

At our 2011 Marketing Leadership Forum, ITSMA encouraged attendees to follow the conference on Twitter, using the hashtag #ITSMAMLF11.

We tweeted our notes as well as our observations about the speakers and their content. You'll also see live links to some of the research speakers referred to during the Forum, as well as live links to the people who followed the Twitter conversation so you can build your own personal Twitter network of B2B services marketers and join the conversation. We've organized the tweets according to the [agenda](#).

To get the latest information about ITSMA research and events, as well as join a conversation about B2B services marketing, follow ITSMA on Twitter: @ITSMA_B2B.

ITSMA_B2B: This week we're in Chicago for ITSMA's Marketing Leadership Forum. Didn't register? Follow us live: [#ITSMAMLF11](#)

LaurenOnDemand: [#ITSMAMLF11](#) Starts today. Best practices galore related to relevancy and relationships in marketing

ITSMA_B2B: Why aren't B2B marketers increasing relevance w/clients? Lack of content, segmentation, customer insights, budget, tools

ITSMA_B2B: How B2B marketers build relevance & intimacy: data driven, formal lead mgmt, thought leadership, deepen customer engagement

LaurenOnDemand: 4 imperatives for driving customer intimacy: data driven, lead nurturing, thought leadership and customer engagement.

LaurenOnDemand: Buyers are pushing sales out of the early stages in the buying process....so marketing must play a bigger role

ITSMA_B2B: Does data driven marketing work? Yes: 55% of data savvy B2B orgs have reduced time to revenue; 80%+ saw increased market share

ITSMA_B2B: But data driven marketing still not linked to revenue. Why? It's still new to us, need to get non-marketing execs to use data.

ITSMA_B2B: 5 traits of data-savvy marketers: tech strategy, data governance, dedicated resources, biz—not mrktg—metrics, reach out to org

ITSMA_B2B: Biz impact metrics starter set: # of leads, time to revenue, business closed, measures of loyalty retention & growth

ITSMA_B2B: When using marketing data, ask are you proving marketing or improving marketing? Metrics should be aligned with biz strategy

ITSMA_B2B: Jonathan Copulsky from [#Deloitte](#) talking about Brand Resilience

ITSMA_B2B: How do you protect your brand from sabotage in the social media age? Marketers need to think like counterinsurgents

ITSMA_B2B: Get your employees actively engaged not only in brand building but also in brand defense

ITSMA_B2B: How to get employees actively involved in the brand: make the mission clear, create a purposeful outreach program, engage them

ITSMA_B2B: Do you train employees on what your brand stands for? Do you do it more than once?

ITSMA_B2B: Neil Blakesley from BT Global Services on Key Account Marketing

ITSMA_B2B: Marketing can make Sales relevant to clients by giving them good, updated, relevant data. BT can generate campaigns on demand.

ITSMA_B2B: Really knowing the client makes you relevant, builds intimacy. BT measures sales & marketing ppl on how well they know clients

ITSMA_B2B: Do your salespeople know the big bets for their top accounts? Do they know how the CEOs are compensated? Knowledge is power

ITSMA_B2B: Sales relationship training is about how well you understand the individual you're selling to.

ITSMA_B2B: Great session with Second City Communications @secondcitybiz Lots of fun, laughs, & even some practical tips

ITSMA_B2B: B2B marketers can make thought leadership relevant by looking at buyer, strategy & process says @ckochster.

LaurenOnDemand: Chris Koch quotes recent ITSMA survey "Buyers proactively seek information about providers themselves 63% of the time"

ITSMA_B2B: If you bring quality ideas to clients in the buying process, chances of being sole-source provider increases

ITSMA_B2B: #IBM, #Cognizant, #Accenture all have aspirational brand themes. The key is bringing down to earth making relevant to customers

ITSMA_B2B: For a successful thought leadership theme you don't need to own the world. You can create a niche & own that @ckochster

ITSMA_B2B: Relevant thought leadership requires a process for both idea development & dissemination. Prioritize ideas, match to biz themes

ITSMA_B2B: Sales ppl can be a delivery channel for thought leadership, but sales needs training on how to use TL with the customer

LaurenOnDemand: Chris Koch notes 2 strategic metrics for gauging success of thought leadership content: analyst uptake & client uptake.

wittlake: RT @LaurenOnDemand: #ITSMAMLF11 2 strategic metrics for measuring thought leadership content: analyst uptake & client uptake - @Ckochster

ITSMA_B2B: Rick Gray from Hudson: we're living in a "search world". Used key word research, SEO, landing pages. Monitored & saw real leads

ITSMA_B2B: Companies that adjust survive. LinkedIn, web may make recruitment companies irrelevant. Need some other value add.

ITSMA_B2B: If you feel comfortable with social media, you should be uncomfortable. Keep experimenting with what doesn't come naturally.

