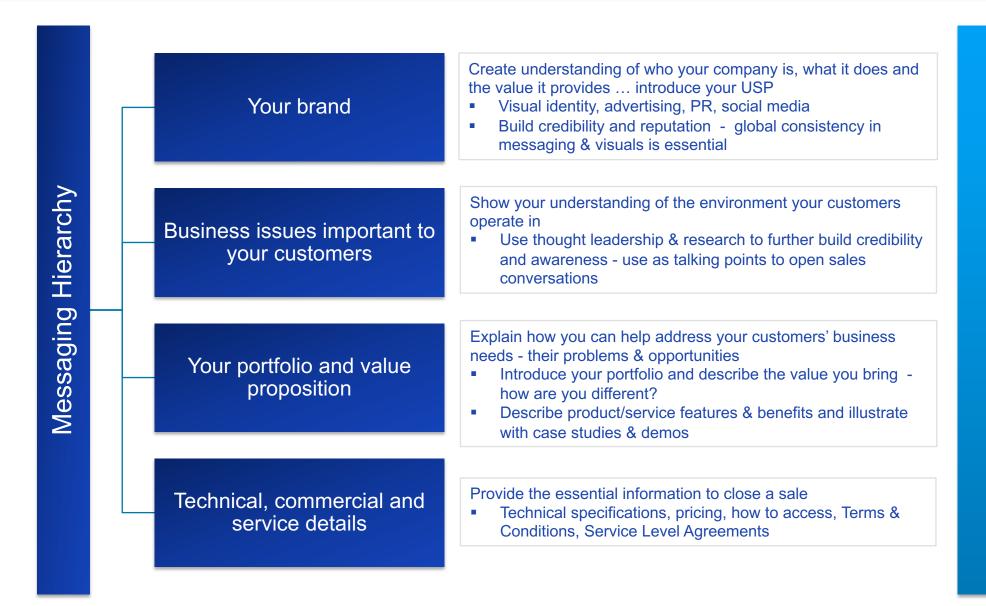
B2B Communications On-a-Page



Communications Activity

Integrated

Same messaging, tailored for audience and channel

Audiences

- Internal
- Partners
- Customers
- Analysts & Media

Channels

- Web
- Social
- Events
- Partners
- Sales
- PR

Post-sales nurture

- Check satisfaction
- Promotions/offers/events
- New products
- Contract renewal