



# B2BNEWS NETWORK

Editorial.  
Content.  
Lead generation.  
Analytics.  
Conversion.  
One platform.



# WHO we are

We bring confidence to decision making.

We draw the roadmap to better buyer journeys.

We tell the story of marketing, sales and technology innovation as it unfolds.

B2BNN is the only source of information, ideas and analysis that connects the needs and interests of CMOs, CIOs, Chief Sales Officers and others working with enterprise customers.





# WHAT we do

Storytelling  
Distribution  
Conversion  
Metrics





# Storytelling

We have unique formats  
to present your ideas  
and stories.

SOMETIMES ENTREPRENEURSHIP IS  
UNEXPECTED.



**B2B NEWS NETWORK**


**MEASURE THE ROI OF YOUR CONTENT**  
No spreadsheets. No help from the IT guys. Just plug-in and go. **squeasCMM**

ABOUT US | SOCIAL NEWSDESK | **LATEST B2B NEWS** | PAID MEDIA | CONTENT MARKETING | MARKETING | TECHNOLOGY

ICYMI: Visual Marketing on a Shoestring: Top 10 Free Photo Resources

## x.ai: Have You Met Amy Ingram?

Enterprise Spotlight | Featured: Latest 1025 News, Startups, Technology | © September 16, 2016 | Kim Schütz



**FEATURED**

x.ai: Dennis Mortensen, Founder

x.ai: Have You Met Amy Ingram?

Enterprise Spotlight: x.ai

J9 Technologies: Clay Roach, Founder

I had the pleasure of meeting Amy Ingram quite by accident. She was copied on an emailed meeting request, and followed up quickly and courteously. I asked the company I was dealing with when they decided to hire a new assistant. Honestly, I felt a little foolish when I learned that Amy was AI. But that's the point, isn't it? Not that I felt foolish, but that it was done so well I had no idea.

Amy is the artificial intelligence (AI) personal assistant created by x.ai. She makes executive's lives easier by scheduling meetings.

For her to do so, x.ai spends massive amounts of time and energy trying to figure out how to decipher sentences with near 100% accuracy. The fact that humans are notoriously imperfect communicators means that the entire product rests on x.ai's ability to excel at NLP (Natural Language Processing).

Think about the quick notes busy people send to colleagues, clients and friends when trying to meet up. Now imagine the technical complexity of teaching an AI to understand those notes.

# Distribution

Wholly owned distribution networks, and large social network of senior executive roles, for maximum exposure to the right audience.

## Our audience:

- October 2017: 89,515 average unique monthly website visitors
  - 45% Canada
  - 45% USA
  - 10% International
- 90% Manager and above
- 30% CXO
- 20,000+ social followers
- 11,900 email subscribers

