



## SPECIAL INTEREST GROUP CHARTER

**SIG Name:** Business-to-Business (B2B) Marketing Special Interest Group

### Intended Participants

- **Companies:** UWEBC member companies that employ a multi-layered strategy consisting of web communications, email, media campaigns, and relationship management for the purpose of converting targeted business prospects into customers.
- **Roles:** Senior leaders of business-to-business (B2B) marketing organizations (vice presidents, directors, managers)

### SIG Goals

SIGs are forums for those with essentially the same level of responsibility for a specific business function or process (peers at other companies) to engage in in-depth discussion and benchmarking around particular facets of that function or process over the course of several sessions.

**The goals of the B2B Marketing SIG are:**

- To provide a forum for senior leaders of B2B marketing organizations to discuss topics of shared interest related to managing and optimizing the performance of their organizations
- To enable participants to glean leading practices to improve/enhance the efficiency and effectiveness of their marketing operations by learning about the strategies, practices and processes utilized by other companies providing customer service in a B2B environment
- To foster participants' development of a network of B2B service leader peers at other UWEBC member companies

### SIG Steering Committee

- Matt Ellsworth, Marketing Manager – Palmer Johnson Power Systems
- Todd Eucke, Marketing Manager – Lakeside Foods
- Judson Luke, Director of Customer Experience – Badger Meter
- Aaron Linsmeier, Digital Marketing Operation Manager – CNH Industrial

### Number of Meetings, Frequency, Length and Location

- The SIG will meet once in 2017 and four times per year (quarterly) in 2018. Additional meetings may be scheduled if there is continued interest from a critical mass of participants.
- Meetings will be from 9:00am-3:00pm and will normally take place on the UW-Madison campus

### Participant Expectations

- Each company participating in the SIG will designate a marketing leader as its "Primary Participant" in the group.
- The Primary Participant should attend as many of the meetings as reasonably possible (dates will be provided after the first meeting).
- In the event the Primary Participant is unable to attend a meeting, a representative may be designated for that meeting. However, in order to maintain the integrity of the peer forum, participation in the SIG may not be permanently delegated to a lower level employee.
- Depending on the practice/topic of focus for a particular meeting, the Primary Participant may bring along a team member with specific expertise/responsibility for that practice/topic in their organization.

### Topics for Practice-Sharing Discussions

- Channel marketing / partner engagement strategies
- Accessing customer information and data from dealer network
- B2C marketing and the risks associated with B2B relationships
- How to optimize push and pull strategies
- Successful application of social media for B2B
- Systems, processes and people alignment for demand generation
- Increasing the speed of addressing customer inquiries
- Inbound marketing programs
- Aligning marketing teams for both demand generation and brand/content development