Beta Programs** – Because of my background with technologies, I get to work with various vendors in beta environments. It's exciting to help companies find their product-market fit and give them feedback about where they could innovate to further refine their solution. My team enjoyed tweaking our site with a website optimization tool. Another beta we've done was an AI and advertising tool. Finally, I have the most fun innovating with my internal team at LeanData. We think big about our own challenges and those of our customers. Since I'm in our target audience for LeanData's products, I get additional leeway to help see my ideas into solutions that can benefit the larger marketing world.

### Signature Marketing Secret

It isn't a secret or a hack, but the thing that's made the biggest difference for me in marketing is ensuring true alignment with our sales team. We discuss ideas with our sales team before we create campaigns so we're working in lockstep prior to launching any initiative. This has improved every aspect of the revenue organization. However it isn't just a single day. You are never done. It's a continual conversation between the two teams to truly stay aligned.

### Most Influential Marketers

Beth Comstock, Heidi Bullock, Wes Yee, Maria Pergolino, Sanjay Dholakia, Beki Scarbrough, Tom Grubb, Sangram Vajre, Jim Williams, and Joe Chernov. I could keep typing this list forever.



**Joe Gelata**

Head of Global Demand Gen & Revenue Operations, *Vidyard*

**Never stop - ever. The revenue landscape is changing so quickly that you need to constantly experiment and evolve to keep ahead of the latest tactics. It also requires a willingness to step outside the box and question best practices to find new ways of reaching prospects and customers.**



**Revenue Operations pioneer tirelessly driving the engine forward.**

### **Essential Marketing Tools**

- **Vidyard** - This isn't just a shameless plug! Even though I obviously get the value of video, I still need to justify my spend. Vidyard gives me a 100% accurate picture of the ROI of all of our videos so I know where to invest for the next campaign. As an added bonus, it allows our reps to sell with video so I know the leads they receive get the best possible follow up.
- **Full Circle Insights** - ROI is key to everything we do. We're a hyper-growth company with no money or time to waste. Full Circle gives us deep visibility into each campaign and how it impacts pipeline and revenue so we know exactly where to invest our efforts.
- **Salesforce** - The center of our revenue stack has been Salesforce since day one. Its flexibility has enabled us to build scalable processes for our team and integrate all the tools we need to move and grow fast.

### **Signature Marketing Secret**

This may sound cliché but marketing and sales alignment has been the biggest strength of Vidyard. Not only are our typical inbound marketing efforts aligned with sales but all of sales' outbound efforts are also heavily supported by marketing. We've even taken it as far as building a single Revenue Operations team to coordinate support across marketing, sales and customer success.

### **Most Influential Marketers**

In my opinion the most influential B2B marketers are the ones who are using data and breaking rules.

- Marketers like **Alex Shipillo** who build homegrown technology to pinpoint and acquire highly targeted prospects.
- Growth Hackers like **Amar Chahal** who find incredible insights deep inside datasets that open unseen doors into new markets.
- Challengers like **Sangram Vajre** who flip the status quo and funnels to drive new levels of value from marketing.



## John Dering

Director of Marketing Programs,  
*Demandbase*

**Shuck the status quo. Challenge yourself and others to break the mold, to escape mediocrity, to see a new way of doing things and to chase that vision with the conviction to stand behind their goals. Be the innovator, not the imitator.**



***Mold-breaking marketing innovator, helping his fellow marketers.***

### **Essential Marketing Tools**

- **Oracle Eloqua** - I've been a power user for over a decade and find that it's the most robust marketing automation system, allowing me to execute complex campaign ideas with the simplest of ease. And now with the launch of ABM Automation, I'm excited to explore how the era of B2B marketing will grow in MAS.
- **LookBookHQ** - A great resource to bridge individual buyer habits with account-based behaviors, LookbookHQ allows us to serve content experiences across devices and platforms at scale to capture buying intent in the form of binge consumption. We use these insights to power marketing and sales intelligence for our target accounts.
- **Spiderbook/Demandbase** - A month ago I would have had to choose between citing our own tools (which I love and have used at 2 companies now) and Spiderbook; but now ***I'm happy to say that they're the same!*** Spiderbook allows us to identify accounts who are currently not part of our target account list but should be, based upon intent data. This is a great way to find net-new accounts at the most crucial time to fuel Demandbase's suite of full funnel engagement tools.

### **Signature Marketing Secret**

The success of your campaigns relies on more than its responses. Partnering with your sales org is just as crucial to marketing success as running a good campaign. Whether it's delivering account intelligence, streamlined performance reporting or giving sales a seat at the campaign planning table – having their buy-in and commitment is what will drive revenue from your efforts.

### **Most Influential Marketers**

Isn't this a list of them? Just kidding.

I think in today's environment, the marketers who are willing to fail and learn from it are those that are influencing the rest. They provide the learnings and insights that can help their colleagues avoid the same mistakes and reach success faster.



## Charles Eichenbaum

Director of Marketing Technology & Operations, Microsoft

*Be comfortable with being uncomfortable and have a bias for action. Our industry is evolving at an incredible pace across the board which means if we keep doing today what we were doing yesterday, we'll become irrelevant.*



**Operations and MarTech extraordinaire. Expanding limits daily.**

### Essential Marketing Tools

- **ON24** – They make building and executing webinars dead simple. They also do a really great job of balancing ease-of-use with power. I wish all marketing technology was this easy and powerful to use.
- **Leadspace** – They're really pushing the envelope regarding advanced predictive scoring and real time enrichment of leads.
- **Cloudwords** – Microsoft localizes into over 25 languages. Cloudwords has saved us thousands of person hours by automating what used to be done via word documents, spreadsheets, and email.
- **Marketo** – It's the hub of our digital marketing technology stack.

### Signature Marketing Secret

At Microsoft we run multiple thousands of marketing tactics every year – across over 10 different brands (Office, Azure, PowerBI, etc). One of the biggest time savers we've found is tokenizing everything in our Marketo programs, from emails to landing pages. This allows us to use program templates across those different brands, and minimize rework. I gave a presentation on this at the Marketo Summit this year. [You can find it here.](#)

### Most Influential Marketers

#### Inside of Microsoft:

It's our General Manager **Stephanie Ferguson**. She's doing a tremendous job leading a dramatic transformation in Microsoft's Cloud and Enterprise Marketing group. It's a huge privilege to work in this area.

