



CMOs Are in the People Business.

Here Are 5 Ways to Drive Meaningful Conversations in Today's Environment.

In B2B marketing, people still buy from people. For many CMOs, this involves in-person events, which can consume 30-40% of the budget. Although those events must be paused, you can repurpose those dollars to drive engagement in other meaningful and effective ways.

ABM / Customer Marketing



Communicate to your customers with digital channels and share a message of what you can provide and how you can be there for them.

Support CS



Retention is the new revenue generation – enable CS with proper content and materials so CS can properly support customers.

Virtual Events



As events cancel to keep communities safe, your organization can still provide an experience through virtual events.

Inbound Marketing



As workforces migrate to work-from-home, prospects will be in front of screens and checking email and other digital platforms more often.

Content Marketing



Provide helpful content that shows how your organization is responding to the economic climate in a timely and appropriate manner.

Watch the webinar replay: [5 Ways CMOs Are Reallocating Budget for Today's Environment](#) 