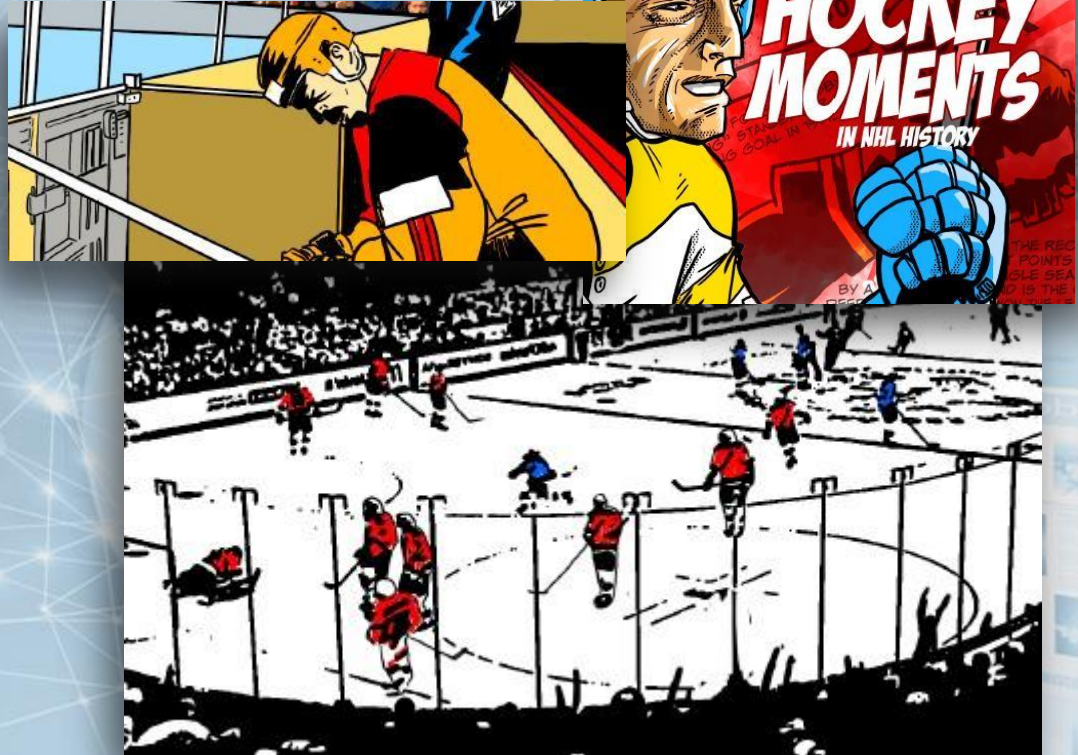




A new content marketing format that grabs attention faster and delivers information with a higher level of consumption, retention and engagement.

Business stories (case studies, white papers, origin stories) told in a graphic novel format.

Generate 15x more traffic and engagement than traditional content marketing formats.





# Conversion

Metrics-based  
conversion  
tactics.

## Subscribe to the Art of the Possible Series from SAP HANA®

Through powerful visuals and story-telling the *Art of the Possible* series will explore how SAP HANA® provides Big Data solutions to innovators in a variety of fields. The series will explore the following industries:

SAP HANA® empowers researchers to  
and solve Big Data challenges.

How SAP HANA® helped Germany win the  
DN

Installation of *Art of the Possible* by

the Possible Content



### SEND ME MORE INFO ABOUT THE EVENT ROADSHOW

First Name\*

Last Name\*

Email Address\*

Job Title

Submit



# Measurement

Our proprietary content metrics platform provides content marketing insights for lead generation including:

- Which content assets are performing best?
- Where are they performing? (Tracks all platforms where a link or QR code can be placed)
- What results are they generating?
- What audience trends can we see?





# HOW we do it

We offer many ways for you to  
connect to your audience.



# Content Sponsorship

## **Influencer List sponsorship:** B2BNN

publishes monthly lists of influencers in a specific B2B area or vertical. The program lasts six weeks and consists of a call for nominees, list selection and publication, and post-engagement with at least 4/10 influencers.

**Section sponsorship:** Home page, email and social featuring of a specific topic in marketing or tech (e.g. the SAP CMO series, the SheEO Entrepreneur series)

**Social chats and event coverage:** B2BNN will hold a social chat with one of the influencers at a set date and time featuring conversation about your industry, customers, pains and content, either standalone, ongoing, or as part of a 3<sup>rd</sup> party event or conference coverage.



**Nominations open for B2B News Network's American B2B Content Marketing Influencer Index**



### Twitter Chat Recap: Andrew Brown

■ Latest B2B News, Marketing, Top News

This afternoon our President, Jen El Brown, President of Write on the M... Q&A. There were some fantastic qu... Jen: Kicking off an intro to #dimsum



### Twitter Chat Recap:

■ Latest B2B News, Marketing | September

Yesterday B2BNN hosted a live Twi... Director, Collaborative Journalism o... so we thought we'd share them with... do you identify a good story to be to



**The 2016 B2BNN Top Influencers in Social Intelligence**

# Content Conversion Programs

We work with you to  
develop a content  
conversion strategy, then  
develop, implement, and  
adjust based on results





# Case Study - DXAgents

## Engagement:

Developed a Canadian CIO and CFO event, lead generation, content and community program for SAP, Deloitte, Amazon Web Services, Intel and SUSE.

