



MarketingProfs | PRO Enterprise

**B2B Marketing Training For 20-2,000+  
that answers every question your team has.**

(And even some they haven't thought of yet.)

A hand is shown placing a green block onto a staircase made of various colored blocks (blue, green, yellow, orange, red, purple). The background is a solid light blue.

“Fantastic! I have all the money and people I need to execute on my vision...”

... said no marketing leader, *ever*.

Leaders like you do amazing work with less than you need. But things aren't getting any easier.

A recent MarketingProfs survey showed that over 60% of our marketers feel less engaged and more distracted, and 48% say they feel less creative.

We marketing leaders are under intense pressure to prove our value to the C-suite. To do so, we must demonstrate the impact our hard work has on revenue. But how do we get more budget, retain and engage our best talent, and be ready to adapt to any situation?

**Create a revenue generating culture.**

MarketingProfs PRO Enterprise training helps you break down marketing silos, keep your top employees, and prove the value of your strategy.

# Stay current. Always.

Marketing is perhaps the most complex, ever-changing, and visible discipline in an organization. It's an art and a science that connects strategy, creative, technology, data, and experience.

When we get it wrong, everyone sees it (and comments on it).

**But when we get it right, the rewards are huge.** As leaders, we have the opportunity to ensure our teams are ready.

MarketingProfs helps you:

1

Outline an ongoing plan for performance.

Identify what your team needs, map a business case for equipping them and provide recommendations for each member of your team.

2

Create a structured program with an e-learning platform...

**...that doesn't suck.** Enable your team to deep dive into Brand, Strategy, Customer Experience, Demand Generation, and Measurement.

3

Gain access to the industry's best minds.

Imagine if your team had ongoing education from prominent marketing experts. Our unparalleled community of subject matter experts can help broaden their thinking and improve their performance.



# PRO is a Community of Marketing Experts

Every training program our master instructional designers create—from the right level of content (beginner to expert) to the time needed for each lesson—is carefully crafted with our subject matter experts. There is nothing theoretical about our courses.

We help your team build **real-world marketing skills** and put what they have learned into practice. And, this skills-based training helps you **measure results**.



**Ann Handley**

Chief Content Officer  
MarketingProfs



**Andy Crestodina**

Chief Marketing Officer  
Orbit Media



**Avinash Kaushik**

Marketing Evangelist  
Google



**Pam Didner**

VP of Marketing  
Relentless Pursuit



**Nancy Harhut**

Chief Creative Officer  
HBT Marketing

And **hundreds more**, like...

Jay Baer

Chris Brogan

Nancy Duarte

Andrew Davis

Jeremiah Owyang

Lee Odden

Michael Brenner

Carlos Hidalgo

Katie Martell

Mark Shaefer

Samantha Stone

Kenda Macdonald

Jeannie Walters

Christopher S. Penn

Jason Falls



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# Included In Your Team's Subscription: 24/7 Access to Insight, Inspiration, and Community.

## Courses

Multimodal e-learning, including quizzes, downloadable audio, transcripts, worksheets, and more, support marketers with a variety of learning styles. Our courses allow you to **provide up-to-date professional development for all your marketers**, regardless of their primary job function. Behaviorally-based trigger emails encourage your marketers to log in and learn, while gamification sparks a healthy competition and motivates your team.

## Bootcamps and Summits

Our online Bootcamps and Summits are **mini, topic-driven events**. Multiple experts lead your team through concepts like storytelling or writing.

## MarketingProfs B2B Forum Online (free for PRO members in 2021)

In 2020, attendees benefited from 45+ sessions and 4 keynotes on topics like content, email, marketing and sales alignment, and influencer marketing. They watched (and chatted with) speakers like David Meerman Scott, April Dunford, Ty Heath, and Jason Falls. **Two Forums are planned for 2021.**

## B2B Backstage Webinars

These 75-minute knowledge bombs are **available exclusively for our PRO community**. In 2020, attendees watched Avinash Kaushik (Digital Marketing Evangelist for Google) discuss analytics, Billy Beane shared how to Moneyball our marketing, and Kenda Macdonald (author of *Hack the Buyer Brain*) shared how content can create the perfect pipeline for sales.

# Also Included In Your Team's Subscription:

## Master Classes

Delivered online, MarketingProfs Master Classes are crafted by our expert instructional designers, in partnership with our SME program advisory committee, to ensure your marketers learn the most important concepts and hands-on skills. These professionally filmed, single-topic, in-depth classes are taught by marketing subject matter experts. Classes consist of easy-to-consume, 15-30 minute lessons that your team can either **watch on-demand or in live watch parties with instructor Q&As.**

“This was absolutely one of the best experiences I have had for an online class. It was very engaging, very informative and to the point.”

## Assessment, Set-up, Dedicated Support and Measurement

- **Diagnostic:** Prove the ROI of your training efforts. This tool helps determine the starting point for your team and the focused learning paths they need in order to grow. Additional measurement provides you with insight into their improvement.
- **Gamification:** Gamification makes learners more motivated and it's embedded in your co-branded Learning Center.
- **Concierge Service:** Team members have something new they want to learn? Our concierge service finds the articles and courses for them.
- **Dedicated Account Management:** Your dedicated Account Manager will guide you, communicate what's new, schedule regular calls, and provide reporting on your team's progress.



**Additionally, your team will have access to exclusive live-stream interviews with experts, live taping of podcasts, and the PRO Show with Ann Handley in our PRO Facebook Community. Plus, thousands of on-demand articles, webinars, and podcasts.**

#### Need More?

- **Workshops:** In-person or virtual team workshops are available to add to your subscription. Online companion e-learning level-sets your team, instructors provide on-on-one help for attendees, and online reinforcement ensures that your team understands the concepts and that the knowledge sticks. Workshop topics include writing, storytelling, content, value props and positioning, prospect engagement, branding, and strategy.
- **MarketingProfs B2B Forum:** Our flagship event (returning in person in 2022) brings over 1,000 B2B marketers together to learn, connect, and have fun. We can incorporate tickets for your team into your subscription.

**Join Our Community of 650,000+ Marketers**

Help your team do the work they love. Earn more respect. Be more creative. And have fun doing it with the most comprehensive B2B marketing education on the planet.



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