#### Outside of Microsoft:

- **Heidi Bullock** from Marketo. Amazing thought leader, with strong content on real and practical ways to generate demand.
- **Jay Gaines** from Sirius Decisions. He's been a strong trusted advisor and helped us a ton along Microsoft's journey to transform how we do marketing.



**Nick Ezzo**

VP Demand Generation, *Host Analytics*

“Approach the “game” with an acknowledgement of the rules, but no problem with breaking them.”



**Marketing strategist with a passion for collaboration and innovation.**

### **Essential Marketing Tools**

- **Spiderbook** - Better at choosing accounts than humans.
- **SwagIQ** - Sending swag still works. You don't have to pack boxes anymore.
- **LeadGnome** - When they go on vacation, your prospects are inadvertently selling out their co-workers and managers. Use it.

### **Signature Marketing Secret**

Measure everything and continue to tweak. Don't be afraid to experiment on stuff you don't know will work.

### **Most Influential Marketers**

I love the content HubSpot puts out.



**Peter Isaacson**

CMO, Demandbase

**A game changer is someone who fails. A lot. Because no one bats 1.000 in B2B marketing.**



**Marketing executive. ABM evangelist. Revenue leader.**

## **What is a Game Changer?**

A game changer is someone who fails. A lot. Because no one bats 1.000 in B2B marketing. So you have to be willing to try new things. Only by doing that, and being comfortable with failing- and learning, will you land on ideas that truly change the game in your industry.

## **Essential Marketing Tools**

- **Eloqua:** It's the central nervous system for B2B Marketers.
- **Bizible:** Full-funnel attribution is still hard to do, but Bizible makes it a lot easier.
- **Demandbase:** Would I really leave that out??

## **Signature Marketing Secret**

Stop talking about your products! Almost all B2B sales now are consultative. So make sure you're telling prospects and customers information they need to know how the market is evolving, what their competitors are doing, or best practices for their industry.

## **Most Influential Marketers**

- Meagen Eisenberg
- Nick Ezzo
- Andy Markowitz
- Sydney Sloan
- Heather Zynczak



**A *#B2BGameChanger***  
*uses data, not just to*  
*illustrate results, but to*  
*tell stories.*



TWEET THIS





## Alex Shipillo

Director of Demand Generation, *Influitive*  
*Startup junkie and growth marketing expert.*



“Being named a game changer means that I need to live up to the honor! The expectations in demand generation are constantly rising, so I feel a lot of pressure to continue to deliver an ever-growing pipeline and support a large sales organization.”



# Alex Shipillo

Director of Demand Generation, *Influitive*



## Essential Marketing Tools

- **Marketo** is the main tool that I use day-to day and as our marketing automation platform it's absolutely critical for all of our demand generation activities.
- Second, I need to mention **Full Circle Insights**, an extremely powerful piece of marketing software which is the basis of our response management, funnel conversion data and campaign influence, all living inside of **Salesforce**.
- Last, in a shameless plug, I need to mention our own product, **Influitive**, an advocate platform which helps us mobilize our customers to support our marketing campaigns. Having the ability to easily tap into our customers to generate referrals, content, references, reviews, and more makes my life as a demand gen marketer much easier.

## Signature Marketing Secret

When you're marketing to marketers, I feel like the bar to impress is high. You've got to be unique. We've had a lot of success at Influitive by not being afraid to push the line when it comes to our campaigns. We've used [edgy subject lines](#), wacky [trade show booth](#) themes and [unique ABM campaigns](#) to stand out from the usual, dull marketing tactics. I think marketers need to step outside of their comfort zone more often and not be afraid of backlash from doing something different.

## Most Influential Marketers

My boss, **Jim Williams**, our VP of Marketing, has definitely had most influence on me over my 2.5 years at *Influitive*. I spend a lot of time sharing insights and best practices with fellow Toronto-area startup marketers, particularly **Hana Abaza** at *Uberflip* and **Joe Gelata** at *Vidyard*, who are both also on the Top 40 Demand Marketing Game Changers list. I also really admire and look up to **Bill Macaitis**, the CMO at *Slack*. I loved seeing him [speak at our annual conference, Advocamp](#).



## Kenan Frager

Director of Marketing & Demand  
Generation, ON24

“Always challenge the  
current method of  
doing things and come  
up with a better, faster,  
more efficient way.”



*Passionately data-driven from strategy to execution.*

### **Essential Marketing Tools**

- **Marketo** for its capacity to reach millions of people who are interested in content from our company and help nurture that interest.
- **Salesforce** for the ability to drive sales-ready leads into our sales team to accelerate the velocity of deals.
- **Google Analytics** for the deep-dive data into the behavior of our website visitors, customers and prospects so we can identify what they really want to hear. Provides an easy way to A/B test content messaging.

### **Signature Marketing Secret**

I'm incredibly platform/vendor/partner agnostic when it comes to driving top of funnel leads. Whatever channel can drive the most MQLs efficiently becomes the channel we use the most.

### **Most Influential Marketers**

The brands I think really drive the market are:

- Salesforce
- LinkedIn
- Marketo
- SiriusDecisions
- Hubspot
- Oracle Eloqua



## Danny McKeever

Director of Marketing  
Operations, *Lookout*

“Marketing operations is not about having the shiny new object, but getting the most out of your existing tools. It’s also about helping marketing tell the business impact story in a simple way.”



## Marketing ops guru letting data tell the story.

### Essential Marketing Tools

- **Full Circle Insights** - It fixes Salesforce from a marketing attribution and reporting perspective.
- **Demandbase** - This is a great tool to maximize the data collected while reducing the impact to the end user. It also helps us get in front of our target audience.
- **Marketo** - I enjoy the flexibility of the tool. Marketo enables marketing teams to scale efficiently.

### Signature Marketing Secret

Data, Data, Data - take the time to get your data right.