## How it worked:

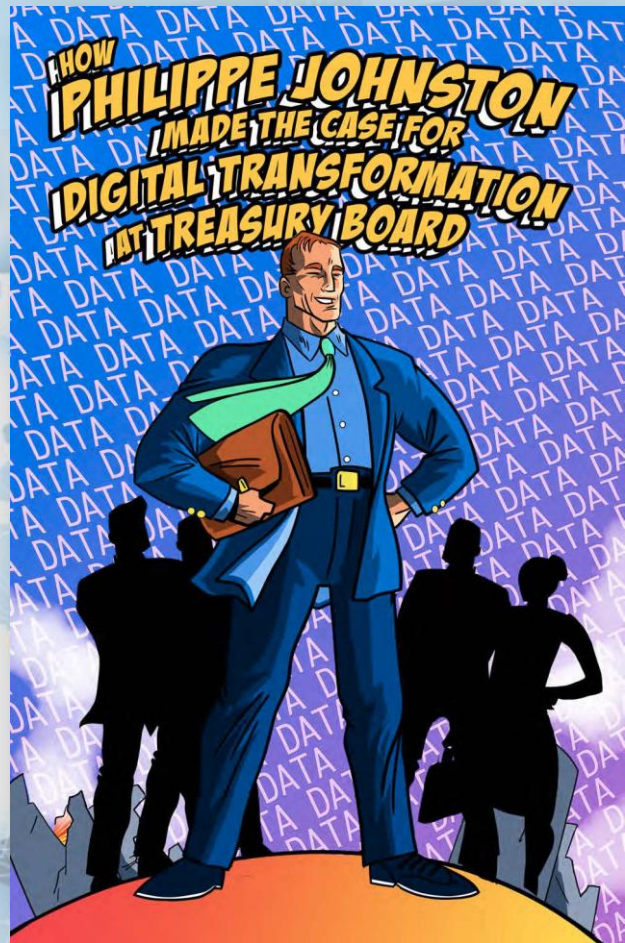
One year program from brand development, to digital asset production, to content, to event management, and measurement.

## What we did:

We developed and managed the program from concept and brand to registrations, leads, event management, and all communications.

## Results:

Over 500 engaged CIOs, CFOs, and a total of 11,000 community members one year into the program; one project that paid for the program for all sponsors.



# Case Study – SheEO & BMO

## Engagement:

Promote SheEO and BMO investment in 5 Canadian entrepreneurs and the funding contest they won; awareness of 1000x1000 initiative

## How it worked:

Storyline, B2BNN content engagement (8 assets; 1 CMO profiles 1 interview)

## What we did:

Promoted on B2BNN, sister sites, email and social media

## Results:

586,912 impressions, 13K+ engagements and a continuation of the series!





# Event Series - Edelman

## Engagement:

Lead generation, awareness and event promotion for one of Canada's leading PR firms

## How it worked:

B2BNN content engagement (8 assets; 1 CMO profile, 1 interview); branded client content area

## What we did:

Promoted on B2BNN, sister sites, email and social media

## Results:

One new customer, over 100 attendees, registrants, and opt-ins to date. Program renewed for year two.



**BtoBPOV**

WHAT'S **WORKING**, WHAT'S **NOT**, AND WHAT'S **NEXT** FOR **BtoB**?

**SALES PEOPLE ARE FROM MARS  
OR POSSIBLY THE ZOMBIE APOCALYPSE**

THURSDAY, APRIL 21, 6 p.m. - 8 p.m.

**B2B NEWS NETWORK** @B2BNewsNetwork · 2h  
Are marketers + sales reps compatible? Learn more at #BtoBPOV, an @edelmanto event, Toronto 4/21 #savethedate



# Event Promo - Terminus

## Engagement:

B2B Influencer list, Flip My Funnel coverage, Articles, Twitter Chat

## What we did:

Promoted on B2BNN, sister sites, email and social media

## Results:

Impressions: 217,648 (site plus social)

Reads: 21,314

Engagements: 1155

Clicks: 417

Conversions: One major new customer from this program



**#FlipMyFunnel**  
ACCOUNT-BASED MARKETING ROADSHOW

THE WAY WE CREATE DEMAND HAS EVOLVED

CUSTOMER EXPERIENCE IS THE NEW REVENUE MODEL

Challenge the Status Quo of B2B Marketing & Sales

HOSTED BY  **Terminus**

The graphic features two funnel diagrams. The left funnel is orange and contains icons for people, question marks, and a dollar sign, representing the evolution of demand creation. The right funnel is blue and contains icons for a headset, a double-headed arrow, a smartphone, a laptop, and social media icons, representing the new revenue model based on customer experience. The background is dark blue with white text and icons.

