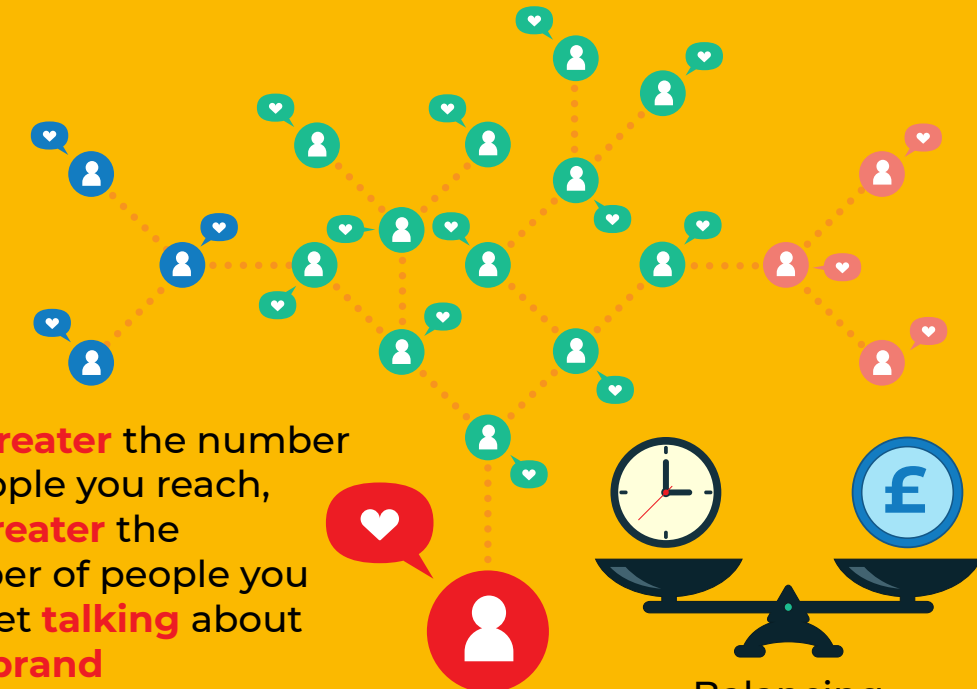
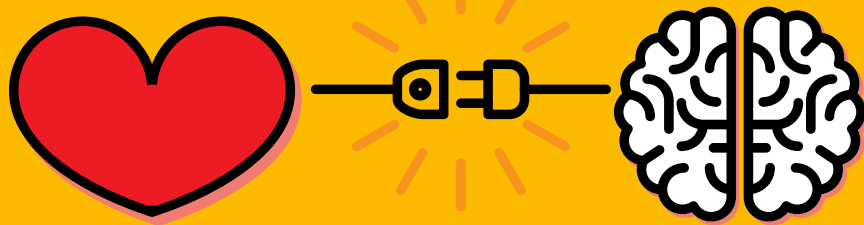


SMART B2B MARKETING IS ALL ABOUT BALANCE

Another element of **balance** is the need to **appeal** to both **HEART** and the **MIND**



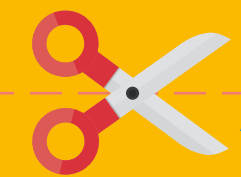
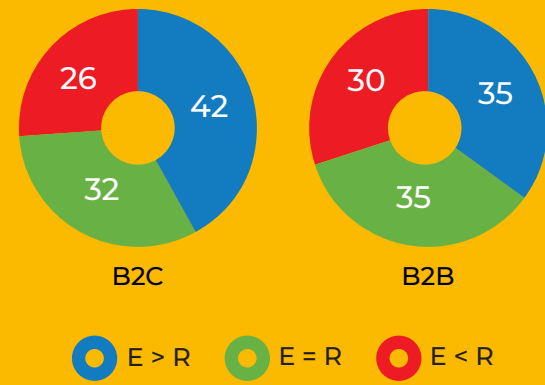
The **greater** the number of people you reach, the **greater** the number of people you can get **talking** about **your brand**



Balancing **effectiveness** with **efficiency**



Emotional vs. Rational Consideration

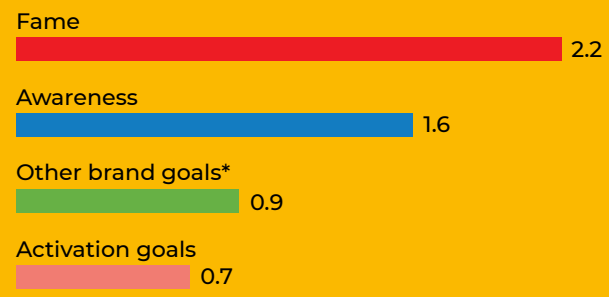


UNLIKE THE 60/40 RULE IN B2C, WE'RE LOOKING AT A MORE EQUITABLE DISTRIBUTION - A 50/50 SPLIT



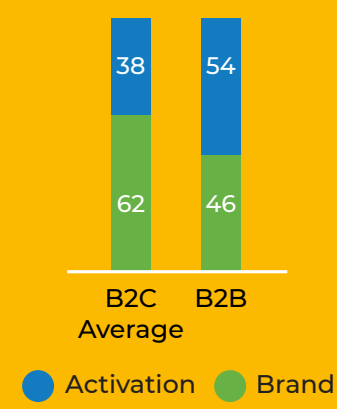
AVOIDANCE OF RISK IS A KEY COMPONENT OF BUSINESS CONTINUITY

Number of very large biz fx reported



* Differentiation, brand image, esteem, trust or commitment

Primary Campaign Objectives



BUILDING BRAND SALIENCE AND WORD-OF-MOUTH WILL MAKE YOUR SHORT-TERM LEAD GENERATION ACTIVITY MORE EFFECTIVE

