



# THERE HAS NEVER BEEN A BETTER TIME TO BE A B2B MARKETER

B2B marketing membership –  
insight, reports, community



B2B  
Marketing™

# MARKETING JUST GOT A WHOLE LOT MORE INTERESTING

B2B marketers have never had to be so multi-skilled, multi-tasked, and accountable to business objectives. Traditional channels to market have been joined by an array of digital routes and there's no way you can avoid them. Marketers need up-to-the-minute research, knowledge and insight to ensure they're not left behind.

## Ongoing professional development

With a full portfolio of professional content and training including best practice reports, case studies, benchmarking, webcasts, discounts on events and training and more, you can mix the way you keep up with your professional development.

## Time-saving resources

With such a dynamic and changing market place, finding the time to develop your own and your staff's skills and knowledge can be challenging. B2B Marketing membership delivers relevant content directly to you when you need it.

## Insight

The world has changed and the need to be continually on top of your game is crucial. But it's not easy when the rules change so rapidly. B2B Marketing membership will keep you informed, up-to-date and connected with all the latest best practice, research and news that matters to you.

## B2B Marketing Community

B2B Marketing members have the unique opportunity to share ideas, insight, and connect with like-minded individuals, both on- and offline. Attend exclusive member events to connect directly with your peers, who are experiencing similar business issues and are ready to share their opinions and ideas.

## B2B Marketing



## Support at board level

Finding industry standard KPIs to support you at board level is tough, if not impossible. B2B Marketing members have access to independently approved benchmarking results and reports. Match your results with your competitors to support on-going success.



# STAY ON TOP OF THE 'MARKETING EVOLUTION'

B2B Marketing membership allows marketers to access practical and real-time industry research, insight and reports on all angles of the profession. It will keep you focused on current thinking, not only to inform but to support the development of marketing strategy, planning and execution.

<b>COMPARISON TABLE</b> Compare the different levels of membership		Premium Membership <b>£395</b>	Premium Plus Membership <b>£1495</b>	Corporate Membership <b>£3495</b>
<b>NUMBER OF LICENSES</b>		1 user	2-5 users	up to 20 users
<b>Premium Content and Information</b>	Best Practice Guides (normally £150 each)	1 user	2-5 users	up to 20 users
	Business Cases (members only)	1 user	2-5 users	up to 20 users
	Tech evaluation reports (normally £250 each)	1 user	2-5 users	up to 20 users
	Benchmarking Reports (normally £150 each)	1 user	2-5 users	up to 20 users
	Subscription(s) to B2B Marketing magazine	1	5	up to 20
<b>Training and Events</b>	Priority invitation to live marketing forums	✓	✓	✓
	Exclusive membership to B2B networks events	✓	✓	✓
	Discount on training courses	15%	20%	30%
	Discount on seminar events	15%	20%	30%
	Discounts on submissions to the B2B Marketing Awards	-	15%	30%
<b>Community and networking</b>	Community member access	Unlimited	Unlimited	Unlimited
	Job postings	1	5	Unlimited
	Company profile in directory	-	✓	✓
<b>Core elements</b>	News and product email services	✓	✓	✓
	Access to 3rd party whitepapers	Unlimited	Unlimited	Unlimited

For further information please call 020 7438 1370

## WHAT DOES MEMBERSHIP INCLUDE?

B2B Marketing membership provides educational resources dedicated to helping business-to-business marketers. With a professional community of members, our mission is to connect you with other practitioners in your industry and to provide guidance on key issues and challenges.

The resources and benefits include:

**Best practice guides:** The latest in-depth practical guidance and insight on a specific marketing channel or issue. Recently published guides include: Video marketing, eprivacy legislation and mobile marketing.

**Benchmarking reports:** Detailed research into specific marketing channels, sectors and tools enabling comparison on activity, spend, ROI and results. Recently published reports cover B2B marcomms agencies, social media and marketing in the IT sector.

**Technology evaluation guides:** Profiling services, market conditions, growth forecasts, trends and market value to help you make informed decisions when selecting and reviewing new marketing technology vendors, partners and platforms. Recently published guides include: CRM and marketing automation.

**Business Cases:** Information on the advantages of key investments in specific marketing initiatives, designed to help marketers sell projects at board level, the most recently published case was on marketing automation.

**Monthly subscription to B2B Marketing magazine:** Packed with all the latest news analysis, innovation, best practice and case studies.

**Networking and community:** Exclusive member events are hosted quarterly, providing a relaxed setting to discuss business related issues with your peers. You can also join the conversation online with our blogs and forums.

**Discounts on events and training:** We hold events and training throughout the year for which members get up to 30% discount. View upcoming events at: [b2bmarketing.net/events](http://b2bmarketing.net/events)

**Online job postings:** Save time and money by recruiting marketers through our dedicated B2B marketing job board.

**Company directory listing:** Corporate and premium plus members will be listed in our online directory visited by thousands of marketers each year, searching for new vendors.

### Is it right for me?

Our membership packages are designed for middle to senior marketers and directors, working client-side and for account managers and account directors working within agencies. We also provide corporate membership packages for marketing teams of differing sizes.

### Join us today

To find out more contact our membership team:

phone [020 7438 1370](tel:02074381370)

online [b2bmarketing.net/membership](http://b2bmarketing.net/membership)

or email [membership@b2bmarketing.net](mailto:membership@b2bmarketing.net)

[b2bmarketing.net/membership](http://b2bmarketing.net/membership)

### You'll be in good company

You'll be joining a diverse range of businesses, large and small, across a broad range of sectors. Our members include: ACI Worldwide, Aprimo, AXA, Baker & McKenzie, Bluesheep, BOC, Cisco, The Crocodile, Cyance, Dow Jones, DQM Group, Eaton Corporation, Ernst & Young, Hilton Worldwide, IAS B2B Marketing, IBM, Information Arts, Legal and General, Lexis Nexis, LG Electronics, London Stock Exchange, Mitel Networks, Orange, Ordnance Survey, Silverpop, and SITA.

### Testimonials

"B2B Marketing produce really high calibre reports that provide valuable and usable insights into today's multi-channel approach to marketing. I'd recommend membership on the strength of these resources alone."

Associate Director, Ernst & Young

"Membership keeps me up to date with the latest news, insight and best practice – it's refreshing to have content focused specifically on the B2B sector. I have found the resources and events extremely beneficial in my current role."

Marketing Manager, Market Makers

"Really enjoyed the sessions at the Content Marketing Seminar. Very relevant to the issues and problems I am experiencing in the work I do!"

Marketing Executive, Unipart Logistics

"Lots of ideas and interestingly fresh angles and perspectives on B2B social media."

Marketing Specialist, Sigma-Aldrich

