

Dawn Westerberg to Speak on 'B2B Marketing: The New Normal' at Sage Summit

AUSTIN, Texas, July 6, 2011 (SEND2PRESS NEWSWIRE) – Dawn Westerberg, president of Dawn Westerberg Consulting LLC (<http://dawnwesterberg.com>) and authorized Duct Tape Marketing consultant, will speak on B2B Marketing, “The New Normal: Marketing Your Organization in Today’s Economy” at the Sage Summit on July 12, 2011.

The presentation will examine changes in buyer behavior in since the economic downturn in 2008 and how B2B marketers need to examine their strategy and tactics in order to effectively reach and influence today’s buyers.

“B2B marketers must communicate their message and showcase their expertise in a whole new way,” said Westerberg. “What used to be handled by phone and onsite demonstrations, buyers now expect to find online in the form of articles, videos, and white papers. Only when the buyer is convinced that your company can help them are they interested in engaging face to face. Therefore, B2B marketers have to strategically create, publish and promote valuable, memorable, and frequent content. There’s been a fundamental change from outbound marketing to inbound marketing.”

Sage Summit is the annual Business Partner and Customer conference hosted by Sage. Over 4,000 attendees are expected for the event. The conference will be held July 10 – 15, 2011 at the Gaylord National, 201 Waterfront Street, National Harbor, MD, 20746.

Joining Westerberg in the presentation will be Sage Business Partners and Dawn Westerberg Consulting LLC clients Jeannie Huckstep, Huckstep & Associates (www.huckstep.com), Kent Hollrah, JMT Consulting Group (www.jmtconsulting.com), and Mike DeRosa, DeRosa Mangold (www.derosamangold.com).

Westerberg is a frequent speaker on B2B Marketing topics and has presented to audiences throughout the United States on a variety of marketing topics including Inbound Marketing, Social Media, Marketing Strategy, Content Creation and Marketing Metrics. She assists B2B professional firms in developing marketing strategy and tactics for business growth and brand awareness.

About Dawn Westerberg Consulting LLC:

Based in Austin, Texas, Dawn Westerberg Consulting LLC serves companies from coast to coast and border to border. Dawn Westerberg (<http://dawnwesterberg.com>) is the president of Dawn Westerberg Consulting LLC. An Authorized Duct Tape Marketing Consultant, she invites business owners to “Fall in Love with Your Business Again” through sound marketing strategy, creative collaboration and inspired performance.

News issued by: Dawn Westerberg Consulting LLC



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Original Image: https://send2pressnewswire.com/image/11-0707-dwesterbllc_72dpi.jpg

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Original Story ID: 2011-07-0706-001 (7088) :: 2011-07-0706-001

Original Keywords: authorized Duct Tape Marketing consultant, Dawn Westerberg Consulting LLC, The New Normal, Marketing Your Organization in Today's Economy, Sage Summit, B2B marketers, Austin Texas business news Dawn Westerberg Consulting LLC Austin Texas AUSTIN, Texas

Alternate Headline: Sage Summit: Dawn Westerberg to Speak on B2B Marketing – The New Normal

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