### Most Influential Marketers

**Deb Wolf** - She’s amazing in the Enterprise B2B space. I’ve learned a lot from working with her.



## Paige Lubawy

Sr. Manager of Demand Generation,  
*Charles Schwab*

“Being a game changer is about driving results, making an impact, turning the Titanic. I think it’s about being willing to fail so you can learn what works and what doesn’t.”



**The ultimate right brain/left brain marketing using data to get stuff done.**

### Essential Marketing Tools

- I couldn’t do what I’m doing without **Marketo**. It helps me gain scale and make an impact.
- I love this subject line SPAM tester: <http://www.localnews.biz/subjectLine/validateSubjectLine.asp> It’s simple, easy and provides information marketers can use to make actionable changes.

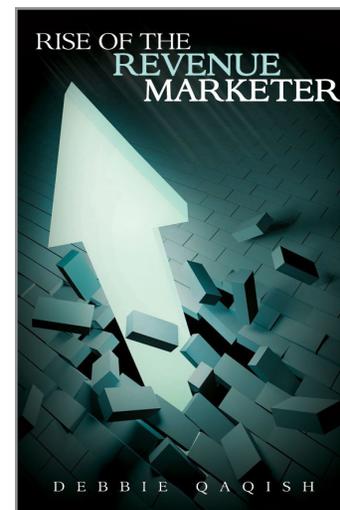
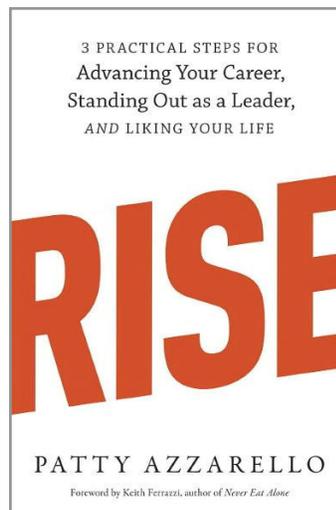
### Signature Marketing Secret

I am **ADAMANT** about this: Only talk to sales about what they care about. Talk impact to revenue, pipeline, quality leads! Never talk about marketing activities (impressions, click throughs, etc.). You’ll get much more respect and alignment when you make this monumental pivot in every interaction you have with sales.

### Most Influential Marketers

People I’ve gained great actionable nuggets from over the years include: **Heidi Bullock, Diederik Martens, Carly Brantz** and **Meagen Eisenberg**.

There are also 2 books that were fundamental in shaping my marketing style: [Rise by Patty Azzarello](#) and [Rise of the Revenue Marketer by Debbie Qaqish](#).





**Tony Yang**

VP Demand Generation, *Mintigo*

*“Always ask yourself “why.” Don’t settle for “traditional” practices that are masked as “best” practices. In marketing, constantly asking this question forces you to not only dive deep into data and metrics, but it also challenges you come up with solutions or better alternatives.”*



**Tech-savvy and data-driven marketing leader and solution creator.**

### **Essential Marketing Tools**

Only three? Well, the three tools that I can’t live without are my marketing automation (**Marketo**), CRM (**Salesforce**) and Predictive (**Mintigo**). These three serve as the foundation for the rest of my marketing tech stack and demand/ABM programs.

### **Signature Marketing Secret**

Something that I’ve learned from other successful marketing leaders and from my own experience is that you can’t forget to do marketing internally. This isn’t so much of a hack as it is a tip for growth in your marketing career. Don’t be shy in showcasing your work to the rest of your organization. I’m not talking about being boastful or focusing on vanity metrics. Instead, let your colleagues in sales know how you’re helping them succeed beyond just throwing leads over the wall. Communicate with your customer success team about what kind of thought leadership and educational content that you’re working on, because chances are their customers can benefit from these as well. Let your product and engineering teams know about the momentum you’re seeing in the market because this will give them the reassurance that all the hard work they’ve put into building the product is indeed making a difference.

### **Most Influential Marketers**

I always feel like I’m learning something new when I listen to or read stuff from well-known thought leaders like **Neil Patel**, **Rand Fishkin** and **Craig Rosenberg**. Others that perhaps don’t have as big of a following but nevertheless I’ve found to be extremely intelligent in terms of how they talk about marketing are **Josh Hill** and **Alex Birkett**.



## Nima Asrar Haghghi

Director of Digital Marketing &  
Analytics, *MuleSoft*

*“Believe in continuous improvement. Be curious and data-driven. And most importantly, think strategically and execute fiercely.”*



***Digital marketing, MarTech and analytics enthusiast.***

### ***Essential Marketing Tools***

It's no one tool. It's a matter of how you make various tools work in orchestration. But if I have to choose three must have tools, I would go with:

- Marketing automation solutions like **Marketo**
- A/B testing tools like **Optimizely**
- Analytics applications, such as **Tableau**

### ***Signature Marketing Secret***

Treating Marketo as a DMP and setting up the integration and data flows to make segmentation ABM and personalization possible at scale.

### ***Most Influential Marketers***

Jon Miller from Engagio.



**A *#B2BGameChanger* raises the bar and gives new meaning to revenue responsibility.**



TWEET THIS





## Scott Fingerhut

WW VP of Demand Generation, *Elastic*

*Performance- and revenue-focused marketer. Always pushing the envelope and breaking the rules.*



“You’ve got to say “F\*\$@ the game.” ...Be SUPER smart about your programs - know the data, know where to look and be a resource for sales to improve their territory intelligence. Until you do this, all your creative one offs won’t get you to where you need to go.”



# Scott Fingerhut

WW VP of Demand Generation, *Elastic*



## *What is a Game Changer?*

It literally means saying "F\*\$@ the game." Games imply a set of rules, which many people think they need conform to. Be empathetic to your prospects, understand your business model and drive hard at connecting the two. Be SUPER smart about your programs - know the data, know where to look and be a resource for sales to improve their territory intelligence. Until you do this, all your creative one offs won't get you to where you need to go.

## *Essential Marketing Tools*

- **Marketo RTP (Real Time Personalization):** Enables us to dynamically change out (personalize/segment) site content to improve relevance and engagement. Syncs with Marketo and SFDC.
- **LeanData:** Matches leads to accounts in SFDC giving reps better visibility into people that are engaging in their territory without having to manually be converted to a contact on an account.
- **Full Circle Insights:** Massively improves campaign attribution reporting/analysis and enables us to build and scale better response automation.