# Case Study - SAP

## Engagement:

SAP North America wanted to generate awareness, leads and event attendance for their flagship SAP HANA event series Art of the Possible

## How it worked:

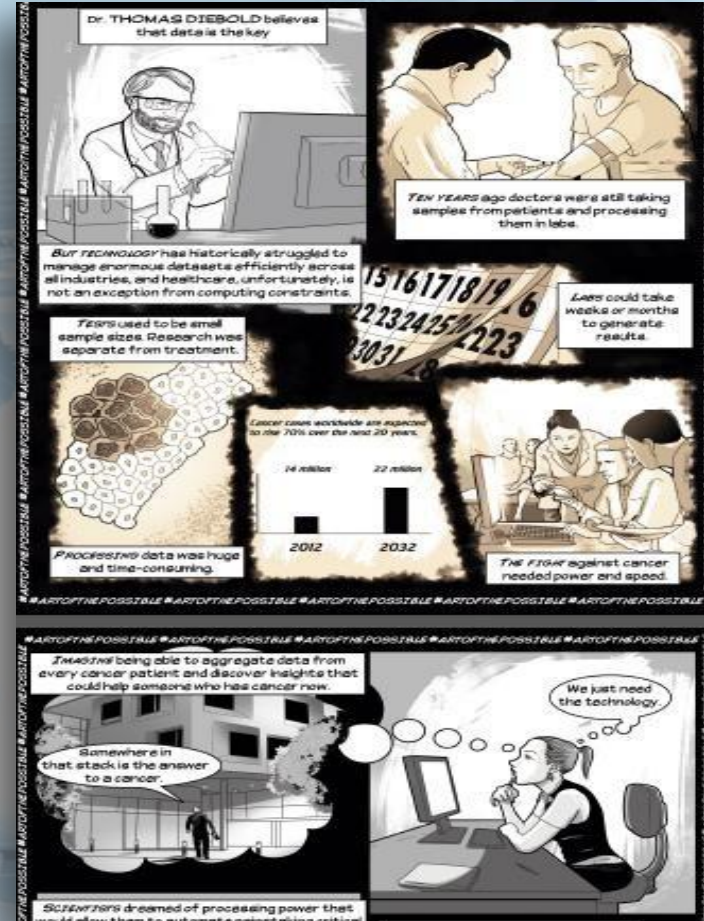
B2B Comix (3), B2BNN content engagement (8 assets; 3 CMO profiles and 3 interviews, one case study and one analyst white paper)

## What we did:

Promoted on B2BNN, sister sites, email and social media for six months

## Results:

Nearly 500K impressions, 1411 engagements, 129 opt-ins, 29 registrations, 4 leads







# We Drive Conversion

From B2B News and commentary to relevant content marketing assets and B2B Comix™, we generate opt-ins, conversions and downloads from a targeted audience.

We work with people who are struggling to measure content ROI, and companies that have trouble making content marketing work. Our experience and vast amounts of data is how we excel.







# WHY does it work?

It's a turnkey platform for existing content marketing assets, from the audience attracted by top quality B2B editorial, to the metrics we provide on every touch.





# WHY it works

**Editorial Support:** We can produce editorial related to your business and cover the news in your sector.

**Conversions and Leads:** We connect editorial to your content on landing pages, generating leads and conversions from traffic to your content, and work with you to optimize the process. We map to your goals and report against your KPIs.

**Content Dashboards:** Our dashboards show observed behavior, audience insights and patterns you can apply anywhere. (channel behavior, content performance).





# Fine Print

(Pricing & Options)

**Audience profiling and targeting:** Information needs, digital habits. We'll provide a quarterly report profiling information needs and digital habits of your target audience. Pricing ranges from \$12-50K.

**B2B Comix™:** Graphic storytelling of your products and company. Pricing starts at \$1K per page (minimum of 6 pages, 3 storylines, available in customized packages).

**Distribution and Conversion:** Your site only gets so much traffic. Hosting and promoting your content marketing assets through us provides additional visibility, conversion opportunities, opt-ins and data. Starts at \$1K per month. Influencer and chat sponsorships start at \$2.5K per event.

**Content performance metrics through SqueezeCMM:** Detailed, actionable content performance analytics and data. Pricing starts at \$500/month. Some ongoing programs include a full SqueezeCMM license.







# Contact Us

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# Appendix





# Editorial Calendar

B2BNN covers the news as it happens -- from product launches and M&As to brand campaigns, conference coverage and more. Each month, we also plan in-depth editorial packages that build upon breaking stories and address the issues our audiences care about the most.

## January: The Leadership Issue

Technology is giving more team members access to data and the ability to act on it, but those running companies continue to struggle with managing talent, fostering employee engagement, tracking the right KPIs and juggling priorities. We'll gather the best tips and tactics to help leaders start the year off right.

Plus:

- Inside the Mind Of... : The eBook: A collection of our best Q&As with a wide cross-section of achievers.
- A look a head at the major industry conferences, launch dates and other milestones to assist with calendar-planning.

