

MARKETING IN 2021: UNCERTAINTY OR OPPORTUNITY?

Marketing Expectations for 2021

MARKETING TACTICS AND TOOLS

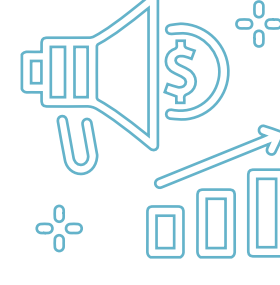
MARKETING TACTICS WITH HIGH ROI



Virtual Events
/ Webinars



Account-Based
Marketing



Content
Marketing

“

Everyone is working in the same virtual space. We will start seeing more unique out-of-the-box approaches.

”

Gary Robbins, Sr. Partner, Brand & Demand Solutions, Frost & Sullivan

ONE MUST HAVE TOOL FOR 2021



CRM / High Quality Database
Marketing Automation
Website

MARKETING & SALES RELATIONSHIP EVOLVE

SIMPLICITY IS KEY

ONE
TEAM



ONE
GOAL

ONE
OUTCOME

“

Position sales and marketing teams as true partners.

”

Stacey Fontenot, Senior Vice President, Marketing, Cvent

HAVE AN INTEGRATED APPROACH



MARKETING



SALES

MEASURING MARKETING EFFECTIVENESS

FOCUS ON REPUTATION

STRONG
BRAND = 
WIN RATE

“

When it comes to digital engagement, a strong brand will generate deals.

”

Mark Wilson, CMO, BlackBerry

RETURN ON INVESTMENT

“

Look at the financial impact these new initiatives bring to your business.

”

Yazutaka Mizutani (MIZU), VP, Global CMO, Colt Technology

Need Help Planning for 2021?

[Click here](#) to learn how Frost & Sullivan can help