## *Signature Marketing Secret*

I'm not a fan of sharing my secret BBQ or seven herbs and spices recipes. But, the demand generation discipline must become power players in organizations. So, I will say, nothing replaces knowing your business model, then knowing your business model, and then really knowing your business model (how you make money) - then build and prioritize programs that fit that business model. Kill herd mentality but you should always have a couple experiments going. OK, now, my one tip - fight as hard as you can to own a prominent pieces of your company's website for demand purposes (it should make folks uncomfortable).

## *Most Influential Marketers*

- **Meagan Eisenberg** - Extremely bright, down to earth and just so passionate about her world. A great role model for women AND men. I hope by naming her that I get her vote next year as well.
- **Jen Grant** - never stops advocating for the human connection.
- **John Borrows** - not a marketer but reading his stuff helps me connect to the sales plight.



## Elle Woulfe

VP Marketing, LookBookHQ

*Equal parts creative wonk and marketing nerd. Loves the science of integrated demand generation.*



*Real game changers alter the course of history or dramatically change general attitudes and opinions... I'm just trying to do good marketing. If I'm proud of the stuff we're doing, I feel like I'm successful. I guess in that sense, it's about changing the game for your organization. As a marketer, if you're helping your company to accelerate growth and if you can point to the impact marketing has on the business, then you're a game changer.*



# Elle Woulfe

VP Marketing, *LookBookHQ*



## Essential Marketing Tools

- **LookBookHQ:** Before I joined LookBookHQ, I struggled with how to keep prospects engaged without making them click a million times. It's hard to get busy buyers to engage with you. Using LookBookHQ we make the most every moment of attention we capture by letting our prospects easily binge on content and identifying when they're showing meaningful levels of engagement.
- **Full Circle Insights:** Any marketer that needs to track funnel progression or report on campaign performance has struggled with the mountains of data that live in various locations. Full Circle eliminates that issue and makes it very simple to determine the impact of all your marketing touches. I also love that it lives right in salesforce.com so I don't have to log into a different application and it's customized to our processes.
- **Microsoft Excel:** If I'm being honest, I spend more time in Excel than any other application and it's a critical tool for demand gen marketers. From building demand models and analyzing funnel dynamics to tracking campaign performance and budgets, it's the tool I really can't live without.

## Signature Marketing Secret

My mantra has always been "done is better than perfect." You can always iterate and optimize but if you never get started, you'll have nothing to perfect. If it's going to get in the way of forward momentum, we won't wait until something is flawless. Instead, I urge my team to make progress every day. If you're agile, you'll quickly learn, recalibrate and make your next iteration better. This isn't to say you should be willing to sacrifice quality...but I try to always operate with a sense of urgency, not overthink things or let perfectionism trump progress.

## Most Influential Marketers

To me, the answer is very personal - it's the marketers that I have learned the most from and who have been my professional mentors.

**Brian Kardon**, CMO at *Fuze*, **Jim Williams**, VP of Marketing at *Influitive* and **Doug Sechrist**, VP of Demand Marketing at *Influsionsoft* have been hugely influential. I also learned a lot from working with **Joe Chernov**, the VP of Marketing at *InsightSquared*.

They've all taught me different things that I use every day and I wouldn't be the marketer I am today without their influence. These guys also happen to be pretty influential in the world of B2B marketing and I'm very lucky to count them as friends and mentors.



## Eddie Morales

Director of Demand Generation, *Revel Systems*

***True leader with a relentless focus on revenue performance.***



“Being a game changer is twofold. The first part is to have a relentless focus on adding measurable value to the organization. The second is to educate, inspire, and unlock the potential of those on your team, the future marketing leaders, and those who you work with cross-functionally.”



# Eddie Morales

Director of Demand Generation, *Revel Systems*



## Essential Marketing Tools

- **Marketo** - For a B2B company with an inside sales team, Marketo enables me to combine digital marketing lead generation best practices along with full lead lifecycle performance visibility which shows me which marketing channels are driving pipeline and revenue. In addition, the speed in which Demand Gen/Ops can build-out programs, landing pages, emails, and more without requiring much, if any, developer resources allows us to scale our programs to provide detailed attribution. We have hundreds of landing pages that we A/B test within any given marketing channel we're investing in, which allows for us to push the throttle where we see performance, and optimize underperforming channels and assets.
- **Google Adwords** - This is still a very highly valuable marketing channel despite the power that Facebook and mobile is wielding these days. Simply put, the power of a user's intent to find a solution to their problem is invaluable. You have to be present to deliver the promise that you can provide that solution. We work with a top notch Google Adwords agency, Elite SEM, who understands how to best architect the platform, build a coherent go-to-market campaign strategy, and enable a scalable approach to drive the most value. These insights into the idiosyncrasies of Google Adwords are crucial to building a strategy and optimizing at scale.
- **Facebook Ads** - With 1 billion people logging into Facebook daily, it's a no-brainer that there's a high likelihood your targets are there as well. Facebook is the next major platform for driving demand in the funnel. Facebook seems to be where Google was a decade ago with their ad platform in that if you're ahead of the game you can leverage it as low cost/high ROI channel. It seems to me that we're in the first chapter of this book on Facebook Ads.

## Signature Marketing Secret

I don't consider this a secret, but I think it's really important to be very focused on how you're going to drive the most value. This means you need to know how to block out all the noise that comes with the territory. Best practices on digital lead generation along with a well-architected marketing automation platform have been key to driving value.

## Most Influential Marketers

- **David Lewis** of *Demand Gen*. I've consumed a ton of the content around demand generation from him and his company, including his interviews with other demand generation leaders that I've found inspiring.
- **Jason Seeba** of *BloomReach* has really opened my eyes to the "MarTech" community and introduced me to the concept of ABM. Although I don't currently leverage ABM, given that our audience is the SMB space with a relatively low ASP compared to enterprise, I think at some point ABM will become a strategic play for us when we go upstream.



## Maria Pergolino

SVP Marketing, Apttus

“Don’t run the same or someone else’s playbook. Understand your business, the economy, and available resources and achieve more with these than anyone else given the same situation. At Apttus we call this being Tier 1.”



