

Welcome to Our Virtual Event

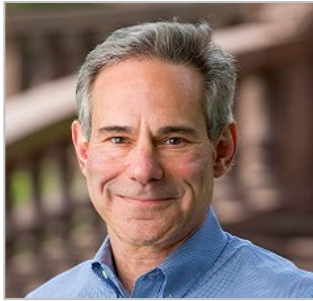
Marketing (re)fOCUS

Conversations on Making Marketing Matter

Speakers



Katherine Calvert
CMO,
Khoros



David Edelman
Ex-CMO,
Aetna



Lincoln Hershberger
VP, Marketing,
Bevy



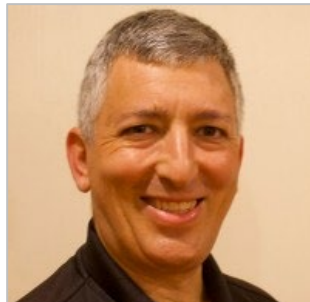
Sara Kinsey
Head of Marketing,
Gem



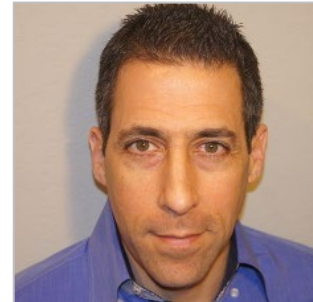
Heather Watkins
Head of Growth Marketing,
Impossible Foods



Hala Samow
Director,
Marketing Operations,
ServiceMax



Dani Weinstein
Senior Director,
Customer Community
& Growth, Kaltura



Larry Stein
Principal Consultant,
Technology
Marketing Strategies



Corey Bayless
Market Automation
Program Manager,
Amazon Web Services

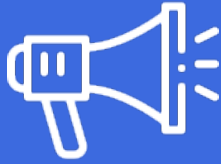
Marketing Life – The Past, Present, and Future



And Then, Along Came COVID...



The Impact



73%

Advertisers held back
campaign launches



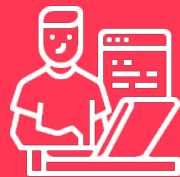
70%

Marketers have moved their
interactions partially/fully to a
virtual platform



39%

Social media users spend more
time on social media



66%

Marketers expect an increase
in social media content
creation



70%

Marketers made
major/moderate adjustments to
their strategy

Event Marketing – Then and Now



Then



**Live Brand
Experiences**



**Physical
Conferences**



Tradeshows



**Customer
Influencer Events**

Now



Live Webinars



**Pre-Recorded
Conference Sessions**



**Virtual Trade
Shows**

The Future of Event Marketing is Hybrid



Marketing Budgets – Then and Now

BUDGET 2021





Then

- 1 You defined your buyer journey**
- 2 You aligned your budget with your marketing goals**
- 3 You stayed on-guard for hidden costs**
- 4 You documented your priorities**
- 5 You allocated your budget smartly**
- 6 You prepared to measure ROI**



Now

The CMO Survey COVID Edition Found:



29%

Marketers said that their budget decreased



30.3%

Reported no change



41%

Said their budget increased

The Merkle Research Showed the Shift in Priorities:



50%

Marketers said that there were trying new marketing technologies/features



45%

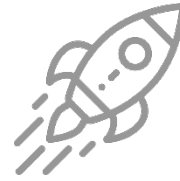
Marketers have moved their interactions partially/fully to a virtual platform



42%

Said that they were developing new transaction fulfillment capabilities

Marketing Has Changed, But the **Goal** Remains the Same



THANK

YOU