

B2B LOVE STORIES

ARE YOU RELUCTANT TO GET EMOTIONAL?



SOURCE

B2B INTERNATIONAL

50%

HAVE CHALLENGES IN
BUILDING MARKET SHARE,
COUNTERING COMPETITION &
INCREASING BRAND
AWARENESS

56%

HAVE DIFFICULTIES IN
DEVELOPING MARKETING &
COMMUNICATIONS STRATEGIES
TO BUILD THEIR BRAND

5 STRATEGIC STEPS TO VALUABLE & LONG TERM COMMITMENT



THIS IS OUR STORY



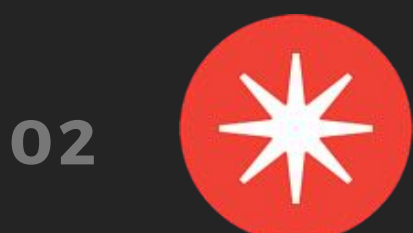
ORCHESTRATE YOUR CUSTOMER'S JOURNEY FOR ROI

\$ GENERATE REVENUE

BRAND-LED & PERSONALISATION STRATEGY



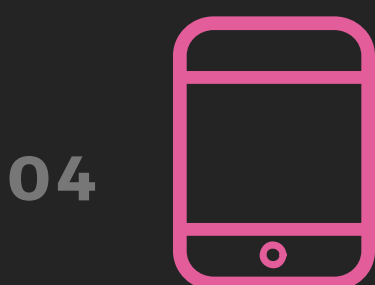
STRATEGY
HEADLIGHTS
AGILE & RESPONSIVE



CONTENT
INSPIRE EMOTIONS
TELL & SHOW YOUR STORY



ANALYTICS
DRIVE DECISIONS
MEASURE ROI



MOBILE READINESS
ENGAGE IMMEDIATELY
SMALL SCREEN BIG IMPACT



SOCIAL
MOTIVATE
CONVERSATIONS

**DEVELOP YOUR BRAND STRATEGY
BY ATTENDING THE
SINGAPORE MASTER CLASS**



LOVE US



SINGAPORE

MASTER CLASS

.....

3rd November 2015

EARLY BIRD SPECIALS >

WORKSHOP 2

B2B marketing and social media platforms – from 'frienamies' to 'BFFs'

WORKSHOP 1

Strategies for building emotional connections with stakeholders

WORKSHOP 1

Create and drive meaningful messages that effectively communicate what your brand's value and contribution to stakeholders and their communities, and make the emotional connections during the lifecycle of your engagement with each set of stakeholders.

WORKSHOP 2

Change the game in B2B marketing by focusing on WHAT your stakeholders want and HOW best to deliver the experience with the right digital and mobile marketing tools.

REGISTER NOW >