**Marketing thought leader. Committed to inspiring others to be better marketers.**

### Essential Marketing Tools

- **Engagio** – ABM platform that not only allows us to manage an awesome account-based marketing strategy but creates alignment with sales development.
- **Everstring** – Allows for the best possible program efficiency by helping identify those who are most likely to purchase. Enables marketing to surface more for sales. Critical part of a marketer’s toolbox.
- **Marketo** – This is our marketing automation, reporting, and web personalization engine. This paired with Salesforce is the foundation of our marketing technology and automation.

### Signature Marketing Secret

Market your marketing to your internal team, not just outside the company. This doesn’t just mean dashboards – this means internal alignment and support to ensure you are getting the most from your marketing efforts. Your marketing isn’t just your team, it’s everyone in the company.

### Most Influential Marketers

- Shannon Duffy, Becky de Loryn and Lynn Vojvodich at **Salesforce**
- David Cain and Heidi Bullock at **Marketo**
- Dayna Rothman and Matt Amundson at **Everstring**
- Oh, and Matt Heinz.



## Dave Rigotti

Head of Marketing, *Bizible*

“Do something a bit differently than others, to your benefit. It doesn't have to be big though. Making micro game-changing improvements to the way you approach marketing can have a big impact.”



**Passionate B2B marketing leader with a never-ending focus on connecting everything to revenue.**

### Essential Marketing Tools

- **Bizible** for helping me understand the outcomes of our marketing with multi-touch attribution and reporting.
- **Salesforce** for being the centralized hub of marketing and sales data across prospects and customers.
- **Trello** for keeping me organized and on the same page with the team.

### Signature Marketing Secret

I'm a firm believer in the 80/20 rule. It's been an even bigger help than I could have ever imagined, especially since I work at a startup. Both in terms of where I invest my time, but also where we invest in our marketing. Taking this further, we try and take a different approach to marketing than our competitors, using attribution to find the "moneyball" marketing channels and initiatives that others have ignored but drive outside pipeline.

### Most Influential Marketers

To me it's the entire marketing team at Bizible. They inspire and push me every day.

Externally, Meagen Eisenberg, Matt Heinz, Sangram Vajre, Jon Miller, Peter Isaacson and Hana Abaza. *(Disclosure: Meagan, Peter and Hana are all Bizible customers.)*



## Jessica Weimer

Director, Global Demand Generation, *ServiceNow*

*“Push the envelope. Constantly trial new channels, new creative, new methods to generate demand. Get the data to support your vision, tie your efforts to pipeline and/or revenue, then don’t take ‘no’ for an answer.”*



**Results-oriented demand generation leader on a mission to empower sales and drive revenue.**

### **Essential Marketing Tools**

- **Tableau** – Aggregates data from multiple sources, creating dashboard charts to easily convey key reporting metrics (e.g. Lead volume generated against goals, campaigns breakouts, etc).
- **Marketo** – Intuitive and easy-to-use for Email and Landing Page set up, Tracking and Reporting.
- **Demandbase** – Provides essential personalization and targeting capabilities to execute ABM programs while delivering personal experiences.

### **Signature Marketing Secret**

I listen to sales when designing a program. Then I’m relentless on ensuring flawless tracking and understanding first hand all the data that comes from it. Marry the two together and optimize until there’s no longer a gap. Without reporting the outcome of your marketing spend and efforts, you can never justify or acknowledge your true success, or how it aligned with sales goals.

Launching campaigns is a multi-dimensional effort in and of itself. But, rolling up your sleeves to understand what happens after the leads come in is the most rewarding and insightful aspect of demand generation.

### **Most Influential Marketers**

There are a few brands that I find are my go-to sources for influential content:

- **Marketo**
- **Hubspot**
- **Sirius Decisions**
- **MarketingProfs**, especially Ann Handley



## Stephanie McArthur

Program Manager of Global Integrated Marketing, CA Technologies

“Continue raising the bar. The minute you stop learning and adapting, you lose.”



**Integrated demand marketer using data and tech as her tools of choice.**

### Essential Marketing Tools

- **Integrate** – I really cannot say enough. It’s helped us streamline our Content Syndication programs in so many ways. We’re able to keep media partners accountable to our needs, control data quality and integrity, and have complete visibility into which leads are truly performing the best. It has allowed us to make real decisions and given us so much buying power. No longer have to just wing it, we can read that data and proceed. Really excited what’s possible with new ABM integrations. The sharper we can get that spear the better effect I can have on our TOFU leads. Quality always trumps quantity.
- **Marketo** – It’s our central hub of all things marketing. I love the flexibility the platform allows me; you’re really only limited by your imagination. They also have so many Launchpoint partners that it’s easy to integrate additional marketing tools.
- **BrightTALK** – Been using this one the longest and love how we can automate the entire webcast experience, registration through on-demand. Extremely user friendly and the new responsive HTML5 embedding is great. I love that as soon as I create a webcast and push the registration live it immediately goes out to my subscriber base.

### Signature Marketing Secret

Never get complacent. Technology is changing the marketing landscape daily and I love how it’s constantly pushing the boundaries. So cliché but so true...work smarter not harder!

### Most Influential Marketers

Those that are not afraid to try something new and own their mistakes along the way. You’re not always going to get it right and that’s okay...it’s what you do with the knowledge, good or bad, that counts.



## Tommy Jenkins

Director of Digital Optimization, *Red Hat*

“Have the conversation no one else is having yet. I’ve found that recently marketers are starting to get lost in all of the innovation. My teams have found success in simplifying in the face of this complexity. Simple conversation not happening in mass yet.”



**Global marketing leader passionate about using tech and data to drive pipeline.**

### **What is a Game Changer?**

There has been a tremendous amount of innovation in B2B marketing over the past 5 years. This innovation has led to an up-scaling in marketing skills. Having more skilled marketers is great for the market as a whole but it also means that it’s getting more and more difficult to stand out from the competition. Today, being a game changer means having the conversation no one else is having yet. I’ve found that recently marketers are starting to get lost in all of the innovation. My teams have found success in simplifying in the face of this complexity. Simple is the conversation not happening in mass yet.