## February: The Transformation Issue

Digital technologies were supposed to make everything better, from the way we connected with customers to how we manage buying transactions. It's time to offer a report card of sorts on which brands or industries are making a leap forward -- and what's holding everyone else back.

Plus:

- The B2NN ABM Playbook: A collection of our best features on account-based marketing.





# Editorial Calendar

## March: The Social Issue

Even hard-bitten sales reps are starting to explore social selling. Online communities are transforming customer service. Marketers are finding increasingly unusual ways to work more directly with their target audiences across every digital channel. We're diving deeper into the technologies and strategies that are creating new dynamics across every role and sector imaginable.

Plus:

- Coverage of Mobile World Congress

## April: The Innovation Issue

AI, VR, Blockchain, voice tech -- these are no longer new buzzwords but forces everyone predicted will unleash new ideas and opportunities for companies. It's time to look at the adoption and maturity of these technologies -- and what else is coming around the bend.

Plus:

- B2BNN's Big Book of AI -- A collection of our best stories
- Coverage of CBoC Blockchain Summit



# Editorial Calendar

## May: The Love Issue

Everyone wants to win customers, but the ideal is to win happy, long-term customers who will become advocates for your firm and its key leaders. We'll explore trends in sentiment analysis, new channels for gathering customer feedback, tools to encourage and measure loyalty, along with other ideas to create a more emotionally resonant brand experience.

Plus:

- Coverage of SiriusDecisions Summit 2018
- B2BNN's first "State Of The Chief Sales Officer" Study

## June: The Influencer Issue

Buying committees are getting bigger than ever before, making the journey to closing deals and gaining ongoing business much more challenging to firms of every size. Knowing who's who -- and what they care about -- is critical to success. We'll be looking at the changing attitudes of CMOs, CIOs, heads of sales and more.

Plus:

- The Next-Gen Buyers: Interviews with Millennial and Gen Z business leaders on their attitudes and aspirations
- Our definitive 'Analyzing The Analysts' series eBook
- Coverage of Mobile World Congress



# Editorial Calendar

## July: The Mindfulness Issue

Working in B2B is often discussed in a way that celebrates non-stop efforts to boost productivity, but what toll is that taking on leaders and employees? Summer is a perfect time to look at the best ways to reduce stress, discover new ideas, deepen our appreciation of our coworkers' and customers' value and re-examine the way we evaluate success.

Plus:

- Our second annual 50 Over 50 Women in Tech rankings

## August: The Talent Issue

The skill sets required for marketing, sales, IT and even general management are constantly changing thanks to new technologies that give buyers more power and control. We're going to explore the most effective ways to pursue continuous self-development, whether it's online courses, an MBA, reading lists or finding the right mentor.

Plus:

- A look at how data science is infiltrating more areas of the enterprise
- Reimagined job descriptions for CMOs, CIOs and more





# Editorial Calendar

## September: The Creativity Issue

The shift towards more audience-oriented content has caused disruption in traditional advertising, massive experimentation among brands and countless new products and services to create, manage and measure assets that assist with all stages of the funnel. We'll explore how content marketing is evolving and what the best B2B brands are doing to keep audiences engaged to the point of conversion.

Plus:

- Coverage of Content Marketing World 2018
- The 2018/2019 B2BNN Content Marketing Landscape, with details on key agencies, vendors and more

## October: The Collaboration Issue

The silos between marketing, sales and technology have gotten in the way of progress for years. What kind of organizations are demonstrating the right cultural change, and how did they get there? What tools and technologies help facilitate better communication and coworking across functional areas? We'll highlight the best examples across North America.

Plus:

- Coverage of Inbound 2018



# Editorial Calendar

## November: The Growth Issue

What are the key ingredients to turning a startup to a scaleup? How can a large enterprise overcome a stagnant bottom line and extend into new markets or increase its share of wallet with its best customers? As a new fiscal companies, we're paving a path to bigger and better results, no matter how you define them.

Plus:

- B2BNN's 'A Brand Is Born' rankings of hot emerging firms
- Coverage of the ITAC Ingenious Awards

## December: The Disruption Issue

Few organizations were ready for the "sharing economy" when Uber and AirBNB first came on the scene. Looking back at what we've covered in 2018, what new business models are beginning to manifest themselves -- and how can both sellers and buyers in B2B adapt in time?

Plus:

- A downloadable eBook of our most popular stories from 2018