ITSMA_B2B: One of the promises of digital era for marketers, is that it makes marketers who embrace technology core to the business

ITSMA_B2B: Integrating Social Media into the marketing mix from @BrianEllefritz

ITSMA_B2B: How do you scale social media to become a social organization? SAP has a champions program

ITSMA_B2B: Requirements of social org: employee skills, listening, metrics, governance, integration, influencer models, content, crisis mgmt

ITSMA_B2B: In some ways social media is just another channel but it also requires some companies 2 change culture and reconnect w/customers

ITSMA_B2B: SAP's #sapphire now shows how social media can drive content & add virtual component to event: tweets, daily blogs, videos, more

ITSMA_B2B: SAP Mentors program: 100 elected bloggers & tweeters who share customers needs w/SAP & SAP strategy w/customers

ITSMA_B2B: Awesome talk by @BrianEllefritz about building a social organization. One key - need to have a coaching approach

ITSMA_B2B: Day 2 of Marketing Leadership Forum about to kick-off. Follow

ITSMA_B2B: Jon Vander Ark of [#McKinsey](#) on In Search of Sales Excellence based on extensive research with B2B IT buyers and sales leaders

ITSMA_B2B: Sales excellence: experience, focus on basics, lower interaction costs, visit less but make it count, give self-serve support

ITSMA_B2B: Sales excellence research from [#McKinsey](#) refutes some, e.g. larger companies are actually ok w/multiple sales contacts

ITSMA_B2B: Good rule for sales and for anyone else for that matter: don't confuse activity with productivity.

LaurenOnDemand: McKinsey insights for successful sales organizations: sales experience most differentiating; too much contact is damaging.

ITSMA_B2B: How winning companies sell: strategy 4 growth, master multichannel, good execution, lean operation, build tomorrow's sales team

ITSMA_B2B: Hunting Days for sales - one day a quarter an industrial company's sales team does nothing but find new leads

ITSMA_B2B: Sales execution-data allows sales to leverage customer insights. Similar to ITSMA's data driven marketing <http://bit.ly/ltNKqT>

ITSMA_B2B: One company hires only PHDs for sales - Poor, Hungry, Driven

ITSMA_B2B: Research from [#McKinsey](#) session will be In Search of Sales Excellence book coming in July

ITSMA_B2B: Michelle Weiss from [#HP](#) Tech Services on aligning corp and field marketing

ITSMA_B2B: Tip 1 to align corp & field marketing: control the spend. Agencies were the 1 group that really benefited from marketing spend!

ITSMA_B2B: Tip 2 for marketing alignment: shared services model based around centers of expertise

ITSMA_B2B: Tip for marketing alignment: standardize. You want all collateral around the world to look the same. It represents the company

ITSMA_B2B: Tip for marketing alignment: build globally, promote locally. Customize with relevant call to action.

ITSMA_B2B: Tip for marketing alignment: Get roles & people right, make sure they have dirt under their nails (experience)

LaurenOnDemand: Field marketing needs to act like a concierge (Michelle Weiss, HP)

BabcockJenkins: Field marketing needs to act like a concierge (Michelle Weiss, HP)

ITSMA_B2B: Tip for marketing alignment: Balance. listen more, build trust & respect, manage the change

ITSMA_B2B: Idea of field marketer as concierge: <http://bit.ly/jibGDD>

ITSMA_B2B: Steve Pinedo from [#Oracle](#) on services marketing and how to get customers to adopt new tech

ITSMA_B2B: Independent sales teams need to start collaborating, customers are asking 4 it

ITSMA_B2B: How do you convince the company to sell tech services? By building it around the customer. It's about customer relevance.

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ITSMA_B2B: Marketing Leader panel - Steve Pinedo from Oracle, Michelle Weiss from HP, Jeannine Rossignol from Xerox [@ckochster](#) facilitating

ITSMA_B2B: Building client intimacy: Buyers meet with most important service providers once a month
<http://bit.ly/h2oiWS>

ITSMA_B2B: Incredible to still have such a robust discussion at the last session of the Forum. ITSMA works with smart B2B marketers.

ITSMA_B2B: Idea to build client intimacy? Xerox is doing thought leadership summits with clients, small, pre-qualified, c-level only

ITSMA_B2B: aha! The benefits of membership: Steve Pinedo went to another ITSMA member to ask for help on developing thought leadership

ITSMA_B2B: Challenges of building client intimacy: it's hard to view world from customer's perspective. it's easier to just sell your stuff

ITSMA_B2B: Challenge of building client intimacy: how do marketers stay context aware? reach right person with right thing at right time

ITSMA_B2B: Challenge of building client intimacy: know your client and know your offerings. Help field remember the client part of it

ITSMA_B2B: Me too! Would love a study comparing average age & tenure of marketing person in Oracle, HP, Xerox vs Google, Facebook, Groupon

ITSMA_B2B: Forum Wrap up: great speakers, great attendees. New ideas, thinking, examples, connections. Thanks to Savogroup for sponsoring.