### **Essential Marketing Tools**

- **Clicktale/Crazy Egg** paired with **Adobe Target** - Marketing is ‘always on’ now and you need a robust set of optimization tools to keep pace.
- **Brightfunnel** - Marketing isn’t worth doing today without the right data. These guys are innovating in major ways to pave the way for data-driven marketing.
- **Red Hat Marketing Ops Stack** - I’ve marketed with the Red Hat stack and I have been on other stacks. I would put the Red Hat stack up against anyone’s.

### **Signature Marketing Secret**

Think like a salesperson, not a marketer. Sales people are held accountable for results. Oftentimes marketers lose track of the results that are really important. We can get lost in clickthrough rates and MQLs when what matters is revenue. Marketing with a sharp focus on revenue changes the conversation with sales and drives better results.

### **Most Influential Marketers**

- **Rand Fishkin** - Search has to be at the center of all marketing.
- **Craig Rosenberg** - I love how focused Craig is on the space where sales and marketing meet.
- **Jackie Yeaney** - *Red Hat CMO* - Open source was once synonymous with risky. She has built open source into a world-changing differentiator. [Check out the YouTube video by clicking here.](#)



**Travis Taylor**

Director, Global Demand Center,  
Veritas

*To be deemed a ‘Game Changer’ is truly humbling. I don’t consider myself a game changer, per say, just another marketer that is trying to make it in this world.*



***Driven marketer trying to make a difference in the fast-moving marketing landscape.***

### ***Essential Marketing Tools***

- **Marketing Automation** – Whether it be **Marketo** or **Eloqua** (both have their strengths and weaknesses), they allow Marketing Organizations to start to maximize their investments while maintaining a constant communication path with the prospects/customers.
- **Integrate** – Allows my team to spend less manual effort loading leads into our Marketing Automation Platform. It also allows me to market to new targets in various ways.
- **Trello** – Although this one would fall out of the typical marketing landscape, by shifting to more of an agile marketing methodology, the tool has helped us manage our projects in a logical fashion with little to no overhead.

### ***Signature Marketing Secret***

Ultimately, all marketing efforts have to show some sort of influence to pipeline. With that, and it’s not a secret, I operate by “If it isn’t being tracked nor able to be reflected in SFDC, then it doesn’t count.”

### ***Most Influential Marketers***

Those that are stepping out of normal bounds and being trend setters with new ways of customer acquisition and lifecycle.



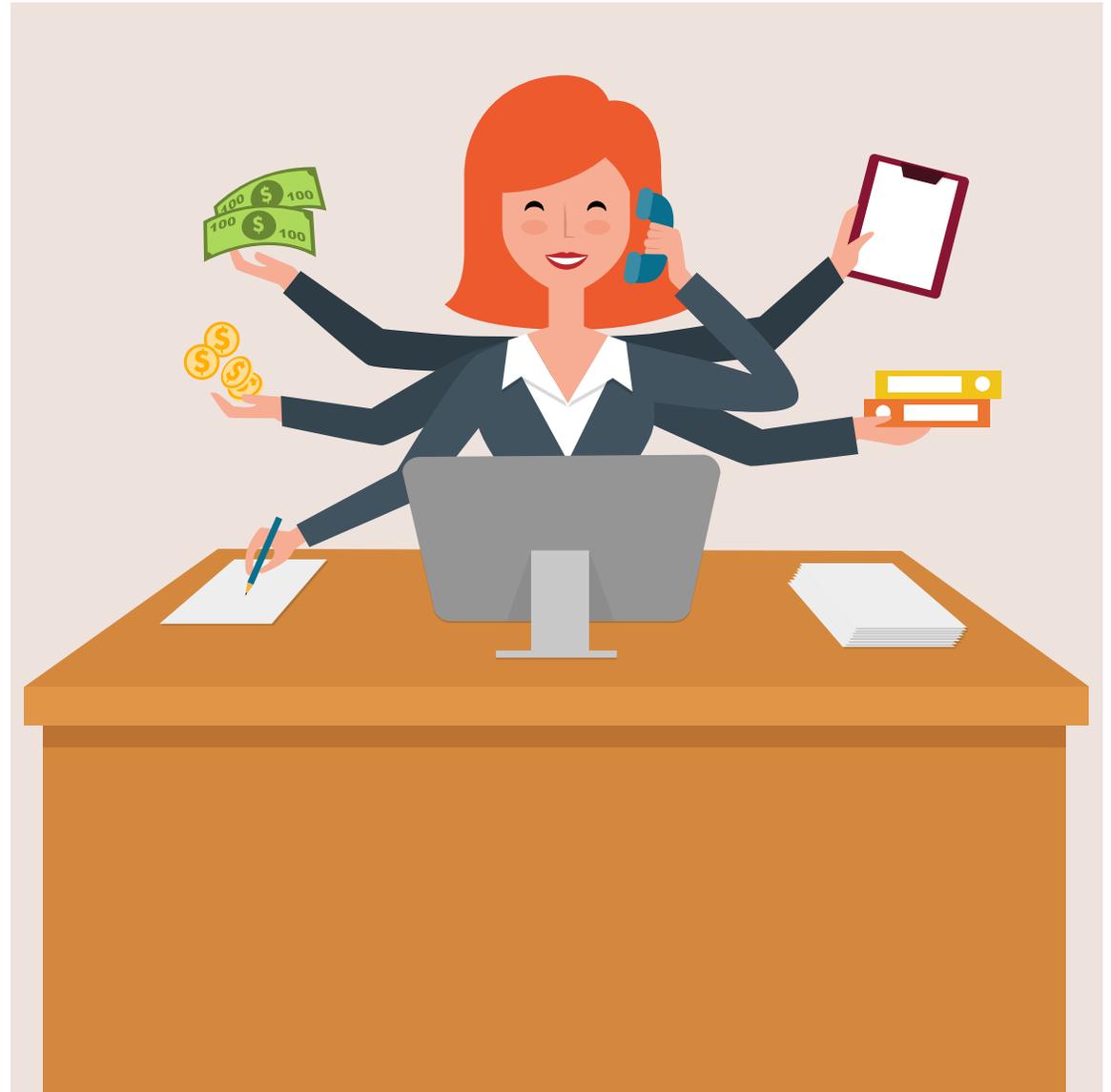
## Jen McAdams

Sr. Director of Demand Generation &  
Field Marketing, *Ixia*



### **Demand marketing leader. Do-it-all marketer.**

*Jen is head deep in her work at Ixia. As soon as she has time to come up for air, we'll be sure to include her advice.*



# IF YOU WANT TO BE A GAME CHANGER

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After working closely with the Top 40 Game Changers, we've assembled some pretty solid advice for demand marketers who are working to take their organizations to the next level. Since perusing through 40 profiles to get to the stuff that's most important to you can be a bit daunting, we've distilled their answers into some high-level overviews.

