

B2B Marketing Leaders Online: Little Ideas, Big Outcomes: Profiling the Top-of-Funnel

Thursday, December 14, 2023 · 10:00 a.m. · Azores (GMT -1:00) ▾
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WEBINAR ENDED

About This Webinar

To complement Innovatus Media’s B2B Marketing Leaders “Big Ideas” series held live throughout the world, we’d like to cordially invite you to our regular online series: “Little Ideas, Big Outcomes”.

The next instalment of this series will look at “Profiling the Top-of-Funnel”, which will be held on Thursday, the 14th of December at 11am.

Hosted by Innovatus Media’s Managing Director Matthew Egan, this session will be a short-sharp-and-sweet opportunity to spend 30-minutes to think about your top-of-funnel strategy as we move into 2024.

Top-of-funnel strategy can lead to a myriad of tactics for B2B Marketers and is often seen as the initial gateway for success in nurturing potential new clients. The session will look to equip you with new ideas around how you can best drive your top-of-funnel strategy.

Agenda

- Swimming Upstream: building the right top-of-funnel strategy that drives buying intent and genuine interest.
- Addressing stakeholder engagement: the best ways to collaborate with your business on your go-to-market.
- GAI and intent: how much intelligence can we extract from the top-of-funnel, what is the best practice around this.
- Throwing out some ideas: creative ways to drive rich engagement and initial interest.



Matthew Egan

Editorial Director, Innovatus Media

Matthew Egan is the Managing Director of Innovatus Media and lead editor for Innovatus Media's content creation and research. Matthew has 15+ years experience in the technology sector and regularly host's C-Suite executives from around the world to explore the impact technology and innovation is having on business strategy.

Matthew has an in-depth knowledge of IT innovation and is passionate about encouraging discussion with executives about how to drive change that lasts.