## **Choose the Right Tools**

Marketing technology is certainly a vital component of a modern marketing organization. While not all technology is right for all companies' needs, there are a few types of tools that seem to be essential for most demand marketers.

The Game Changers put together a solid list of essential marketing tools. If you're working on building your marketing toolbox, here are 48 solutions worth checking out (organized by category to help make it a little more digestible).

- **Marketing Automation Platform** – This is the heart of demand marketing. Different marketing automation platforms are right for different organizations, but regardless of your size or maturity, marketing automation is a must-have tool.
  - ♦ [Marketo](#)
  - ♦ [Oracle Eloqua](#)
  - ♦ [Pardot](#)
- **Top-Funnel Marketing Automation** – Marketers often find they need to automate the manual processes they use to get marketable prospect data into their marketing automation platforms. There aren't many solutions available today that address this vital piece of the funnel.
  - ♦ [Integrate](#)

- **Analytics** – There are a wide range of analytics solutions. Two types that the Game Changers seem to find the most helpful are in-page analytics tools and attribution reporting software.
  - ♦ [Full Circle Insights](#)
  - ♦ [Bizible](#)
  - ♦ [BrightFunnel](#)
  - ♦ [Google Analytics](#)
  - ♦ [ClickTale](#)
  - ♦ [Crazy Egg](#)
  - ♦ [Tableau](#)
- **Organic Search** – Search is still among the most vital pieces of a solid demand marketing strategy. There are numerous one-off search tools, but Moz is hands-down the go-to resource for all things SEO.
  - ♦ [Moz](#)
- **Content Management** – Content marketing is one of the foundational building blocks for today's B2B marketing organizations. There are a wide range of tools to help manage content, while increasing its reach and impact.
  - ♦ [LookBookHQ](#)
  - ♦ [Vidyard](#)
  - ♦ [Brightcove](#)
  - ♦ [Cloudwords](#)
  - ♦ [Uberflip](#)
  - ♦ [Ooyala](#)

- **Website Personalization, Forms & Landing Pages** – While marketing automation platforms do include these features to some degree, there are a variety of options to increase your ability to personalize and test different messaging and designs.

- ♦ [Unbounce](#)
- ♦ [Optimizely](#)
- ♦ [Typeform](#)

- **Advocate Marketing** – Customer advocacy can be one of the most powerful tactics to amplify reach and impact. The choices for advocate marketing software are many, but there's only one that's the preferred solution for the Game Changers.

- ♦ [Influitive](#)

- **Event Management** – Live events and webinars are often difficult to manage at scale. The Game Changers shared a couple of their favorite webinar tools, along with some live event management tools that ensure they're making the most of face-to-face connections.

- ♦ [ON24](#)
- ♦ [BrightTALK](#)
- ♦ [AtEvent](#)
- ♦ [Attend](#)

- **Team Organization** – Team dynamics can be challenging. Keeping everyone accountable and up to speed often seems like a job in and of itself. Fortunately, there a number of [collaboration tools that help teams stay on the same page](#) and make the most of their time together.

- ♦ [Trello](#)
- ♦ [Slack](#)
- ♦ [Worklife](#)

- **Account-Based Marketing & Predictive Intelligence** – While this isn't where we all are today, this is the next generation of demand marketing – helping us being more targeted, more effective and more proactive.

- ♦ [Demandbase](#)
- ♦ [Engagio](#)
- ♦ [Leadspace](#)
- ♦ [LeanData](#)
- ♦ [Terminus](#)
- ♦ [Everstring](#)
- ♦ [Lattice Engines](#)
- ♦ [Mintigo](#)

- **Data Intelligence** – Marketers can never have too much data – as long as it's the right data that's clean and actionable, and adds value to your marketing and sales processes.

- ♦ [Spiderbook](#)
- ♦ [Social123](#)
- ♦ [InsideView](#)
- ♦ [LeadGnome](#)

- **Sales Tools** – Although CRM, sales enablement and swag certainly aren't in the same category, the common thread is to look for tools that help marketing and sales work more closely together.

- ♦ [Salesforce](#)
- ♦ [HighSpot](#)
- ♦ [PFL](#)



## WORD TO THE WISE

Be smart when choosing your MarTech. Don't get distracted by shiny object syndrome. Choose only the software, tools and applications that are right for you. We developed a Marketing Tech Blueprint Workbook to guide you through an audit of your current marketing technology stack and help ensure you're keeping the big picture in mind when choosing new tools. [Grab a copy here.](#)

# FOLLOW THE RIGHT PEOPLE

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Marketers can't thrive in a bubble. We have to get outside our own heads and learn from the world around us. One thing we wanted to understand is where the Game Changers go for advice, best practices, thought leadership and fresh takes on marketing trends.

Here's the who's who of B2B marketing influencers, as shared by the Game Changers.

*(Several Game Changers were named by their peers as industry influencers. They're not featured in this list because all 40 of them are worth following.)*

Meagen Eisenberg, *MongoDB*  
**@meisenberg**

Heidi Bullock, *Marketo*  
**@HeidiBullock**

Sangram Vajre, *Terminus*  
**@sangramvajre**

Jon Miller, *Engagio*  
**@jonmiller**

Matt Heinz, *Heinz Marketing*  
**@HeinzMarketing**

Joe Chernov, *InsightSquared*  
**@jchernov**

Bill Macaitis, *Slack*  
**@bmacaitis**

Craig Rosenberg, *TOPO*  
**@funnelholic**

Heather Zynczak, *Domo*  
**@hzynczak**

Sydney Sloan, *Alfresco*  
**@sydsloan**

Adam Needles, *Annuitas*  
**@abneedles**

Alex Birkett, *ConversionXL*  
**@iamalexbirkett**

Amanda Kahlow, *6sense*  
**@AmandaKahlow**

Amar Chahal, *Vidyard*  
**@amarchahal**

Andrew Davis, *Monumental Shift*  
**@DrewDavisHere**

Ann Handley, *MarketingProfs*  
**@MarketingProfs**

Ardath Albee, *Marketing Interactions*  
**@ardath421**

Becky de Loryn, *Salesforce*  
**@bdeloryn**

Beth Comstock, *GE*  
**@bethcomstock**

Tom Grubb, *Digital Pi*  
**@thomasgrubb**

Carly Brantz, *SendGrid*  
**@carlybrantz**

Andy Markowitz, *GE*  
**@AndyMarkowitz**

Chris Golec, *Demandbase*  
**@cgolec**

Cindy Littlefield, *The Bridge Group*  
**@cindylittlef**

Cynthia Gumbert, *CA Technologies*  
**@cyngumbert**

Dave Lewis, *DemandGen*  
**@demandgendave**

David Cain, *Marketo*  
**@DavidCain**

Dayna Rothman, *Everstring*  
**@dayroth**

Deb Wolf, *Lookout*  
**@debwolf**

Wes Yee, *Sequoia*  
**@WesYee**

*List of Influencers continued on following page...*

# FOLLOW THE RIGHT PEOPLE CONTINUED...

Here's the who's who of B2B marketing influencers, as shared by the Game Changers.

Rand Fishkin, Moz  
[@randfish](#)

Scott Brinker, Chief Marketing Technologist  
[@chiefmartec](#)

Jackie Yeane, Red Hat  
[@jackieyeane](#)

Jay Gaines, SiriusDecisions  
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# BRANDS WORTH MENTIONING

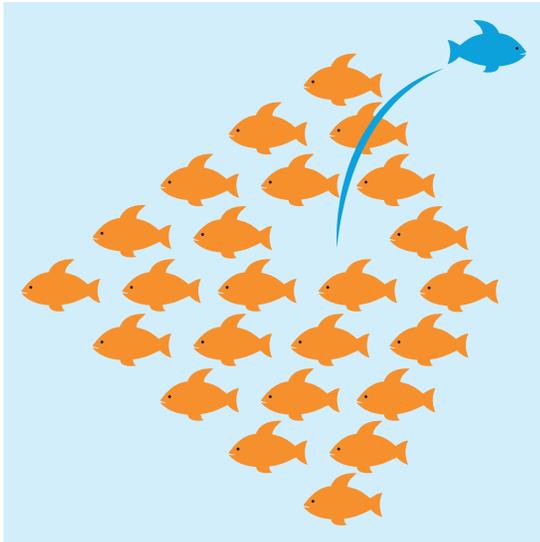
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In addition to all the individuals who are inspiring the industry, a few brands who were highlighted as well. These are a small sample of the brands that are getting it right and creating user-centric content that helps us all to be better marketers:



# ADOPT THE RIGHT MINDSET

We dissected a tremendous amount of data as part of this program: hundreds of nominations & nominees, twice as many social profiles, 160 unique responses from the Top 40 Game Changers. When we look at how each of the Top 40 describes what it means to be a game changer, there are a few things that stand out.



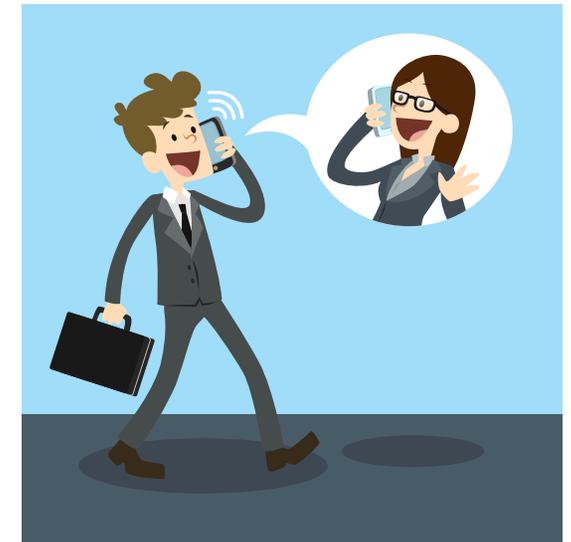
## ***Challenge the Status Quo***

Like we said in the beginning, marketing is evolving. But it's the innovators who are leading the evolution. Don't settle for the way things have always been done just because that's the way they've always been done. Create solutions. Take risks. Carve new paths. And never stop asking "why?"



## ***Always Be Testing***

Test everything – from subject lines to colors to copy, from tech to processes to tactics. Trying new ideas is a definite mark of a game changer. And those ideas often lead to our biggest wins.



## ***Be Authentic***

Even when you're a B2B marketer, your end customer is always a person. The more authentic you can make your personal and brand communications, the more impact you'll create in the long run. Your messaging will resonate with people. And whether they become your customer today or not, they'll remember you. Remember, companies don't buy anything. People do.

So there you have it folks. Hopefully you found some of these 155 pieces of advice from the Game Changers to be valuable tips that will help you be a better demand marketer. Stay tuned for more helpful content from the Game Changers.



***Master demand marketing.***

Integrate is a marketing technology provider of Demand Orchestration Software, enabling marketers to automate top-of-funnel demand marketing efforts. The software works with marketing automation and CRM systems, as well as ABM and predictive software, to build holistic, predictable demand marketing engines. The end results are more efficient marketing organizations; cleaner, faster prospect data; and scalable contributions to pipeline and revenue. Visit [www.integrate.com](http://www.integrate.com) or follow [@integrate](https://twitter.com/integrate) to learn why innovative companies like Dell, Rackspace, Salesforce and Inttact choose Integrate.

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Established in 2008, Heinz Marketing, Inc., is a B2B sales and marketing firm located in Redmond, WA. With 8 employees, the firm serves businesses throughout North America and overseas. Heinz Marketing focuses on driving results through strategic demand generation, disciplined sales funnel strategies, fully-integrated campaigns and collaboration between marketing and sales organizations.

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